Working with the International Market
## Domestic Visitor vs FIT Visitor

<table>
<thead>
<tr>
<th>Domestic</th>
<th>FIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tend to book closer to arrival</td>
<td>Book in advance</td>
</tr>
<tr>
<td>Book through OTA’s</td>
<td>Book through tour operators or travel agents</td>
</tr>
<tr>
<td>Spend more time in hotel</td>
<td>Cancellations are rare</td>
</tr>
<tr>
<td>Cancellations occur</td>
<td>Length of trip is 2-5 times longer</td>
</tr>
<tr>
<td>Often come for weekends only</td>
<td>Visit during non-peak periods</td>
</tr>
<tr>
<td>Come in high season and holidays</td>
<td>Spend significantly more money</td>
</tr>
<tr>
<td></td>
<td>Travel is protected</td>
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</tbody>
</table>
Tour Operator vs Receptive Operator

Tour Operators:

- Based internationally
- Sell to travel agents and/or direct to consumers
- Sell through catalogues, direct mail, reader offers and web
- Buy rooms, attractions and services through Receptive Operators
Tour Operator vs Receptive Operator

Receptive Operators:

- Based in the United States
- Offer all North America or specific regions
- Set up contracts with Suppliers
- Provide one-stop shopping to international Tour Operators
- Sell both FIT and Group Travel globally
Advantages of working with a Receptive

For Properties and Other Vendors:

- Receptives market and sell properties in their Tariff at trade shows, sales missions and training seminars
- Your domestic business will not be comprised

TourMappers Participates In:

<table>
<thead>
<tr>
<th>Trade Shows</th>
<th>Sales Missions</th>
</tr>
</thead>
<tbody>
<tr>
<td>TTG, Italy</td>
<td>France</td>
</tr>
<tr>
<td>Go West</td>
<td>Australia &amp; New Zealand</td>
</tr>
<tr>
<td>ITB, Germany</td>
<td>Germany &amp; Switzerland</td>
</tr>
<tr>
<td>DNE Summit, New England</td>
<td>Netherlands</td>
</tr>
<tr>
<td>Travel South, US</td>
<td>Ireland</td>
</tr>
<tr>
<td>IPW, US</td>
<td>Italy</td>
</tr>
<tr>
<td>Destination America, Denmark</td>
<td>Scandinavia</td>
</tr>
<tr>
<td>World Travel Market, London</td>
<td>UK</td>
</tr>
</tbody>
</table>
Tourism “Food Chain”

Consumer

Travel Agent
“Front Person” - sells packaged holidays from tour operators directly to the consumer

International Tour Operator
Packages all elements of tour and travel products together and/or buys packages from Receptive Operators. Sells via travel agents or directly to the consumer

Receptive Operator

Suppliers
Lodgings and attractions
Please Remember!

- Receptives only make money if they sell a room or service.
- Receptives do not charge vendors a fee.
- An unsold room or ticket is revenue lost for forever!
- Net rates should be viewed as marketing $$
As a Result You Will Receive....

- Global exposure to multiple tour operators
- Increase in number of reservations during low seasons / midweek days
- Advance bookings that rarely cancel
- Increased *Annual* Revenue

- You have nothing to lose and everything to gain!
Sue Norrington-Davies
Director of Business Development

132 Boylston Street, 4th Floor
Boston, MA 02116
617 236 1236
sue@tourmappers.com
www.tourmappers.com