



Preparing for Travel Buyer Engagement

Video 1 of 4



Fáilte Ireland

National Tourism Development Authority

The different ways to engage with professional travel buyers



Diverse ways of engaging with professional travel buyers

Ireland-based trade shows

Example:

Meitheal

International trade shows

Example:

WTM
ITB Berlin
Offenbach

Networking

Example:

Travel trade
Tourism Industry
Award Ceremony

Independently

Example:

Via telephone

DIVERSE TRAVEL BUYERS



- Tour operators
- DMCs (Destination Management Company)
- Travel wholesalers
- Online travel agents

Methods of engaging with professional travel buyers

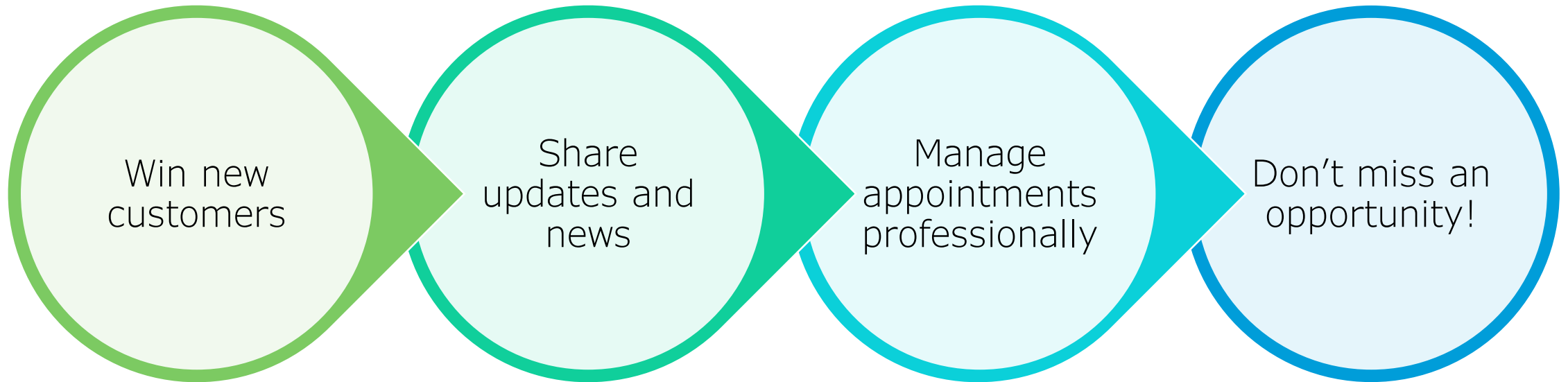


Virtual

In-person



Be diligent!

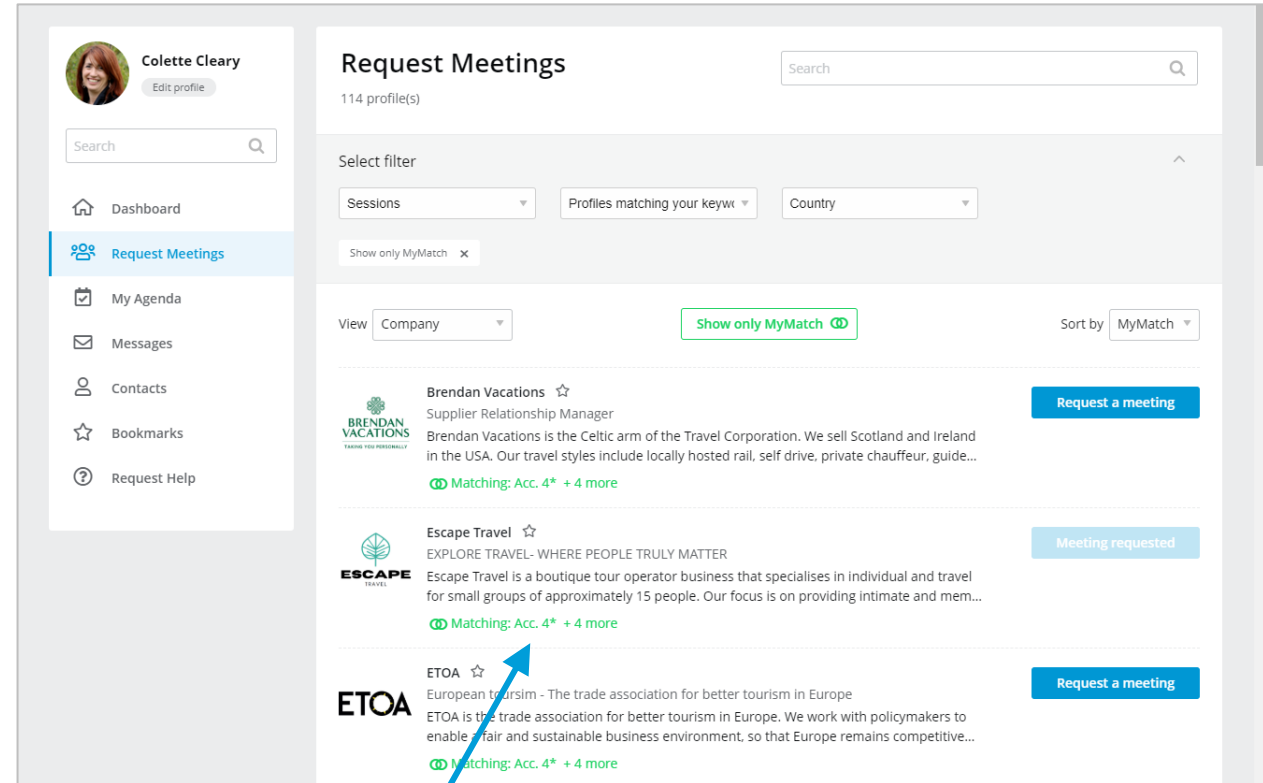




**Maximising Opportunities
via Organised Trade
Events**

MANAGING YOUR PROFILE

- YOUR BUSINESS YOUR REPUTATION
 - Take care with your profile
 - International buyers are looking for suitable matches with Irish tourism businesses
 - Be aware of needs and nuances – e.g. language abilities? Note them!
- It is all about MATCHING!
 - Is your business the right match for the buyer?
 - Is the buyer the right match for your business?
- THINK SMART!
 - Broaden your global customers.
 - Seek business opportunities from diverse international buyers.



The screenshot displays the 'Request Meetings' section of a user's profile. On the left, a sidebar shows the user's name 'Colette Cleary' and navigation options: Dashboard, Request Meetings (highlighted), My Agenda, Messages, Contacts, Bookmarks, and Request Help. The main area shows a search bar and filter options for Sessions, Profiles matching your keywords, and Country. Below the filters, there are options to 'Show only MyMatch' and 'View Company'. The list of matches includes:

- Brendan Vacations**: Supplier Relationship Manager. Brendan Vacations is the Celtic arm of the Travel Corporation. We sell Scotland and Ireland in the USA. Our travel styles include locally hosted rail, self drive, private chauffeur, guide... Matching: Acc. 4* + 4 more. Action: Request a meeting.
- Escape Travel**: EXPLORE TRAVEL- WHERE PEOPLE TRULY MATTER. Escape Travel is a boutique tour operator business that specialises in individual and travel for small groups of approximately 15 people. Our focus is on providing intimate and mem... Matching: Acc. 4* + 4 more. Action: Meeting requested.
- ETOA**: European tourism - The trade association for better tourism in Europe. ETOA is the trade association for better tourism in Europe. We work with policymakers to enable a fair and sustainable business environment, so that Europe remains competitive... Matching: Acc. 4* + 4 more. Action: Request a meeting.

Based on the profile you created the Virtual Appointment System identifies suitable matches



Watch the video on "Using the Virtual Appointment System"

RESEARCHING PROFESSIONAL TRAVEL BUYERS

Research the Buyer Profiles in advance so you understand

- What the buyer is looking for
- What customer types the buyer represents
- What markets the buyer represents
- What opportunities there are for your business

NOTE: It can take **PATIENCE** and **TIME** to research buyer profiles and work out the right appointment matches for your business



VIRTUAL MEITHEAL: ONE PERSON PRESENTS



Hi Johan, my name is Joan O'Dwyer. I have been so looking forward to meeting you today. As you can see, my colleague Mary Ryan was registered to meet with you. Mary and I work really closely together, and I am delighted to have the pleasure of introducing our wonderful experiences to you...

The Name of **REGISTERED PARTICIPANT** is **VISIBLE** to the Travel Buyer

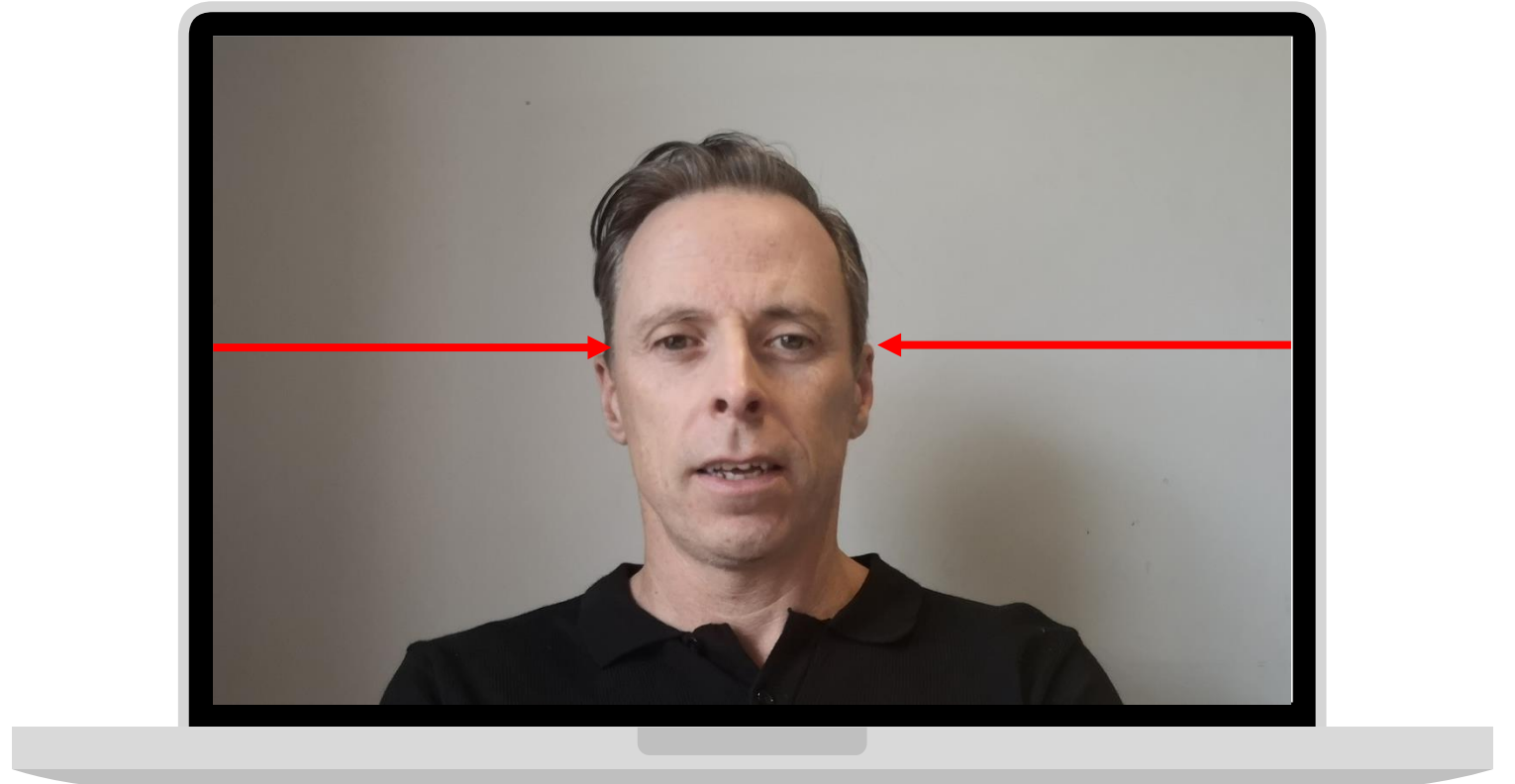
NOTE: You can change this in the **Video Chat window** of the Virtual Appointment System before your meeting starts.

VERBAL PITCH PREPARATION: THE TECHNOLOGY!



**Technology
Ready**

Camera is at the wrong level which means your eyes will be looking downwards



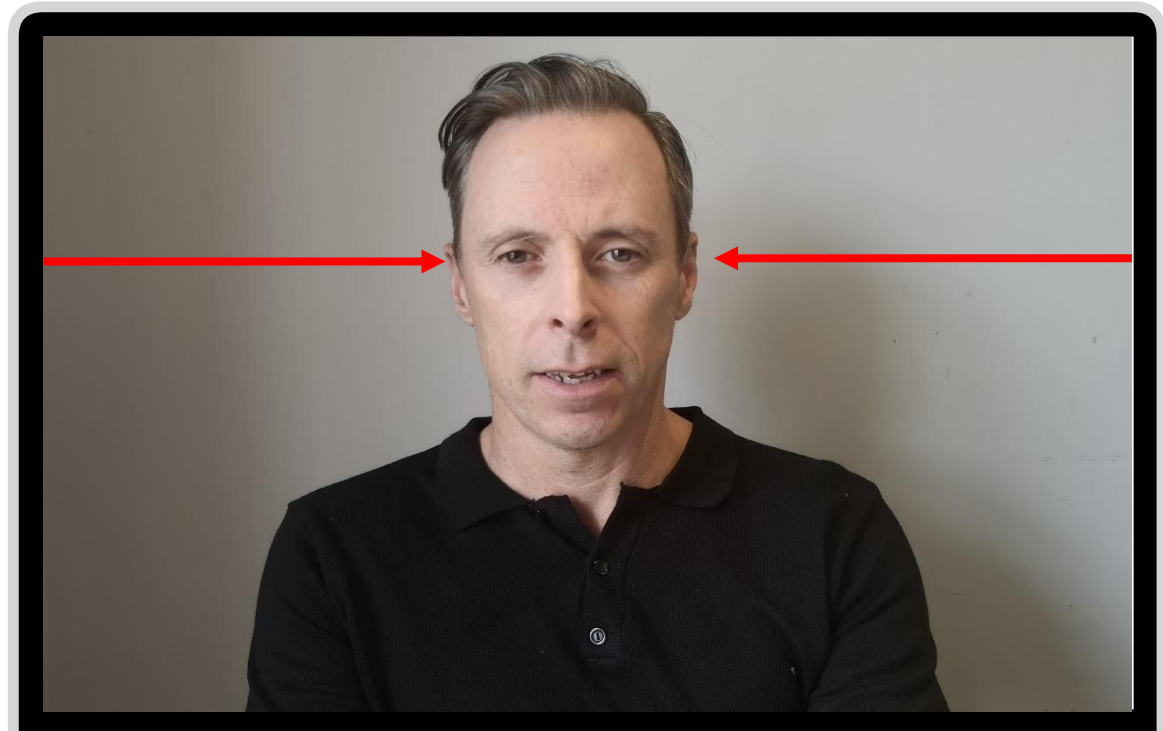
VERBAL PITCH PREPARATION: THE TECHNOLOGY!



**Technology
Ready**

Camera angle should be
head-on and at eye level

OR a little above



VERBAL PITCH PREPARATION: THE TECHNOLOGY!



**Technology
Ready**

Use a headset if possible

Advantages:

- Consistent sound
- Removes some background noise
- Less echo

Most smartphones come with earphones that have an in-built mic. These can work well.



VERBAL PITCH PREPARATION: THE TECHNOLOGY!



**Technology
Ready**

Face your brightest source of light (usually a window).

It'll look better for you and everyone else.



VERBAL PITCH PREPARATION: THE TECHNOLOGY!



**Technology
Ready**

Face your brightest source of light (usually a window).

It'll look better for you and everyone else.



VERBAL PITCH PREPARATION: THE TECHNOLOGY!



**Technology
Ready**



**Screen
Sharing**



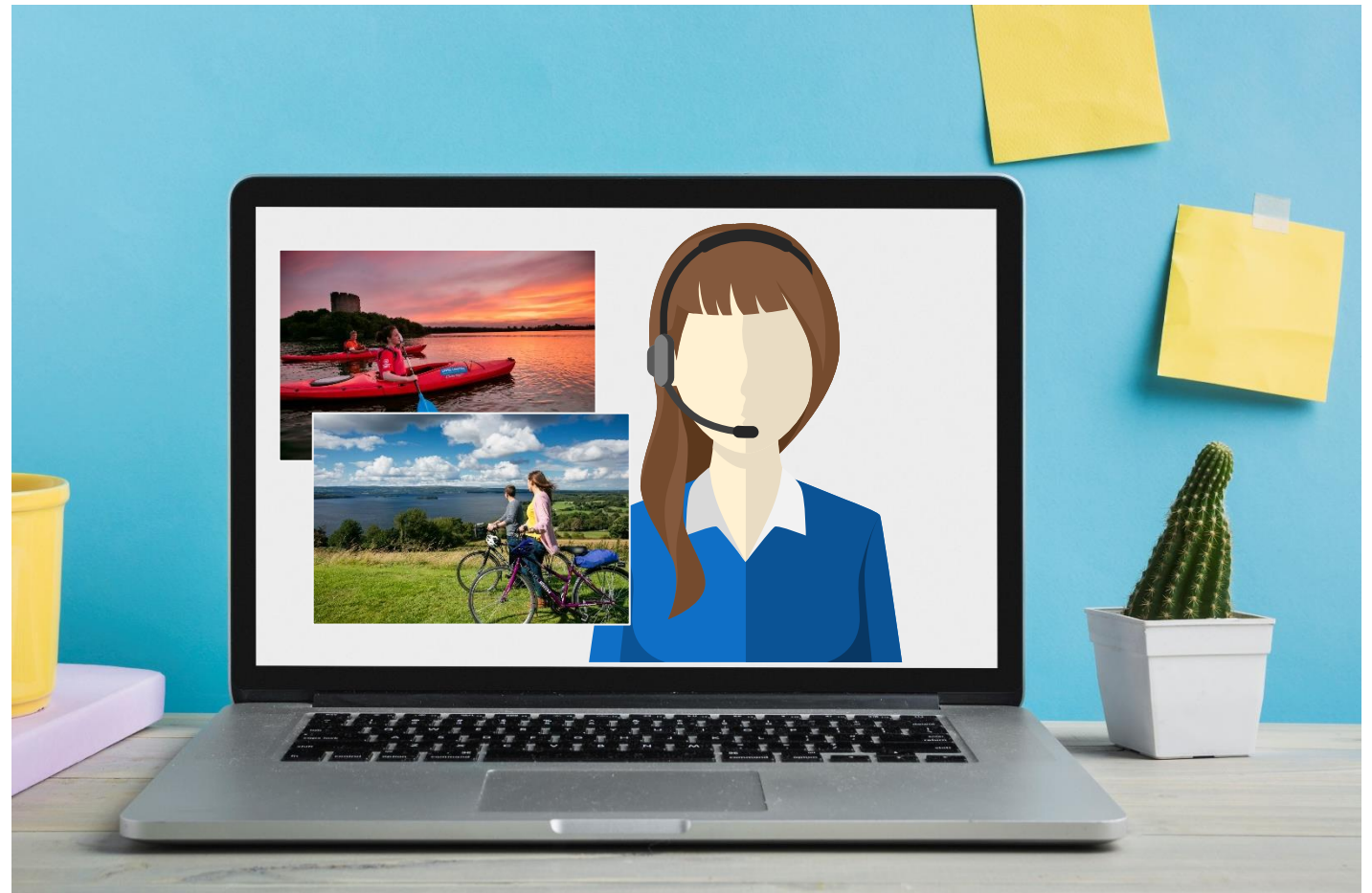
VERBAL PITCH PREPARATION: THE TECHNOLOGY!



**Technology
Ready**



**Screen
Sharing**



VERBAL PITCH PREPARATION: THE TECHNOLOGY!



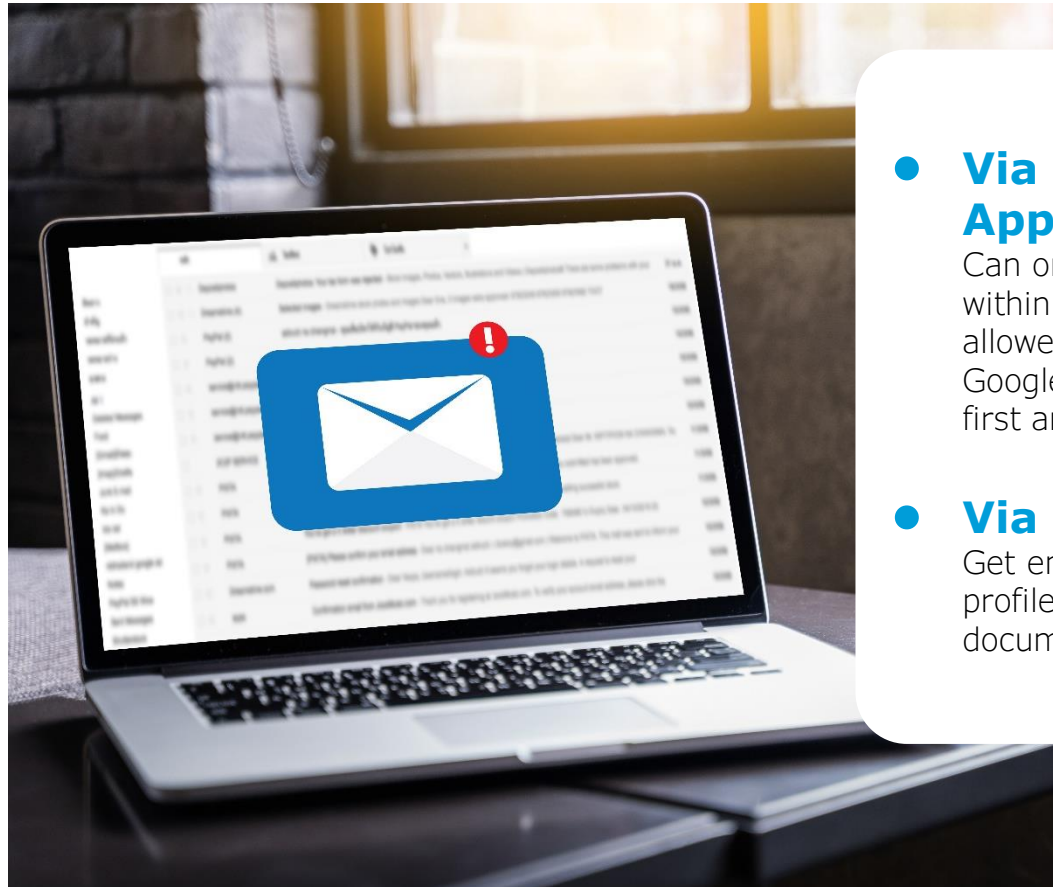
**Technology
Ready**



**Screen
Sharing**



**Advance
Information**



- **Via Messages in Virtual Appointment system**
Can only send a link to your document within messages - attachments not allowed. Upload your document to Google Drive, Dropbox, or OneDrive first and then generate a link to it.
- **Via Email**
Get email address from the buyer's profile and send email with your documents attached.

VERBAL PITCH PREPARATION: THE TECHNOLOGY!



**Technology
Ready**



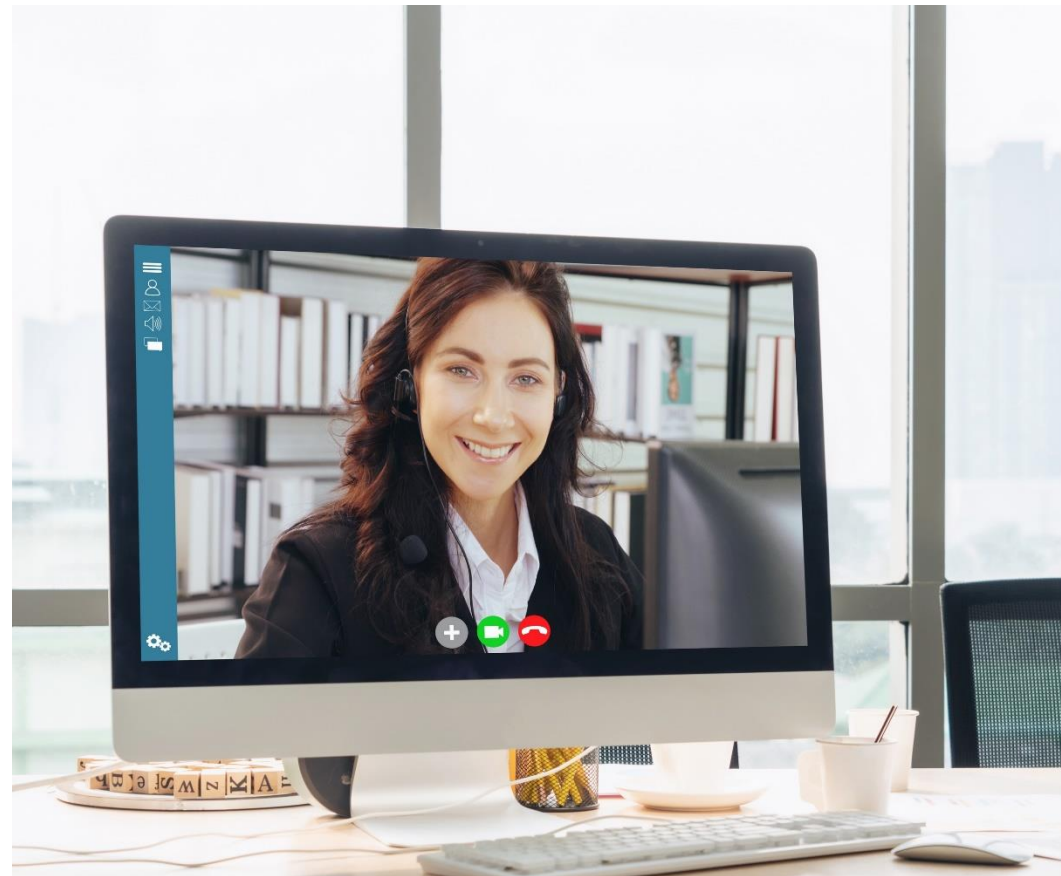
**Screen
Sharing**



**Advance
Information**



Practise!



VERBAL PITCH PREPARATION



The buyer must understand

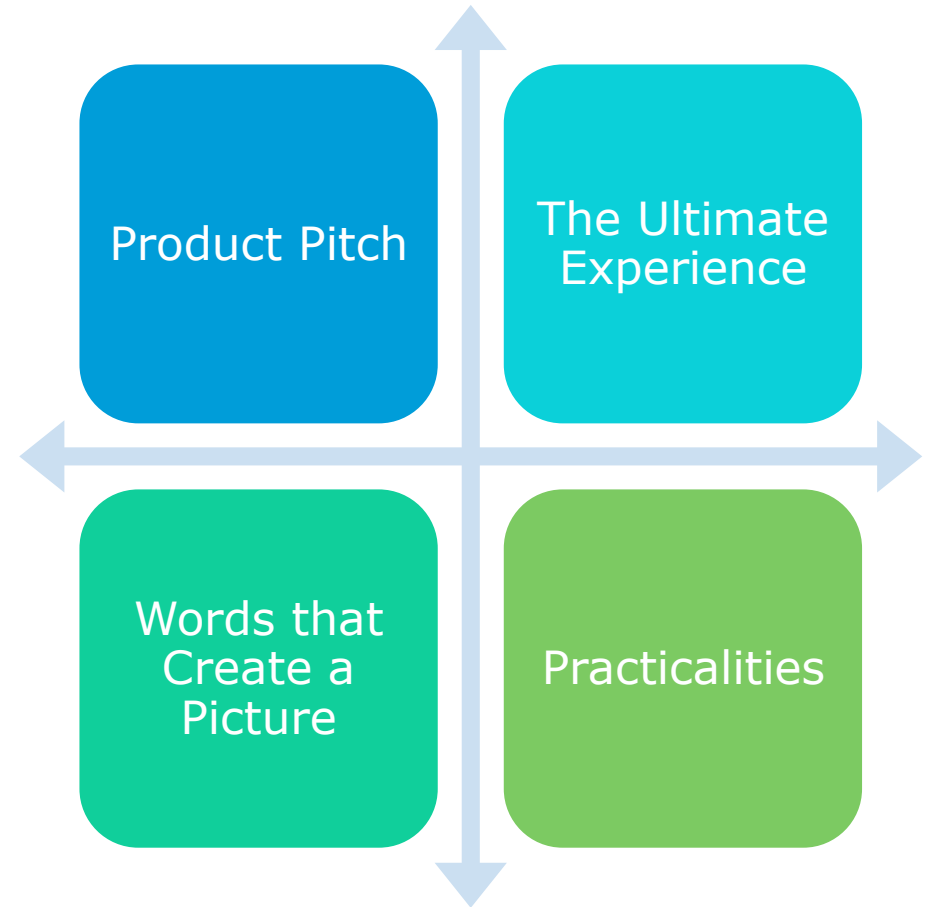
- Your business offering
- The tourism experiences you are selling
- That your business is reliable and easy to work with
- If the business offering is a match for the buyer's customers

- A refined verbal pitch is more likely to lead to a conversion.
- This applies to both virtual and in-person opportunities!

PLANNING THE VERBAL PITCH



Selling your
business in 10
minutes!





**Thanks for
watching**

VIRTUAL WORKSHOPS

Using the Virtual Workshop Appointment System

for Irish Suppliers

Using the Virtual Workshop Appointment System



**Update your
Profile**



**Manage Your
Appointments**



**Conduct Virtual
Meetings**

PREPARE & PRACTISE FOR YOUR ONLINE MEETINGS



VERBAL PITCH PREPARATION: THE TECHNOLOGY!





Maximising Sales Opportunities via Travel Buyer Engagement

Video 3 of 4



Perfecting your Verbal Pitch for Appointments

APPOINTMENTS



You reflect your product and destination



Give the buyer what they are looking for



- Trustworthy partner
- Understands their customers' needs
- Clarity on your business offering
- Clarity on the tourism experiences that are available for sale



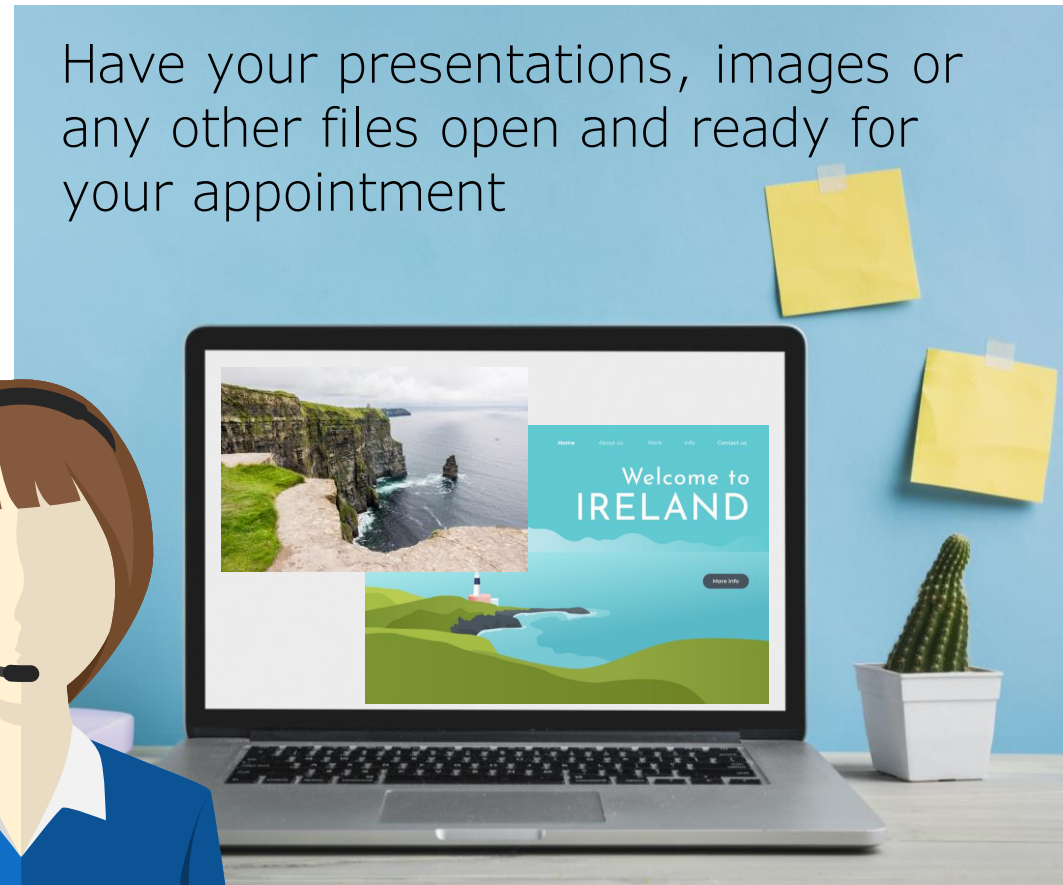
The buyer needs to establish if the business offering is a **MATCH** for the global markets and customers they manage.

VERBAL PITCH STEPS AND EXAMPLES

STEP 1

Warm welcome

Have your presentations, images or any other files open and ready for your appointment



VERBAL PITCH STEPS AND EXAMPLES

STEP 1

Warm welcome

Welcome the Buyer with a smile

“Hello my name is Mary and I represent... I have been really looking forward to meeting you.”

VERBAL PITCH STEPS AND EXAMPLES

STEP 1

Warm welcome



STEP 2

Demonstrate your research

Be buyer aware!

Show the buyer you have done your research

"I see from your profile that you cater for special interest gardening groups, can I ask if you also cater for FITs?"

VERBAL PITCH STEPS AND EXAMPLES

STEP 1

Warm welcome



STEP 2

Demonstrate your research



STEP 3

Root the buyer

ROOT the buyer

Point to the map- clarify locations

"My name is Mary. I represent the "Irish Horticultural Museum" in Tipperary which is part of Ireland's Ancient East. We are very proud to be located in a beautiful Irish village overlooking the River Suir..."



VERBAL PITCH STEPS AND EXAMPLES



YOU reflect your business

- Your words and your demeanour reflect your tourism business.
- The buyer is trying to assess if your business is reliable and easy to work with.

STEP 5

Set out your stall

Tourism Experiences

Make sure the buyer is crystal clear on what your business is selling



Ensure details are accurate in light of COVID-19

Set out your stall!



General Guided Tours

Experience	Short Description	Min-Max Numbers	Duration-Distance	Fitness Level	Price/Person Public Price
Garden Highlight Walk	Insights into the history of Mount Congreve House and Gardens	10-30	Approx. 1hour	Low-Moderate	€XX
Guided Garden Walk-Hike	Guided tour of Mount Congreve's formal and woodland gardens	10-30	Approx. 8 KMs	Moderate	€XX
Worldwide Walking Tour	Tour exploring plants- including rare varieties- from every corner of the globe		2 hours		€ XX

May be useful to group product into general and premium experiences



Premium Guided Tours

Experience	Short Description	Min-Max Numbers	Duration-Distance	Fitness Level	Price/Person Public Price
Expert Gardener's Tour	Insights into the formal and woodland gardens with a resident Mount Congreve expert gardener	10-30	Approx. 8 KMs	Moderate	€ XX
Curator's Edible Woodland Tour	Guided tour with Mount Congreve's Garden Curator, Michael White. Explore the gardens visual and edible gems!		2 hours		€ XX

STEP 5

Set out your stall



STEP 6

Paint a picture with words and images

Create a picture for the buyer!

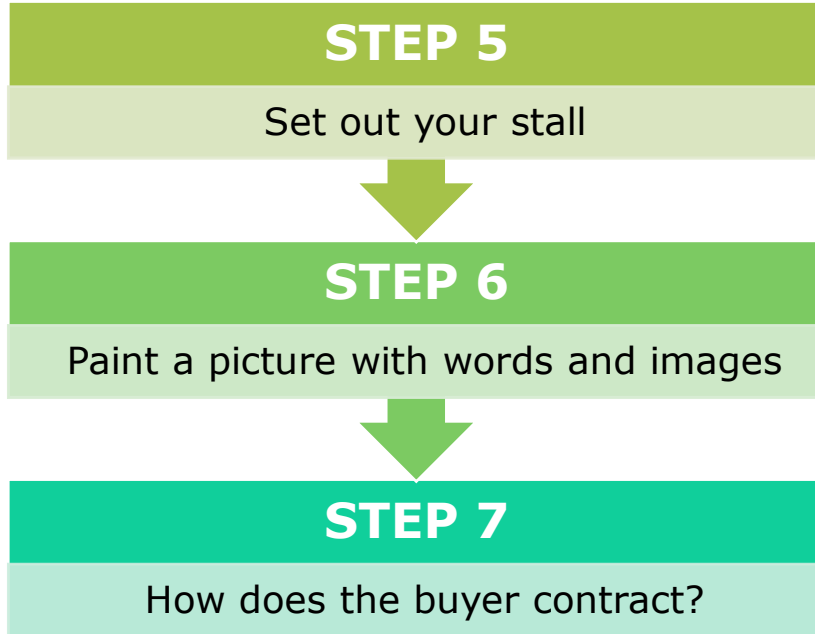
- Carefully choose words that give a clear insight into your business offering
- The buyer should be able to clearly picture the experience- without being there



Visual Aids

Visual imagery is a must for clarifying the buyer's understanding. Carefully chosen, quality images are required to reinforce the verbal pitch.

Have them open and ready to share



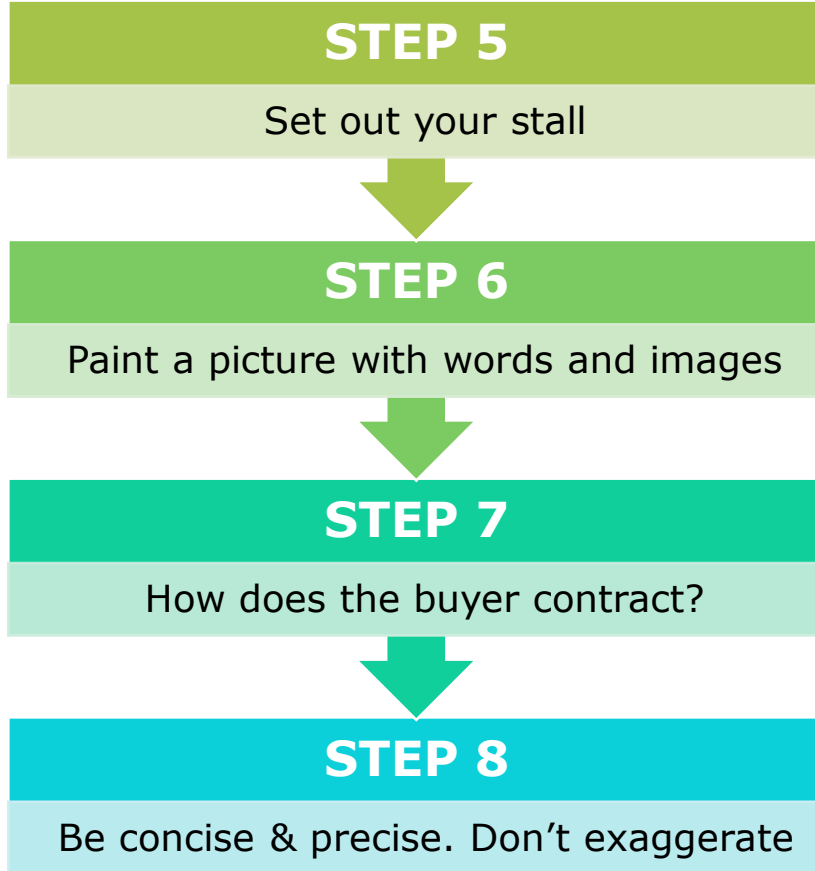
Establish HOW each buyer does business

- Does the buyer contract directly with Ireland tourism businesses?
- OR
- Does the buyer work in partnership with another (often Ireland based) buyer?



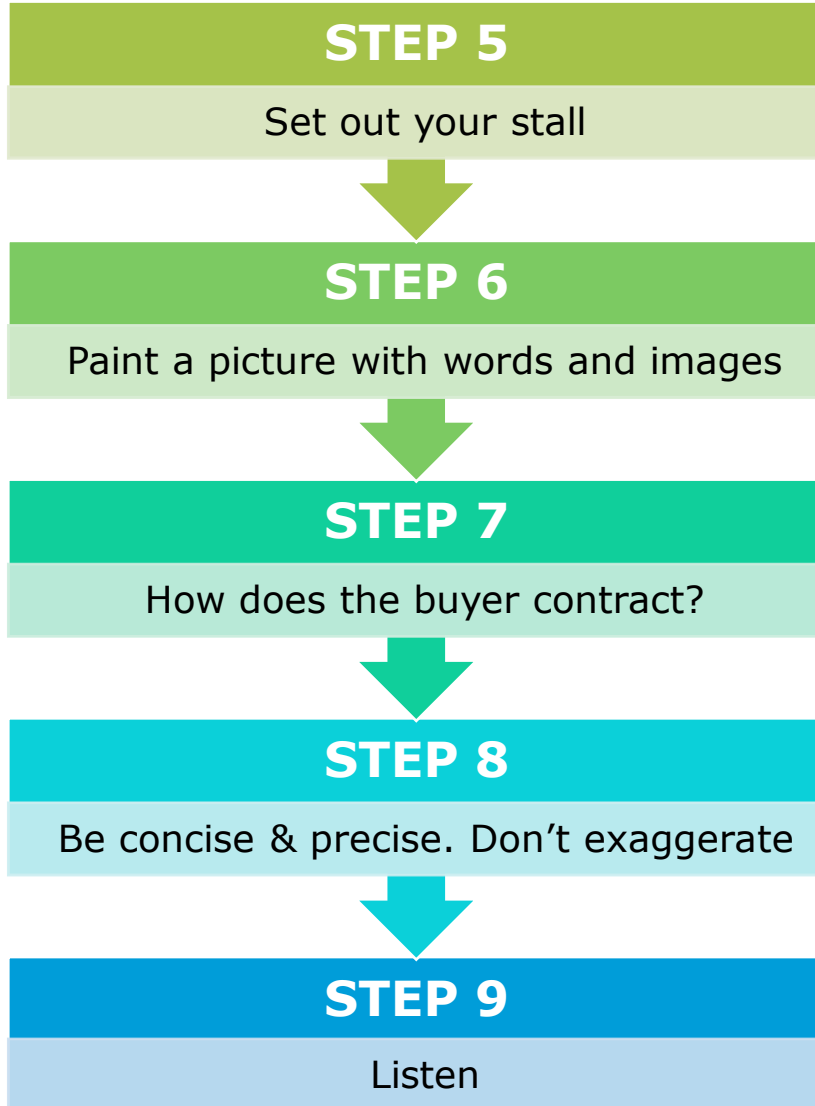
NB:

The answer to this question determines how best to follow up



Concise and Precise

- Aim to be precise and concise: do not overwhelm, or bore the buyer!
- Present with integrity: do not over exaggerate



LISTEN to the buyer

- Are you listening to what the buyer needs?
- Can you truly match those needs?

STEP 10

Remember Local!

Think Local!

Buyers like to understand what it means to be LOCAL

“After visiting our brewery, I would recommend that you bring your customers to Jimmy D’s famous ice cream store. I love an ice cream myself, especially while walking along the river bank...”



STEP 10

Remember Local!



STEP 11

ASK FOR THE BUSINESS

Ask for the business!

“Do you think there might be an opportunity for us to work together....?”

Know the potential

You should leave every appointment knowing the opportunity for conversion:

- No potential?
- Some potential?
- Definite potential?



STEP 10

Remember Local!



STEP 11

ASK FOR THE BUSINESS



STEP 12

Follow Up!

Follow up!



NB:

Put the follow-up date in your diary



Fáilte Ireland
National Tourism Development Authority



**Thanks for
watching**



Following up with professional travel buyers post trade events

Video 4 of 4



Follow-Up

WHAT DO TOUR OPERATORS SAY?



While we make
a good first
impression

We are not strong on
follow up



NO POINT in taking part in a travel trade event **UNLESS** you follow up

FOLLOW UP: SALES PEOPLE

- Conversions require EFFORT
- FOLLOW UP reminds the buyer of your business offering

SALES STATISTICS

48% of sales people never follow up with a prospect
25% of sales people make a second contact and stop
12% of sales people only make three contacts and stop
Only **10%** of sales people make more than three contacts
2% of sales are made on the first contact
3% of sales are made on the second contact
5% of sales are made on the third contact
10% of sales are made on the fourth contact
80% of sales are made on the **fifth to twelfth** contact

FOLLOW UP



WHEN

Yes / No / Maybe
OPPORTUNITIES

THE RIGHT ROUTE

Gentle reminders of your
business offering

FOLLOW UP



During the buyer appointment, you should have already asked the buyer



A supplier must send information to the buyer by an agreed date
NO follow up reflects poorly on you, your business and Destination Ireland

FOLLOW UP



During the buyer appointment, you should have established the conversion potential for each buyer



LOW potential



MEDIUM potential



HIGH potential

FOLLOW UP

WHEN & HOW

Yes / No / Maybe
OPPORTUNITIES

THE RIGHT ROUTE



LOW OR no business potential

Remain professional and polite! Remember to never close a door.

Dear Johan,

It was lovely to meet you at [name of event].

It is a pity there does not seem to be an opportunity to work together at present. However, let's keep in contact and perhaps an opportunity might arise some time in the future.

If I can ever assist you, please do not hesitate to let me know.

FOLLOW UP

WHEN & HOW

Yes / No / Maybe
OPPORTUNITIES

THE RIGHT ROUTE



HIGH business potential

Be delighted and work towards a conversion

Dear Johan,

It was lovely to meet you at [name of event] and I was delighted to hear that you feel we will soon have an opportunity to work together.

I enclose our information, as agreed. If you need anything further, please do not hesitate to let me know.

I will call you in a couple of days to make sure you have everything you need

FOLLOW UP



During the buyer appointment, you should have established HOW an interested buyer works. Do they contract...

- Directly with an Ireland tourism business
- Via another travel partner (often an Ireland based tour operator)



KEY information required by buyers

- Business offering information
- Professional buyer rates
- Terms and conditions

FOLLOW UP



If a buyer **CONTRACTS DIRECTLY** with an Ireland tourism business, then you need to send the following directly to the buyer...

- Business Information
- Rate Agreement
- Terms & Conditions

FOLLOW UP



If a buyer advises that they **CONTRACT VIA A TRAVEL PARTNER**, then...

- Ask for the name of that partner
- In this instance, there are two processes to the follow-up:
 1. The global buyer receives the business information (with public pricing)
 2. The named travel partner should receive
 - i. Business information (with public pricing)
 - ii. The Travel Trade rate agreement
 - iii. Terms & Conditions

Follow-Up

- Business Information
- Rate Agreement
- Terms & Conditions



BUSINESS INFORMATION

Simple, well laid out CLEAR information required.

Important to include...

- Destination Experience Brand
- Contact information
- Business title
- Business proposition
- Business offering description
- Strong visuals
- Tourism Experiences: what is your business selling?
- Public Pricing
- Parameters: such as duration, min/max numbers etc.



cooks academy

Experience the Provenance, Traditions, Culture and Skills behind Contemporary Irish Cooking
Irish Coffee Making | Scone Cooking Lesson | Whiskey Cake Demonstrations | Turf Smoked Salmon Tasting
Sausage Making | Potato 'Boxty' | Irish Farmhouse Banquet

Celebrating 15 Years, Cooks Academy is Dublin's most central Culinary School situated just off Ireland's famous shopping street, Grafton Street. Founded in 2005 by Tim and Vanessa Greenwood, the school continues to be managed by this dynamic couple. In addition to professional Culinary Programmes, the Greenwoods also provide cooking lessons for amateur enthusiasts, corporate team building groups, local and international visitors.

The on-site team of professional Chef Instructors with both global and industry experience are passionate in their commitment to preserving, nurturing and influencing the future food culture in Ireland. Classes are designed to cater for all levels of cooks. International visitors really enjoy learning how to make traditional Irish food.

Highlights of an experience in Cooks Academy Cookery School include:

- ❖ **Vanessa and Tim:** a dynamic duo | warm welcoming atmosphere | emphasis on learning and fun
- ❖ **Irish Welcome:** warm welcome | state-of-the-art kitchens | local Irish Chefs
- ❖ **Traditional Irish Cooking Skills:** forgotten cooking skills | local seasonal food | freshest of ingredients
- ❖ **Food provenance:** Ireland's vibrant coastal food tradition | golden vale and green pastures
- ❖ **Relax:** a sociable and fun environment | hands-on experience | local food tastings.
- ❖ **Take a Selfie:** wear a Chef's Hat | grab a frying pan!

1

Tim Greenwood, Managing Director | T: 00353 01 611 1667 | E: tim@cooksacademy.com | www.cooksacademy.com

CLEARLY CATEGORISED PRODUCT

General Guided Tours

CORE Product



Experience	Short Description	Min-Max Numbers	Duration-Distance	Fitness Level	Price/Person Public Price
Garden Highlight Walk	Insights into the history of Mount Congreve House and Gardens	10-30	Approx. 1hour	Low-Moderate	€XX
Guided Garden Walk-Hike	Guided tour of Mount Congreve's formal and woodland gardens	10-30	Approx. 8 KMs 2 hours	Moderate	€XX
Worldwide Walking Tour	Tour exploring plants- including rare varieties- from every corner of the globe				€ XX

Premium Guided Tours

PREMIUM Product



Experience	Short Description	Min-Max Numbers	Duration-Distance	Fitness Level	Price/Person Public Price
Expert Gardener's Tour	Insights into the formal and woodland gardens with a resident Mount Congreve expert gardener	10-30	Approx. 8 KMs 2 hours	Moderate	€ XX
Curator's Edible Woodland Tour	Guided tour with Mount Congreve's Garden Curator, Michael White. Explore the gardens visual and edible gems!				€ XX

RATE AGREEMENT: Accommodation


	A	B	C	D	E	F	G	H	I	J	K	L	M	
1	Property Name:					Reception Email:								
2	Address:					Tel:								
3	Primary Contact:					Email:								
4	Reservations Contact:					Reservations Email:								
5														
6	Date:					Quoted Currency:								
7														
8	FIT (Provide rates per room or per person sharing)													
9	STANDARD ROOM CATEGORY NAME:													
10														
11		MONTHS												
12	ROOM TYPE	Jan - March	April & October	May June September	July/August									
13	Twin/Double													
14	Single													
15	Triple													
16	Family Room													
17	Children in own Room													
18	Dinner Rates pps													
19	FIT ALLOCATION													
20	ROOM TYPE	NUMBER OF ROOMS			DAY RELEASE									
21														
22														
23		Please note your Covid-19 policy for close outs												
24	CLOSE OUT DATES													
25														
26														
27	Group (Provide rates per room or per person sharing)													
28	MIN. NUMBER OF PEOPLE FOR GROUP RATES:													
29														
30		MONTHS												
31	ROOM TYPE													

Sample Rate Agreement templates are available from the

Rebooting International B2B Business

section of the Covid-19 Business Supports Hub


RATE AGREEMENT: Activities & Attractions



SAMPLE RATE AGREEMENT FOR ACTIVITIES AND ATTRACTIONS
- FIT & Ad hoc rates aligned

COVID-19 SALES & MARKETING FOR RECOVERING & REBOOTING B2B INTERNATIONAL BUSINESS

Reassure | Attention | Interest | Desire | Action



FIT & Ad Hoc Group Rate Agreement 2020 & 2021

Insert Business Brand

INSERT TOUR OPERATOR NAME
1st June 2020 – 31st of December 2021

Contact Details: [Insert Contact Name for the Tourism Business]		
T: [Insert Telephone Number]	E: [Insert Email Address]	www: [Insert Business Website]

General Tours

Experience	Short Description	Min-max Numbers	Duration	Price/Person Public Price	B2B Price
Scheduled Tour	Insert short description	1-30	1 hour	€XX	€XX
Private Guided Tour	Insert short description	10-30	1.5 hours	€XX	€XX

NOTE: In light of Covid-19 government guidelines, the min and max numbers stated above have been adjusted to
Schedule Tour: 1-16 Private Guided Tour: 8-16

Premium Tours

Experience	Short Description	Min-max Numbers	Duration	Price/Person Public Price	B2B Price
Premium Experience XX	Insert short description	10-30	2 hours	€XX	€XX

NOTE: In light of Covid-19, the min and max numbers stated above have been adjusted to 8-16

NOTE:

- All of the above rates and services are bound by the enclosed Terms & Conditions.
- The same rate applies to FIT and ad hoc group bookings.
- Note that the daily public, scheduled tours that take place at 10am and 2pm are ideal for FIT bookings.
- Ad hoc group pricing applies to groups of 8 plus people (Covid-19 period). While intimate, private group requests for less than 8 people can be accommodated, these bookings are subject to the noted charges for minimum 8 people.

Insert Client Name	Insert Contact Name for Tourism Business
Insert Business Name	Insert Tourism Business Name
Signed: _____	Signed: _____
Date: _____	Date: _____

Sample Rate Agreement templates are available from the

Rebooting International B2B Business
section of the Covid-19 Business Supports Hub

CONTRACTING T&CS: Tour Operator



The collage displays several pages from the 'Contracting T&CS: Tour Operator' guide. The pages are layered, showing different sections of the document. The top-most page is the 'Introduction' page, which includes a table of contents with 11 items: 1. Rate Basis, 2. Opti Extras Service, 3. COVID-19 SALES & M REBOOTING B2B INTER, 4. Special Offers, 5. Free for Gro, 6. Meal Supplement, 7. Close Date, 8. Cancellation Policy, 9. Resale of Rooms, 10. Alt Accom, 11. Pay Term. Below the table of contents, the '1. Rate Basis' section is visible, containing 'Suggestions / ideas to consider' and 'In light of Covid-19, consider the following:'.

GUIDANCE NOTE: CONSIDERATIONS TERMS AND COND CONTRACTING Activities And Attr in Light of COVID

COVID-19 SALES & M REBOOTING B2B INTER

Reassure | Attention | I

INTRODUCTION

1. Rate Basis	2. Opti Extras Service
3. COVID-19 SALES & M REBOOTING B2B INTER	4. Special Offers
5. Children's Policy	6. Free for Gro
7. Meal Supplement	8. Close Date
9. Close Out Dates	10. Alt Accom
11. Resale of Rooms	12. Pay Term

1. Rate Basis

Suggestions / ideas to consider

- Rates quoted are net of commission and include government tax (VAT) at the current rate of xx%. The Hotel reserves the right to amend these rates in the event of changes to the rate of tax, or the introduction of any new government levy. **(NOTE: COVER FOR CHANGE IN VAT CLAUSE)**
- Rates include **service charges**. **Gratuities** are at a client's discretion.

In light of Covid-19, consider the following:

- This clause states that if the VAT rate is adjusted, the associated increase or decrease must be passed onto the travel buyer by the tourism business.

Rates quoted include (NB: note inclusions)

- full Irish buffet breakfast
- free WiFi
- free car parking...
- access to leisure centre
- Family games rooms, bathrobes in rooms etc.)



In light of Covid-19, consider the following:

Please itemise any Covid-19 specific inclusions such as a welcome gift bag including disposable gloves, a 50 ml hand sanitiser, disposable face mask etc.

Define upgrades. E.G.

- Seaview Room (bay window views of... Dublin Bay/Spanish Point beach etc.)
- Executive rooms
- Junior Suite
- Superior Suite etc.

GUIDANCE NOTE: CONSIDERATIONS TERMS AND COND CONTRACTING Activities And Attr in Light of COVID

COVID-19 SALES & M REBOOTING B2B INTER

Reassure | Attention | I

INTRODUCTION

1. Rate Basis	2. Opti Extras Service
3. COVID-19 SALES & M REBOOTING B2B INTER	4. Special Offers
5. Children's Policy	6. Free for Gro
7. Meal Supplement	8. Close Date
9. Close Out Dates	10. Alt Accom
11. Resale of Rooms	12. Pay Term

1. Rate Basis

Suggestions / ideas to consider

- The rate quoted is net of commission and includes government tax (VAT) at the current rate of ____%.
- The Attraction Provider (name provider) reserves the right to amend these rates in the event of changes to the rate of tax, or the introduction of any new government levy. The rates quoted are fully inclusive of all taxes. Gratuities are at a client's discretion.

In light of Covid-19, consider the following:

This clause states that if the VAT rate is adjusted, the associated increase or decreases must be passed on to the buyer by the tourism business.

The rate quoted includes (NB: note product inclusions)

(e.g.) A 2.5 hour guided tour of XX
Tea/coffee and biscuits included after the two-hour session
XXX mementos with XXX certificate provided for all participants.

In light of Covid-19, consider the following:

Please itemise any Covid-19 specific inclusions such as a disposable gloves, a 50ml hand sanitiser, disposable face mask etc.





Fáilte Ireland
National Tourism Development Authority



**Thanks for
watching**