



NBTHC Travel Trade Readiness Program

New Brunswick's travel trade readiness program consists of two training streams:

1. Maximizing Opportunities: Expectations and Best Practices for Working with Tour Operators and other Travel Trade Partners

Goal: Educate tourism industry suppliers throughout the province on becoming involved in travel trade, through the business lens of the benefits, opportunities, challenges and key considerations for their businesses, to support their decision as to whether travel trade is a fit for their business.

This program serves as an educational opportunity about what industry suppliers are required to do in their business to work with the travel trade or improve their travel trade readiness. This program is offered virtually in small groups of up to a maximum of 20 suppliers per group plus the respective RDMO participants.

Care will be given to ensuring the program delivers value to tourism industry suppliers to their business today, as well as how they might grow into the Travel Trade, with topics including but not limited to:

- Understanding Travel Trade: i.e. travel trade channels, the travel trade process (from meeting to contracting to delivery)
- Delivering the Experience: i.e. quality customer experiences, product development and delivery, considerations for travel trade segments
- Optimizing Operations: i.e. communication, operations, pricing and inventory management, meeting and exceeding expectations of travel trade
- Sales & Marketing Approaches: i.e. What is required to sell to travel trade, sales sheets, marketplaces

Format: 4 x 1.5 hour workshops presented virtually according to a pre-determined schedule, with workshops recorded for those registered participants who cannot attend. A small quiz will be included at the end of the fourth workshop. Note: If determined it is necessary, it would be possible to deliver these in-person in a one-day session; however, virtual delivery is recommended for multiple reasons including accessibility, participation and reduced expenses.

2. Setting Up for Success: One-on-One Mentorship for Travel Trade Readiness

Goal: Prepare committed tourism industry suppliers to work with travel trade and successfully interact with buyers and attend marketplaces, such as Atlantic Canada Showcase, by providing one-on-one mentoring on key steps for their business.

Following an application process with NBTHC and the RDMOs, tourism suppliers will be selected for the One-on-One Mentorship Program. This program involves two group workshops and one-on-one mentoring for suppliers to fully incorporate working with the travel trade into their business model and prepare them to interact with buyers in one-on-one meetings and attend marketplaces, such as Atlantic Canada Showcase, to engage in other buyer interactions. Each applicant will work with their consultant over a period of 3-4 months with approximately 6, one-on-one sessions. The consultant will be available to assist with ad hoc questions throughout the mentorship program.

Workshops include Selling & Presentation Skills and Account Management. One-on-one mentoring would focus on the Travel Trade Distribution System, Understanding your Product, Creating Your Sell Sheet, Pricing, Inventory Management, Operational Considerations for Your Business, Understanding the Buyer & Buyer Needs, Contracts & Negotiations, Preparing for Marketplaces, and Presentation Skills. Because it is one-on-one mentoring, these topics may be covered at varying degrees, as the focus will be on the areas of need for the tourism supplier.

Format: One-on-one mentoring for the suppliers (typically 6 x 1-hour sessions) and two in-person workshops.