

Embracing Our Borders:

The Competitive Advantages of Cross-Border Tourism Destinations

Travel Trade Partnership Development:
Creative Tourism Product Development
Opportunities & Marketing for Binational
Regions





Points to address

- Motor coach industry research, challenges and trends
- What tour operators are looking for and need from industry partners
- How businesses/groups can work with tour operators to create new and profitable business



Industry research, challenges and trends

- Packaged Travel Industry
 - Size
 - Make up
- Challenges
 - Get people traveling
 - Dependant on fed/region to get inbound
 - Government
 - Re-energize package travel
 - Access (border, cities, properties)
- Trends
 - Group size/shorter stays/late bookings
 - Menu driven
 - Green
 - High tech



What tour operators are looking for and need from industry partners

- Product
 - Ever changing
 - Experiential
 - Menu driven, split the group
 - Unique
- Access
 - Group/coach friendly
- Support
 - Oppose government 'nationalizing'
 - Minimize Taxation: state provincial

How to work with tour operators to create new and profitable business

- Are you group friendly
- Group size
- Tiered pricing
- Co op with other properties – thru DMO
- Awareness of ad campaigns
- Ample itineraries



Thank you.