



DESTINATION
BRITISH COLUMBIA®

Working with the Travel Trade

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Agenda

1. Introduction
2. Key Markets
3. Market & Export Ready
4. Working with the Travel Trade
5. Q & A



SUPER,
NATURAL
BRITISH
COLUMBIA
CANADA



DESTINATION
BRITISH COLUMBIA®

Where Will We Focus

INVEST: Domestic (2022)



British Columbia



Alberta



Ontario

INVEST: International (2022)



Washington



California



UK



Australia



Germany

MONITOR for investment (2022 or 2023)



China



Mexico

MONITOR



Japan



South Korea



India



Market Update

DBC Focus: Generate business for 2022 and 2023

Travel Media: Ongoing promotion of BC to inspire travel

Travel Trade: Consumer interest to travel to BC increasing

Partners: Destination Canada, BC DMOs (City, Regional, Provincial), airlines, tourism suppliers

Tactics: Coops, trade/media fams, training, trade/media shows and events.



Are you “Ready”?



Get your readiness checklist ready!

VISITOR READY

- Good standing
- Licensed with Consumer Protection
- Staffed location and hours
- Available for communication all year
- Branded signage

MARKET READY

- Meet Visitor Ready criteria
- Published policies (pricing, billing, payment, cancellation)
- Marketing materials
- Timely responses
- Accept reservations
- Customer Service
- Work with Regions and DMOs



Are you Export Ready?

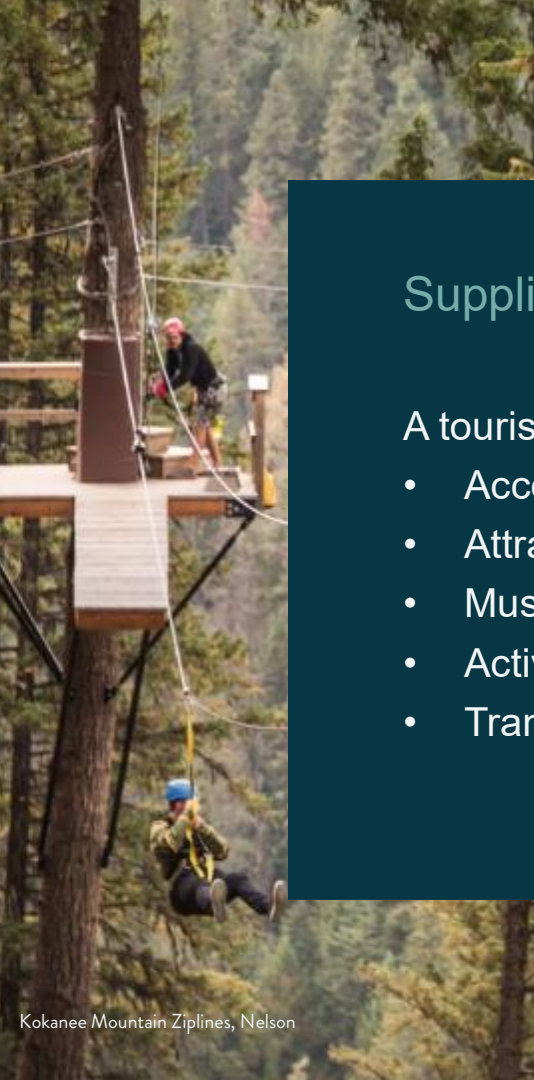


- Meet Visitor / Market ready criteria
- Proven track record (in business min 1 year)
- Meet safety regulations; carry liability insurance
- Group vs FIT business priorities (TT)
- Inquires and Reservations
- Support trade and media fam tours
- Attending trade shows
- Work with RTOs
- Hire front line staff with language expertise
- Commit to operation dates
- Work with your local DMO, RDMO and PMO



Working with the Travel Trade





Supplier

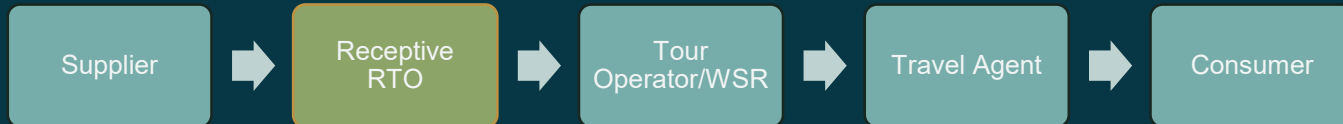
A tourism business:

- Accommodation 
- Attraction 
- Museum 
- Activity provider 
- Transportation 



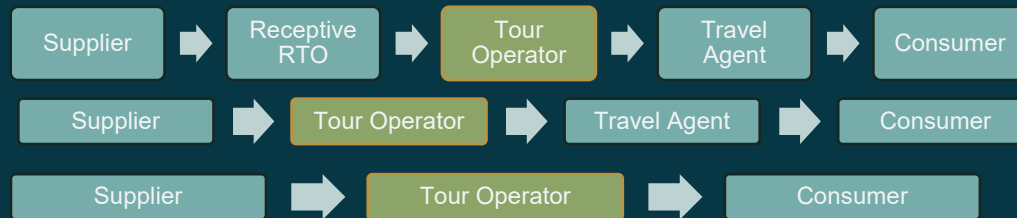
Receptor Tour Operator (RTO)

- Inbound Travel
- Sells to Tour Operators and Wholesalers Internationally
- May specialize in a market or sell globally



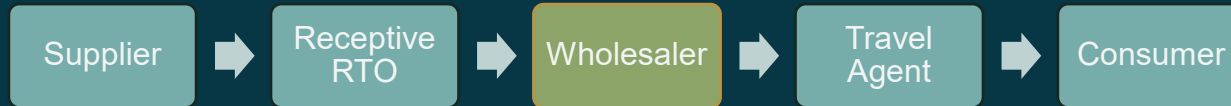
Tour Operator

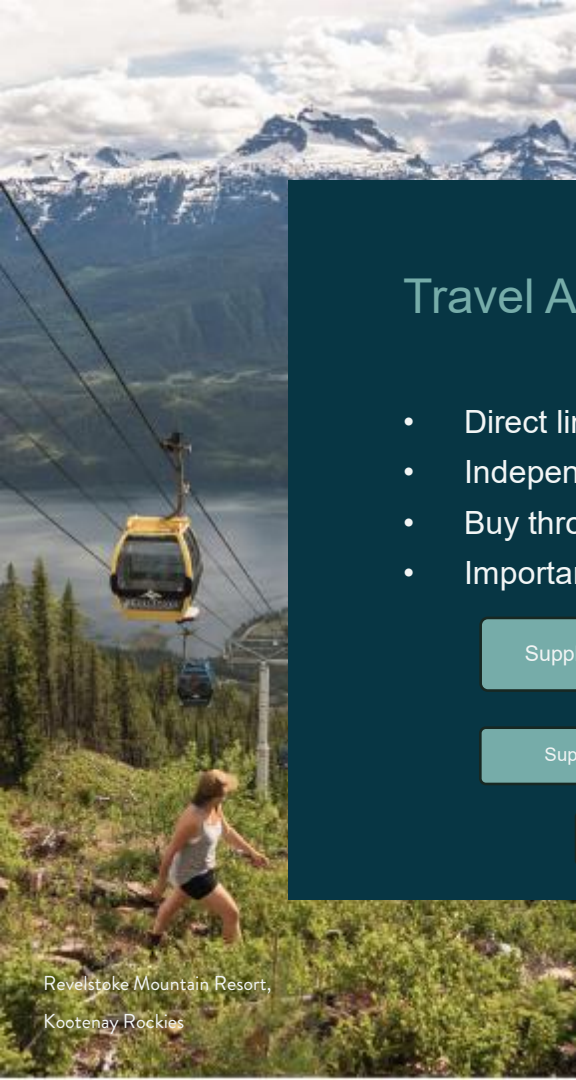
- Located in the market they sell to, either through travel agent or direct to consumer
- Promote outbound travel
- May contract with inbound RTO or tour supplier
- Put together components (e.g. hotel, transportation, sightseeing)
- Have an extensive database for marketing



Wholesaler

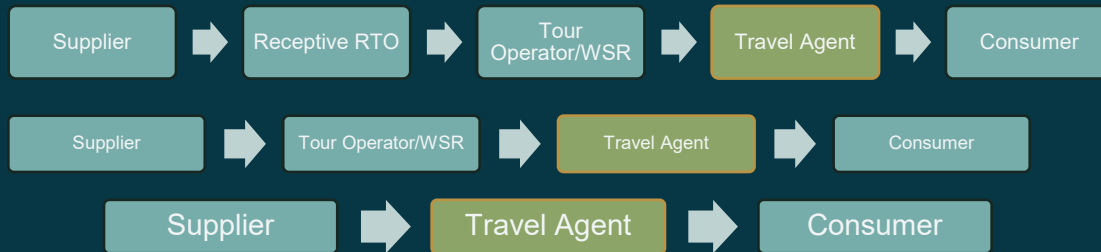
- Intermediary between tour supplier and retail travel agent
- May sell direct consumer





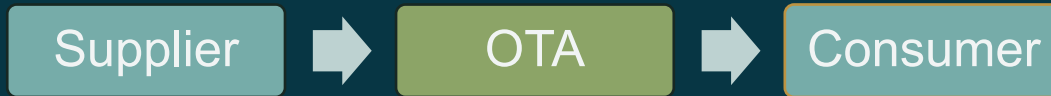
Travel Agent

- Direct link to the consumer
- Independent or part of a chain
- Buy through tour operator, wholesaler or direct
- Important channel for long-haul consumer bookings



Online Travel Agent (OTA)

- “Online Travel Agent”
- Examples: Expedia, Booking.com, Trip.com (Ctrip)
- Focus on hotels, air, car rentals, some packaging
- Requires a high commission from suppliers
- Sells direct to consumers (changing)



Cost of Supply Chain



Why work with Travel Trade?



Benefit to the Consumer



Bobbi Burns Lodge, Canadian
Mountain Holidays

Greater Reach



Diversification of Markets



Golden, Kootenay Rockies

Itinerary Development



Predictability of Bookings



Rocky Mountaineer

Ease of Payment



Ucluelet, Vancouver Island

Support



Radium Hot Springs, Kootenay
Rockies

How to work with the Travel Trade



Step #1 - Select your Target Markets

Geographic:

- Access (air, visa)
- Outbound volume
- Size of market
- Traveller characteristics
- Competition
- Economic profile
- Emerging Trends

Market Segment:

- Group
- FIT
- Luxury
- Ski
- Student

Travel Seasons:

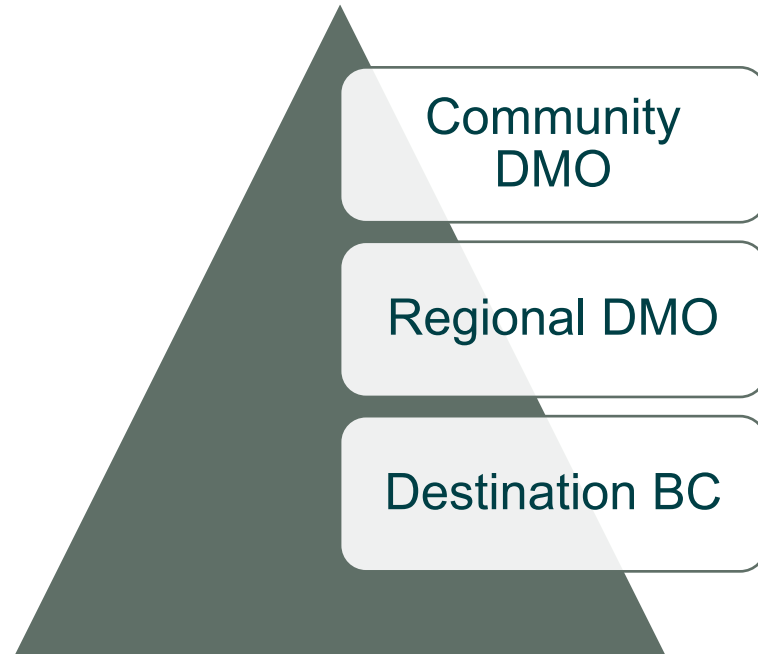
- Summer
- Ski
- Year-round
- Specific national holidays

Step #2 – Get your house in order

- Licenses and Health & Safety
- Pricing Policies
- Timing
- Block Inventory
- Contracts
- Billing
- Vouchers
- Cancellation policies



Step #3 – Contact the Destination Marketing Organizations



Step #4 – Contacting the Travel Trade

- ✓ Do your research
- ✓ Start with the RTOs
- ✓ Customized communication
- ✓ Pick up the phone
- ✓ Sales Calls
- ✓ Trade Shows
- ✓ Follow up, Follow up, Follow up
- ✓ Support FAM tours
- ✓ Sales Tools



RESEARCH & MARKET PROFILES

LEARNING CENTRE:

- **WORKING WITH THE TRAVEL TRADE GUIDE**
- **TRAVEL TRADE READY CHECKLIST**

BRAND GUIDELINES

MESSAGING GUIDANCE



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Questions, Answers & Discussion



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