



## Sponsored Travel Trade Member Program (2019 Pilot)

To encourage a stronger Team Ottawa participation at external Travel Trade activities, Ottawa Tourism is launching a pilot program where a limited number of members, who meet the criteria, would be sponsored to attend sales activities. For more information contact Kelly Dean, [kdean@ottawatourism.ca](mailto:kdean@ottawatourism.ca).

### Program 1

#### *Entry (or Re-entry) Into Travel Trade Market*

#### **Part A – In-Market Sales Blitz with Ottawa Tourism**

A Sales Blitz is an organized promotional event which entails group tours suppliers making pre-arranged sales meetings to travel trade clients in a pre-determined geographic area.

For a member entering the Travel Trade market, this will be an initial step to experience the market and fine-tune their offering to be Market-Ready. (Can be used for a member to Re-enter the Travel Trade market, on acceptance from Ottawa Tourism).

#### Requirements:

- Member of Ottawa Tourism in good standing with the Tour and Travel Option
- Have not participated with Ottawa Tourism for an In-Market Sales Blitz in the past
  - Or are applying as a member who is re-entering the market
- Identified Group and/or FIT as part of their target markets
- Agree to the following responsibilities:
  - To pay for own transportation, accommodations, and any meals not covered as part of the Sales Blitz
  - To prepare a one-page company profile (or similar document) to be handed out to the clients
  - To meet all clients on the Sales Blitz
  - To follow-up with interested clients
  - Provide tracking details to Ottawa Tourism as a result of a successful Blitz (e.g. New clients, new bookings, new tours, etc)

#### Benefits received:

- Registration cost of the Sales Blitz will be waved

#### Terms

- Ottawa Tourism reserves the right to limit the number of participating members for each In-Market Sales Blitz
- This can be used only once per member



## Part B – Domestic Marketplace

A Marketplace is the Travel Trade industry's format for conducting business with Tour Operators, DMO's and suppliers. The goal is an exchange of information and relationship building that will result in new business for the destination and its suppliers.

For a member entering the Travel Trade Market, this will be a second step to experience the market and fine-tune their offering to be Market-Ready. (Can be used for a member to Re-enter the Travel Trade Market, on acceptance from Ottawa Tourism).

Ottawa Tourism may designate a specific Marketplace each year to create a larger Team Ottawa presence.

Requirements:

- Members of Ottawa Tourism in good standing with the Tour and Travel Option
- Have not participated in this type of Domestic Marketplace in the past
  - Or are applying as a member who is re-entering the market
- Identified Group and/or FIT as part of their target markets
- Agree to the following responsibilities:
  - To apply and pay for an association membership, if applicable
  - To register as an Appointment Taking Delegate for the Marketplace
  - To pay for own transportation, accommodations, and any meals not covered as part of the Marketplace
  - To have a one-page company profile (or similar document) to be handed out to the clients
  - To follow-up with interested clients
  - Provide tracking details to Ottawa Tourism as a result of a successful Domestic Marketplace (e.g. New clients, new bookings, new tours, etc)

Benefits received:

- Registration cost of the Marketplace will be reimbursed after completion of the Marketplace
  - Proof of registration and Appointment list will be required to be submitted to obtain reimbursement.

Terms

- Ottawa Tourism reserves the right to limit the number of sponsored members for this program annually.
- This can be used only once per member.



## Program 2

### *Expanded Participation in North American based Marketplace (NTA, ABA, SYTA, RVC)*

To encourage and assist Ottawa Tourism Travel Trade members to support Ottawa Tourism's Travel Trade Sales Activities.

This is to be used to bolster the Team Ottawa participation at North American based marketplaces, such as NTA, ABA, SYTA, and RVC. Ottawa Tourism may designate a specific Marketplace each year to create a larger Team Ottawa presence.

A Marketplace is the Travel Trade industry's format for conducting business with Tour Operators, DMO's and suppliers. The goal is an exchange of information and relationship building that will result in new business for the destination and its suppliers.

Requirements (1<sup>st</sup> year in the program):

- Members of Ottawa Tourism in good standing with the Tour and Travel Option
- Applicants can fall under one of the following two requirements:
  - As an involved member:
    - Have participated, as a paid, appointment taking delegate, in at least two North American based and/or International Based Travel Trade Marketplaces in the preceding calendar year.
      - Proof of registration and Appointment list will be required to be submitted to obtain reimbursement.
    - The previous years' paid Marketplaces may include (but are not limited to): OMCA, Bienvenue Quebec, NTA, ABA, SYTA, RVC, RTO Summit, CITAP, Destination Canada Showcase.
  - Or as a member who is returning to the Travel Trade Market
    - A description will be required as to why your company is returning to the Travel Trade Market
- Identified Group and/or FIT as part of their target markets
- Agree to the following responsibilities:
  - To apply and pay for an association membership, if applicable
  - To register as an Appointment Taking Delegate for the Marketplace
  - To pay for own transportation, accommodations, and any meals not covered as part of the Marketplace
  - To have a one-page company profile (or similar document) to be handed out to the clients
  - To follow-up with interested clients
  - Provide tracking details to Ottawa Tourism as a result of a successful Marketplace (e.g. New clients, new bookings, new tours, etc)



Benefits received:

- Registration cost of the Marketplace, up to \$2,000 Canadian, will be reimbursed after completion of the Marketplace
  - Proof of registration and Appointment list will be required to be submitted to obtain reimbursement.

Terms

- Ottawa Tourism reserves the right to limit the number of sponsored members for each year.
- If the Pilot program continues, members would be eligible annually to participate if requirements are met.

Requirements (2<sup>nd</sup> and subsequent year in the program):

- For a member to benefit from this program a 2<sup>nd</sup> time, and for subsequent times, they must increase the number of shows in which they have participated, as a paid, appointment taking delegate, by one per year.

March 13, 2019