SATSA
The Voice of Inbound Tourism

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ARE YOU TRADE READY?

HERE ARE SOME PREPAREDNESS TIPS

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Understand your business value proposition
- What are you selling?

Understand your operating model
- How does your business work?

What is your USP?

- a specific, concise statement defining what makes a product or service better than the competition, giving customers a compelling reason to choose your business. It highlights a unique, valuable benefit, that competitors cannot or do not offer.

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How to integrate your USP with your brand?

- integrating your Unique Selling Proposition (USP) with your brand requires embedding your core differentiator into every brand touchpoint, including marketing, product development, and customer experience, to create a consistent, memorable identity. Clearly define the USP, then align it with your brand's voice, visual identity, and promise to build trust and set your business apart.

B2C vs B2B

The B2C (Business-to-Consumer) value chain involves direct sales from providers (hotels, airlines) to individual travelers, prioritizing higher margins, brand loyalty, and direct, emotion-driven marketing.

Individual travelers, families, or groups booking for personal consumption via hotel websites or consumer OTAs (Booking.com, Expedia).

The B2B (Business-to Business) value chain operates through intermediaries like wholesalers, DMCs, and tour operators, focusing on high-volume, contracted, lower-cost sales that provide stability and reach for suppliers.

Intermediaries, travel agencies, tour operators, and Travel Management Companies (TMCs) who aggregate or resell inventory.

B2C vs B2B: Marketing Collateral & Visibility

B2C

- Traditional media – print, radio, etc
- Social Media Platforms
- Website
- Brochures
- Newsletters
- Consumer Shows

B2B

- Intermediary engagements through product training
- Website
- Newsletters
- Travel workshops
- Trade Shows
- Familiarization trips

Images | Video footage | Referrals and recommendations | Success stories

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B2C vs B2B: Pricing

B2C

- Rack Rate or Published Rate
- Seasonal Specials

B2B

- Standard Tour Operator (STO) Rates - 20% off Rack Rates
- Preferred STO rates based on volume - +20% off Rack Rate
- Include FOC T's and C's

Understand your cost structure | Competitor analysis | Do your sums carefully!

B2C & B2B: Compliance

General

- Insurance, including Public Liability Insurance

Wheels Operators

- National Road Transport Regulator (NPTR) Permit
- Roadworthy Certificate
- Public Driving Permit

Advantage = qualified guides

Hotels and Guesthouses

- Operating Permit
- Health & Safety Certificate
- Municipal By-law Compliance

Advantage = TGCSA graded

You either comply or you don't – no half measures!
Membership to industry associations helps to get compliant!

WHAT YOU NEED TO KNOW ABOUT TRADE SHOWS

Trade shows are based on pre-arranged meetings

- **Dealing with intermediaries, not direct customers**
- **Be sure of your target market**
- **Make sure you are registered to receive pre-show correspondence**
- **Access the visitor and exhibitor lists as soon as possible**
- **Spend time going through these lists – cross check on websites**
- **Make your short list - decide which countries, sectors, companies you wish to target**
- **Use the online diary to make meeting requests**
- **Try and customized a short message for each invitation sent**
- **Watch your response rate**
- **If you get online meeting invitations, reply quickly**
- **Finalize your diary in advance of the show**

WHAT YOU NEED TO KNOW ABOUT TRADE SHOWS

- Professionalism required
  - How you look?
  - Are you branded?
  - Do you have business cards?
  - Do you have a suitable presentation? Time is limited, so make it WOW! (Practice before the show)
  - Do you have all your information at hand, including pricing?

WHAT YOU NEED TO KNOW ABOUT TRADE SHOWS

- **At your appointment, get as much information as you can upfront**
  - Understand who you are talking to and the exact nature of their business
  - Establish if the person who you are talking to is an international buyer or local buyer
  - Only share STO rates with a local buyer, not an international buyer, unless the international buyer is buying direct without a local ground handler
  - Get their business card and contact details
  - Make key notes during your conversation

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WHAT YOU NEED TO KNOW ABOUT TRADE SHOWS

- At the show
  - If you have open appointments, walk around and try and see other products
  - If you are in a queue somewhere, talk to the people around you. You never know, you might make a great contact in the lunch queue!
  - Attend the speed marketing opportunities if possible (usually early morning)
  - Check the lectures/presentations program and try and attend sessions of interest
  - Attend evening functions if you are invited

Networking is very important in the tourism industry!

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WHAT YOU NEED TO KNOW ABOUT TRADE SHOWS

- **After the show**
  - **- Send follow up emails to all the people you met**
  - **- Ensure that you send them any specific information they requested**
  - **- Use all the contacts you made to start our own database of contacts**
  - **- Follow up again if there are meaningful business opportunities**
  - **- Keep in touch**
  - **- If there are any follow up fam trips, try and get onto the itinerary**

Following up and ongoing communication is very important in the tourism industry!

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WHAT YOU NEED TO KNOW ABOUT TRADE SHOWS

Success from trade shows takes time – you probably need to attend every year for a period of time before you get really meaningful business!

THANK YOU