

Zoom Webinar - SAVE THE DATE: Wednesday, June 7 at 10-11a

**Discover new strategies to keep your hotel full!
Funnel new profitable business through
working with the international travel trade.**

Who Should Attend: Director of Sales & Marketing, Revenue Managers, and General Managers

What You Will Learn:

- **HOW** do the travel trade promote and sell your business and what is in it for you
- Simplify your knowledge and understanding of the distribution channel.
 - There is more to this market than just OTA's - utilize all of it and see its potential!
- The **reality** of your investment of time in this market
- The **power** and enormity of the international market network
- How to position the different visitor types that travel trade bring to benefit your needs.
 - **FIT** - sprinkle them in to fill your need periods.
 - **Group** - are you set up for handling either small and/or large groups.
 - **DMC** - custom events and high-end services
- **Pricing** that works for your profit maximization
- **Key practices** to simplify the process of growing your hotel occupancy.

*International visitors stay **LONGER** and spend **MORE**.*

Why You WANT to Work with the Travel Trade:

- **Relationship based** business that leads to **repeat, volume, consistent** business that grows YOY.
- Ability to put your eggs in different marketing baskets.
- Allocate your **periods of need** and add on to existing business - **not** take away from it!
- Business you can **see in advance** using a dynamic pricing strategy - job security and reassurance.
- Receive **global exposure** for the cost of a net rate - this is marketing dollars, not discounted business.
 - Payment only required when the business comes, no outlay of advertising budget.
- This business is **incremental** and shaped by your strategy with the travel trade partners.

*Accommodations are integral for international visitors to travel,
take advantage of advanced bookings with the travel trade*

Opportunities of Working with the Travel Trade:

- Receive global awareness through these partnerships.
- Be included in destination packages and itineraries.
- Maximize your profits and just focus on filling your need periods.
- Ensure that a marketing mix is beneficial for the longevity of your business.
- Establish travel trade partnerships effectively if you were unsuccessful in the past.

The travel trade is prepared to send you business - Let it benefit you!

TO REGISTER CLICK HERE:

[REGISTRATION LINK](#) (participants must register beforehand and we have a cap of 100 slots)