



WORKING WITH *Travel Trade*

**AKWESASNE TRAVEL, THE WILD CENTER AND THE
REGIONAL OFFICE OF SUSTAINABLE TOURISM INVITE
YOU JOIN US FOR VIRTUAL TRAVEL TRADE
ACTIVATION SESSIONS**



Grow your tourism business

through long-term business partners and
business-to-business resellers of travel
(travel trade)



Maximize your marketing efforts

Learn to perfect pitch points, properly price
products, and lay out your sellable products
and services



Meet with Buyers

Partnering with travel trade buyers is one of
the most cost-effective ways for your
business to reach group tours and
international visitors. We've assembled a
qualified group of buyers that are already
sending business to the Adirondacks or are
interested in our area.



**ACTIVATION #1 - FEBRUARY 9 AT 10:30 AM
ACTIVATION #2 - MARCH 2 AT 10:30 AM
MEETING WITH BUYERS - MARCH 22 AT 10:30 AM**

**Register at
bit.ly/adktraveltrade
or scan the QR code**



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THE WILD CENTER



This program is supported by a grant awarded to NYSTIA by New York State's Empire State Development and the I LOVE NY Division of Tourism under Governor Kathy Hochul's Regional Economic Development Council Initiative.

WHY SHOULD I ATTEND?

Attraction Activity Local Tour Guide Brewery Winery	You are the reason visitors want to visit! Learn how to secure a baseline of business booked in advance!
Arts & Cultural Institution Museum Historic Place Performing Arts	You are the essence of your destination showcasing your destination's culture, history, and uniqueness! Working with the travel trade is the way to add visitation, increase global awareness, and attract key markets.
Accommodation	Utilize the inbound market to increase your occupancy rates by bringing in business during your off-peak periods and key need periods.
Dining	Every visitor must eat! Travel trade can bring you visitors for all 3 meals and during your off-peak periods. Access both individuals and groups to fill your seats.
Retail Service	Shopping is the #1 activity for visitors globally. Learn ways to drive visitors to your retail space as a pre-made decision before they arrive while creating interesting and fun partner programs.
Transportation	Visitors travel by all modes. Teach them how to include your services.
Parks & Recreation	Visitors who arrive from travel trade companies make predetermined choices on where they will visit. If you are interested in pushing visitors into year-round periods and changing their visitor habits, then this session is for you.
Sports	You can see more bookings in advance and be able to push seats that are harder to sell or time periods when you want to increase your ticket sales!
Event/Festival	Promote your event and festival in advance with partners who give you more visibility and reach and become the reason people visit your destination.
Tourism Council Chamber CVB DMO	Help your stakeholder tourism businesses achieve success because you understand what is important for them to be doing. Producing products and services for the travel trade will result in economic impact.

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