



# Travel Trade Bookable Product Creation

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Providing destinations with new opportunities to grow visitation post pandemic by offering travel trade professionals a clear and easy path to purchase.

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# WHAT'S INCLUDED?

As a result of many changes in the travel industry, travel trade professionals need easily attainable and up-to-date information to feel confident to sell the assets of a destination to their customers.

Break the Ice Media Product Development Team will educate your local stakeholders on the needs of the travel trade and will work with them to create bookable product that will position your destination as a trusted partner.

## Deliverables include:

Resource	How is it used?
<b>Strategic Opportunity</b>	Adapt to the post pandemic environment by identifying the greatest opportunities with local stakeholders to create bookable product.
<b>Stakeholder Engagement</b>	Educate stakeholders on the needs of the travel trade through individual conversations as well as an informational webinar.
<b>New Itinerary Creation</b>	New itineraries must be developed with updated information and offer smaller group experiences. Seizing the opportunity to add new elements by including smaller sized stakeholders and intimate experiences.
<b>Add- On Option: Collaboration &amp; Relationship Building</b>	Production of a virtual FAM Tour with multiple stakeholders and invite travel trade professionals to participate, have fun and learn about the bookable product offerings.

# ACTIVATION PROCESS

Stage	Objective	Format	Date
<b>Situational Assessment</b>	Engage with Break the Ice Media team to identify a list of potential partners.	Simple questions to be answered by your leadership team about the types of assets and stakeholders in your community. (45 minutes)	Week 1
<b>Create Partnerships</b>	Individual outreach to stakeholders to request participation. Break the Ice team member will act as primary contact for stakeholders who are interested and/or have questions.	Through phone calls, emails and a webinar, educate stakeholders on the needs of the travel trade and work with stakeholders to help create group pricing and programs.	Weeks 2 - 4
<b>Product Development</b>	Up to five itineraries Day Trips – two different itineraries Overnight – three itineraries 1, 2, & 3 nights Identify themes for each itinerary (ex. Culinary, History, Adventure)	Itineraries created in a word document complete with descriptions of each location. (Does not include graphic design of itinerary)	Weeks 5 - 7
<b>Strategy Review &amp; Q&amp;A.</b>	Identify appropriate pricing for each itinerary. Review of each itinerary with stakeholders involved.	1.5 hr. virtual meeting with all stakeholders to review and obtain group consensus on products.	Week 8

# ENGAGEMENT FEES

What's included	Fee
<ul style="list-style-type: none"><li><input type="checkbox"/> Stakeholder education on the needs of the travel trade</li><li><input type="checkbox"/> Bookable product creation that will position the destination as a trusted partner</li><li><input type="checkbox"/> Create a platform to assist with in-destination recovery</li><li><input type="checkbox"/> Provide travel trade with easy, concise and up-to-date information on the destination</li><li><input type="checkbox"/> Production and implementation of a virtual FAM Tour.</li></ul>	\$7,000
Add-On Option	Fee
<ul style="list-style-type: none"><li><input type="checkbox"/> Production and implementation of a virtual FAM Tour. - Present products to tour operators in a virtual FAM Tour. (Does not include tour operator invitations &amp; coordination). 2 hrs. in length and could include: stakeholders' presentations; fun activity; prize winning, Q&amp;A.</li></ul>	\$1,500