

# TRAVEL TRADE MARKETING INSIGHTS WORKSHEET

Trade  
Show  
Presence

Be Present

- Review profiles
- Sell assets
- Be visible
- Socialize/participate
- Adjust pitch

Relationship  
Building

The Foundation

- Be open & honest
- Remain positive
- Do not share contact info without consent
- Follow up
- Add something unexpected
- Create a “travel family”

Collaboration

Strength in Numbers

- Work closely with DMO & assets
- Build & enhance itineraries
- Co-promote & partner
- Keep partners up to date
- Invite partners to attraction periodically
- Get to know competition

Patience

A Valuable &  
Necessary Virtue

- Be committed
- Never give up
- Results take time
- Goal: gain new prospects
- Attend strong shows annually & explore new shows
- Annual results can fluctuate

Today's  
Climate

It is What We Make it

- Stay focused
- Remain positive & upbeat
- Follow the facts & listen to real experts
- Use downtime to improve staff
- Exchange ideas