

LET'S GET THERE TOGETHER

INTERNATIONAL MARKETING 101

Promoting Your Business for Global Success

ICORT | October 20, 2026

PRESENTED BY:

RMI

Let's Get There Together.

AGENDA

1 **Introductions**	Meet RMI and A4U
2 **Why Is International Important?**	Why Target International Visitors & Travel Trade
3 **Working With Global Travel Trade**	Types of Travel, Key Players, Working With RTOs & The Booking Cycle
4 **Product Readiness**	Attract & Engage International Travelers, Getting Started & Resources

WHO WE ARE

RMI



Owner & CEO

RMI is a destination marketing company founded in 1990 and based in Cheyenne, Wyoming, offering four key sets of services to businesses throughout the travel industry: Education, Research & Data, Destination Marketing and Events.

Our mission is to increase incremental visitation, spending and market share to fuel the economies of our stakeholders.

America 4 You



Chief Operating Officer

America 4 You is a boutique receptive tour operator specializing in “soft” adventure travel like ranch vacations, river rafting, national park adventures, city programs, cattle and horse drives, pack trips, Native American culture, winter adventures (snowmobiling excursions, skiing, etc.), and flexible and set self-drive itineraries, including “Route 66” and “Best of the Southwest.” A4U caters mainly to the European and Australia & New Zealand markets.

WHY IS INTERNATIONAL IMPORTANT?

Why is International Important?

"**International travelers are essential to the U.S. economy** – spending more, staying longer and supporting jobs and businesses in every corner of the country. On average, **overseas visitors spend $4,000 per trip** – eight times more than domestic travelers."

– Geoff Freeman, U.S. Travel Association

Who Brings Int'l Visitors to the U.S.?

1 **National Organizations**	Marketing and selling the USA to international travel buyers and consumers (Brand USA)
2 **Regional Groups**	Multi-state regions cooperating to target international travelers (GAW)
3 **State Tourism Offices**	State offices work with the above organizations while also leading their own international efforts
4 **County and City DMOs**	Working with the state office to connect suppliers with overseas buyers

Distribution Channels

How do international travelers book a trip to the U.S.?



WORKING WITH GLOBAL TRAVEL TRADE

Why Target Global Travel Trade?



Easy & Efficient

Going through the trade is a cost-effective way to reach international consumers



Insider Knowledge

Travel trade have specialized understanding of their markets' travelers and their preferences



Consumer Confidence

International consumer protection laws incentivize booking with tourism trade



Custom Requests

There's high consumer demand for customized/ tailor-made travel arrangements



Complex Details

The United States has complex travel logistics (geographically, large, etc.)

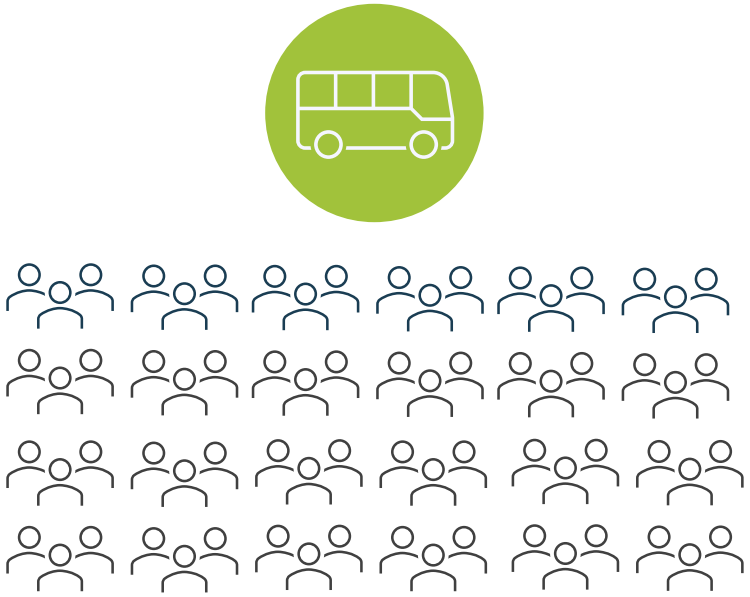
Types of Travel



Independent



Small Groups



Large Groups

Types of Travel: Independent

- **Type of travel:** On their own/unescorted – known as Independent/Fly-Drive/F.I.T tours (Foreign Individual Traveler or Free Independent Traveler)
- **# of Travelers:** ~1-4 people (solo, couples, families)
- **How it's booked:** Packaged itineraries with prepaid travel arrangements tailored to meet a traveler's basic needs, including flights, car rental, rooms, activity/attraction vouchers, etc.

# of Travelers



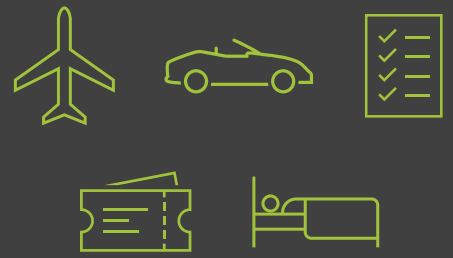
Escorted?



Fully Customizable?



What's Included?



Types of Travel: Group

- **Type of travel:** Small groups – known as Group tours (van or minibus)
- **# of Travelers:** ~8-12 people (extended families, friends, etc.)
- **How it's booked:** Pre-paid travel program with predetermined dates & locations available to small groups (travel in van or minibus). Typically escorted by a guide; tour includes flights, transportation, rooms, attraction admissions and meals.

# of Travelers



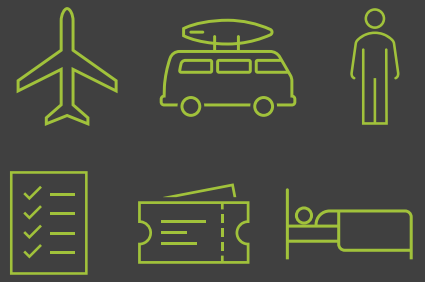
Escorted?



Fully Customizable?



What's Included?



Types of Travel: Motorcoach

- **Type of travel:** Large groups – known as Motorcoach or Bus tours
- **# of Travelers:** ~30-50 people
- **How it's booked:** Pre-paid travel program with predetermined dates & locations available to large groups of travelers (large bus or motorcoach). Escorted by a guide; typically, all aspects of the trip are included – flights, transportation, rooms, activities, meals, etc.

# of Travelers



Escorted?



Fully Customizable?



What's Included?



Key Players


Consumer
Overseas
Travel Agent
Overseas
TO
Overseas
RTO
U.S.-based
Supplier
(you); U.S.-based

Key Players

Supplier

(you); U.S.-based



Receptive Tour Operator

U.S.-based



= RTO/ITO/Receptive

Your BFF (makes your life easier!)

Tour Operator

overseas



Your cheerleader (books the client trip!)

Key Players

What is a Receptive Tour Operator?
(aka Inbound Tour Operator [ITO] or Receptive)

- RTO gathers inventory to sell to international tour operators and travel agents.
- They're experts on the destination and travel experiences.
- They save you time, money and common hassles (language barriers, currency conversions, international travel laws, etc.).
- Both suppliers and travel trade prefer working with RTOs.
- Your most cost-effective way to work internationally!



America 4 FOR you

ROCKY MOUNTAIN HOLIDAY TOURS
EXPLORE THE REAL WEST

Why Work With An RTO?



Why Work With An RTO?

- Communication
- Time Zones
- Promotion
- One-Stop Shop
- FIT Contracts
- U.S. Currency
- Local Contact
- High ROI
- Security

What do you have to pay to have a contract with an RTO?

Answer:

Nothing! You won’t pay any upfront fees with an RTO. There’s no financial risk; only potential profit!

Rate Planning & Contracts

1.

Rate Types

- **Weekend vs. weekday**
- **Peak vs. shoulder vs. off-season**

2.

Stipulations

- **Blackout dates**
- **Premium rates**

3.

Types of Contract Pricing

- **Static:** Contracted price (can set multiple rates)
- **Dynamic:** Changes in real time

4.

Types of Contracting

- **Freesale:** Sell as many as you can
- **Allotment:** Set number of rooms
- **On-request:** Ask before selling

Calculating Net Rate

1. Rack Rate (100%)

(Example: $100)

This is your published retail rate. The consumer should always pay the same rate, whether buying directly from the supplier or through the international distribution chain.

2. TA Purchase Price (-10%)

($100 x .10 = $10; $100 – $10 = $90)

The travel agent will buy the room for $90, making a $10 profit when selling it to the consumer.

3. TO Purchase Price (-20%)

($100 x .20 = $20; $100 – $20 = $80)

The tour operator will buy the room for $80, making a $10 profit when selling it to the travel agent.

4. RTO Purchase Price (-25%)

($100 x .25 = $25; $100 – $25 = $75)

The inbound tour operator will buy the room for $75, making a $5 profit when selling it to the tour operator. This is your net rate.

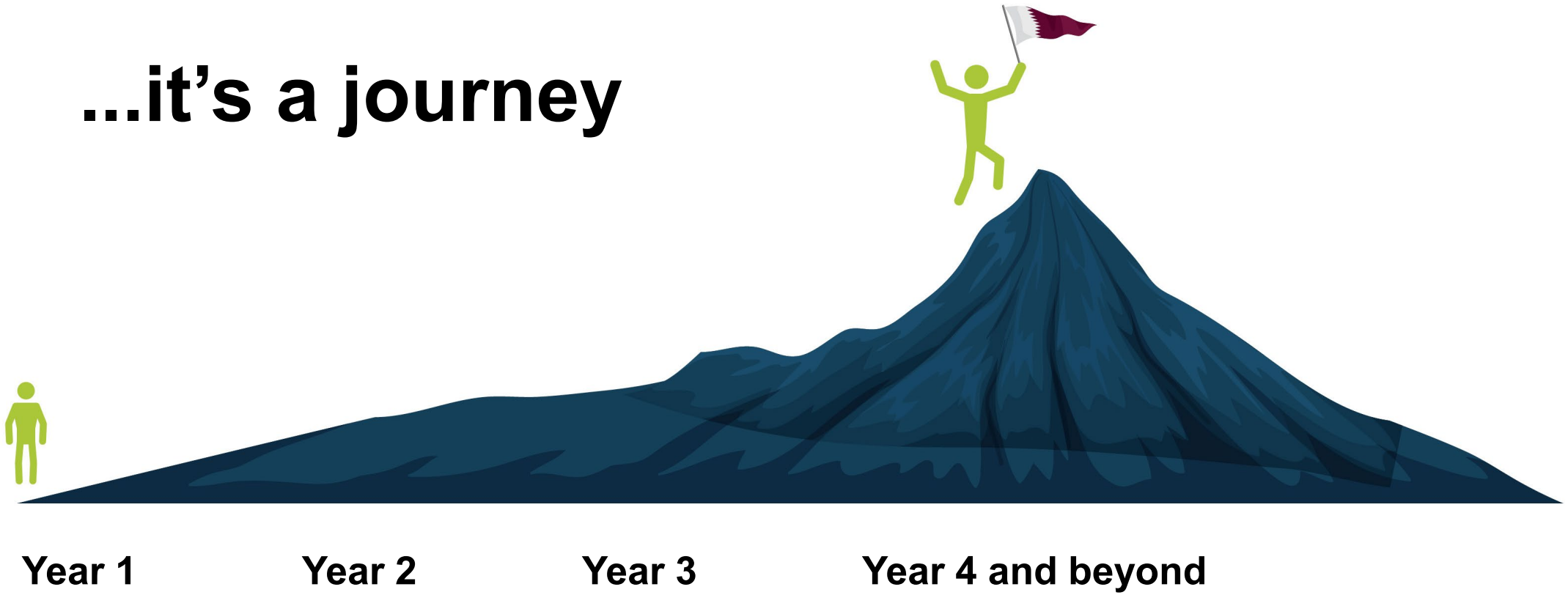
Calculating Net Rate



Booking Cycle

International Marketing...

...it’s a journey



PRODUCT READINESS

Strategies to Attract & Engage International Travelers

How To Get Started In International

1.

Build Partnerships and Grow Networks

- Reach out to your state tourism office's international sales team
- Connect with local DMOs, leverage neighboring destinations and participate in joint marketing partnerships
- Attend educational webinars, trainings and tradeshows
- Invest in custom data, research, insights and reporting
- Develop sales toolkits (images, videos, itineraries, etc.), translated content and in-language guide resources

2.

Contract With An RTO

- Connect with your product managers (hotels, ranches, activities, winter/ski)
- Fill out the contract
- Touch base and make updates every year (each spring/summer)

3.

Reach Out To RMI

- Education | Research & Data | Destination Marketing | Events

Are You Trade-Ready?

- A clearly defined, bookable product with reliable availability
- Published retail pricing and a workable trade-rate structure
- Booking, cancellation and payment policies
- High-quality photos, descriptions and accurate product information
- Someone responsible for answering trade inquiries and maintaining relationships

Resources

- Booking Cycle Timeline
- Calculating Net Rate Pricing Worksheet
- Travel Industry Jargon Cheat Sheet



https://tinyurl.com/InternationalTourism101



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