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About the Tourism Industry Association of Canada



Founded in 1930 to encourage the development of tourism in Canada, the Tourism Industry Association of Canada serves today as the national private-sector advocate for this \$109 billion sector.

Based in Ottawa, the Tourism Industry Association of Canada acts on behalf of Canadian tourism businesses and promotes positive measures that help the industry grow and prosper.

The Tourism Industry Association of Canada is responsible for representing tourism interests at the national level, and its advocacy work involves promoting and supporting policies, programs and activities that will benefit the sector's growth and development.

The Tourism Industry Association of Canada's membership reflects partnerships among all sectors of the industry, and provincial, territorial and regional tourism associations, enabling the association to address the full range of issues facing Canadian tourism.

TOURISM CAN

RISE REGAIN REIMAGINE

About Our Membership

We represent:

- Thousands of members
- 1.8 million Canadian jobs that depend on tourism
- Enterprises ranging from small to large national and multinationals
- All sectors of Tourism, including: Airports, attractions, concert halls, convention centres, duty-free shops, festivals & events, restaurants & food services, arenas, transportation, travel services, travel trade, destination and provincial/territorial marketing organizations, suppliers, travel media, and educational institutions





SCAN TO
Become a
member!
LEARN MORE



CANADIAN VALUES

Resilience, tolerance, and inclusivity



ECONOMIC GROWTH

Represents 2% of Canada's GDP and over 230,000 businesses



JOB CREATION

A workforce of **two million** across five industry groups



ENVIRONMENT

Leading through regenerative and sustainable practices



Tourism Matters

Tourism demonstrates to the world our ideals as a nation.



Investing in tourism leads to economic growth and sustainability.

About READI











Reach

Engage

Activate

Develop

Inform











Welcome to the READI Platform, an initiative Powered by the Tourism Industry Association of Canada (TIAC) to propel the growth and positive evolution of Canada's vibrant tourism industry.

At its core, the READI Program is committed to fostering a collaborative environment, encouraging information sharing, and building valuable partnerships.

TIAC's goal is to deliver capacity-building measures that empower businesses and organizations to innovate, grow sustainably, and contribute to the flourishing landscape of Canadian tourism.

TIAC's READI program equips the industry with the information and tools needed to stay competitive and succeed!

- **R** Reach out to a breadth and diversity of tourism businesses and organizations
- **E** Engage businesses and organizations in interactive and highly participatory capacity development workshops and/or events.
- A Empower businesses and organizations to activate their growth potential.
- **D** Support businesses and organizations in developing business models, products, and services
- I Provide a one-stop shop of information and resources needed to drive innovation



READI
Programs
for the
Path to
Growth





MARKET READI vs EXPORT/ TRADE READI







MARKET READI

Any business with the appropriate licenses, insurance and other necessary credentials can be considered market ready.

That business is live and operating, ready to sell to any consumers that find it.

EXPORT/TRADE READI

Requires a more advanced level of preparedness to actively seek out and accommodate travel trade.

Those businesses can market via the travel trade distribution system.

The questions in the

TRADE READI checklist

will help guide and prepare you.



Basic Tourism Ecosystem





PTMOs

Provincial & Territorial Marketing Organizations

DMOs

Destination

Marketing

Organizations

13 Provincial & **Territorial Industry Associations**













Sectoral Organizations



























Tourism & Hospitality









BEING TRAVEL TRADE READI



BEING TRAVEL TRADE READI

In this playbook you will explore the basics of the Travel Trade with information to help begin your journey towards Export READIness.

- 1. What is Travel Trade?
- 2. Why work with International Markets?
- 3. What is the Travel Trade Network & distribution system?
- 4. How will it impact my business?
- 5. What is the Travel Trade looking for?

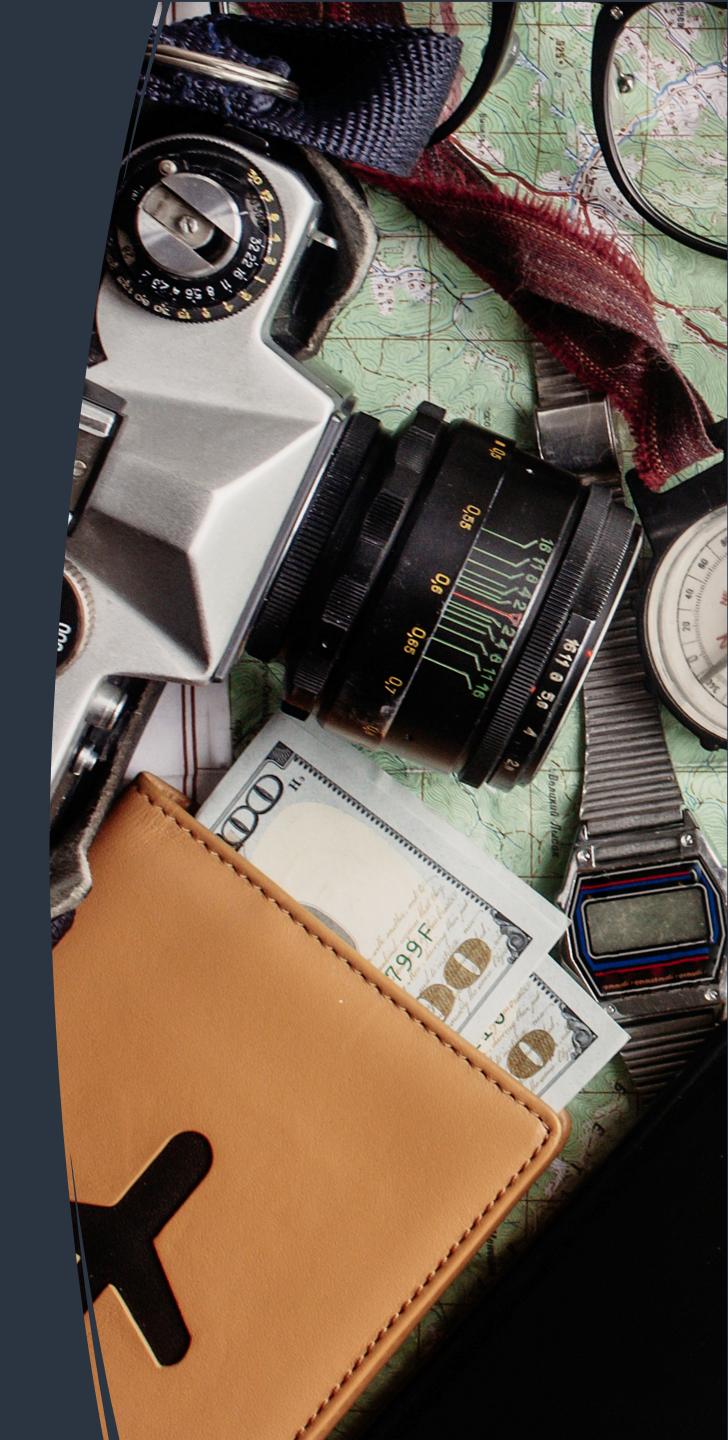
Learn more about the program here.



WHATIS TRAVEL TRADE

Travel Trade is the network of businesses that form the international travel distribution system made up of

- Tour operators
- Receptive tour operators
 (also known as Receptives)
- Travel agents





Why Work With International Markets







International markets account for a higher percentage of visitor spending:

- International travellers typically have longer stays
- International travellers spend more than domestic travellers
- International travel patterns are not focused around weekends and may level out seasonality challenges
- Spreading business across different geographic source markets
 mitigates risks / dependency on one source market
- Booking lead times are longer, allowing for **better business planning**



Traveller Types within the Trade Network



Fully Independent Travellers (FITs)

A pre-paid unescorted tour that includes several travel elements such as accommodations, rental cars and sightseeing. Packages are designed for independent travellers that do not usually involve group activities at any stage of the trip.

Escorted Tours

A pre-arranged tour, primarily for groups. A tour guide accompanies the group and handles all logistics. Tours can be focused on the destination or have a specific theme or interest in mind (such as wellness, cultural, sports or recreation).

Education Groups/Students

This is an escorted tour that is specifically designed for education or student groups. Special considerations must be incorporated to meet the needs of this group (such as supervision and any related risk/legal)



Travel Trade distribution system



International tour operators take residents from one country to travel in another country i.e., an internationally-based operator who bring visitors to Canada such as CANUSA, Touristik, Voyageur du Monde and Road Scholar. They often work with receptives to access tourism products and services in the destination.

You or your product/experience are the Suppliers. You provide individual elements of a trip such as accommodations, attractions, outfitters, guides, etc.

Receptives are product experts. They carry suppliers' product, and sell to international tour operators and travel agents. About 90% of overseas trade business comes through Receptives. They are a vital link.



What is TRAVEL TRADE looking for?



Learning about your new market, understanding this new audience and what they want is key.

Global travel markets are very competitive. Once you decide to work with international markets, your competition increases exponentially to include not only similarly placed regions, but international destinations. Learning about your new market, understanding this new audience and what they want is key. Find out what tactics the province and Destination Canada are using for which markets.

Product Development

What type of products & services are in demand for each market?

Create products and experiences that are compelling to your desired markets. Destination Canada's Explorer Quotient segments are a useful first step in determining what your product development priorities should be. The market segmentation tool provides data per segment, per country and provides insight into what motivates each group.

Consider some value-added elements. They are a subtle but useful way to differentiate your product/experience for the trade.



Cultual Awareness Insights



Understanding some International Market needs

Different markets have different needs, for example:

- Travellers from Asia can tend to move at a faster pace (packing a lot into shorter trips), so a 1 hour tour would be preferable to a 3 hour tour.
- German travellers enjoy European-style breakfasts with different artisanal breads; Chinese groups may require Asian food on a daily basis, while FITs are more open to localized flavours; Mexicans eat much later than Canadians; Indian travellers require Indian food/vegetarian restaurants).
- Japanese travellers require two bedded rooms in hotels.
- Asian clients like to have kettles and tea in rooms.
- Chinese clients have "superstitions" (for example, the numbers #4 and #13 are considered unlucky).

You will explore more content on this subject in Module 2

Timeline for working with Travel Trade

Working with Travel Trade is a multi-year commitment

- Sales calls with Receptives
- Attending trade shows (RVC)
- DMO in-market Sales Programs
- Consistent follow-up
- Delivery of exceptional experiences







Rendez-vous Canada



Rendez-vous Canada is Canada's signature international tourism marketplace where the international travel trade connects with Canada's tourism industry partners.

This annual event rotates across Canada and provides 1,500+ international tourism industry leaders an opportunity to meet one-on-one in the marketplace. Collaboration is quick, yet efficient, with prescheduled appointments by mutual request of both the buyer and seller. The end result: focused engagement around the best of the best of Canada's tourism experiences.



Your organization must be export ready in order to attend Rendez-vous Canada.

To be considered "export ready," an organization should:

- Meet provincial or territorial marketing organizations' export / trade-ready criteria;
- Be in business at least one year, with a proven track record for safe and professional operation;
- Provide contracted wholesale net rates to tour operators, travel wholesalers and retail travel agents;
- Provide detailed pricing and program information to tour operators, travel wholesalers and retail travel agents at least one year in advance of selling season;
- Carry adequate business liability insurance;
- Provide support (free or reduced rates) for international media and FAM tours;
- Hold all appropriate operating licenses;
- Be aware of target market consumer protection regulations and laws.

Do you meet this criteria?

Apply today.

Glossary

B2B. Business to Business

B2C. Business to Consumer

DMC. Destination Management Company - A tour operator or travel agent specializing in services for incoming visitors, can be for a city, province, region or country

DMO/DMMO. Destination Marketing / Management Organizations

Escorted Travel. A pre-arranged tour, primarily for groups. A tour guide accompanies the group and handles all logistics

Fam Tours. Short for Familiarization Tours, a reduced-rate or complimentary travel program for tour operators, travel agents, travel media or other travel buyers. Designed to provide firsthand experience of specific destinations or suppliers

FIT. Short for Fully Independent Traveller, a pre-paid unescorted tour

Marketplace. Where tourism suppliers (sellers) have pre-scheduled appointments with tour operators and/or other travel influencers (buyers)

Motorcoach. A group tour with the primary mode of transportation being by motorcoach (they can have arrived by air but tour by coach)

Net rate. The price before it is marked up for resale to the consumer

PTMO. Provincial or Territorial Marketing Organization

PTTIA. Provincial & Territorial Tourism Industry Association

Rack Rate. The official cost posted by a tourism business offered to the public.

Receptive. A tour operator or travel agent that specializes in services for incoming visitors

Rate Sheet. A schedule of fees with details – a confidential document listing costs like single/double occupancy, seasonal rate changes, admissions

Tradeshow. An exhibition to showcase products and services to industry partners and clients

VFR. A type of traveller who is visiting friends and relatives

Voucher – a "proof of payment" document









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