EVENTS NAJ & MEDIA

TOURISM
MARKETING
INNOVATORS

Revelations from a Listening Tour

- Four Major Shifts
- How We Stay Relevant
  - NAJ Events
  - TourOperatorLand
- How You Can Stay Relevant

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Listening Tour

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FOUR MAJOR SHIFTS

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Tailor-Made Programs

Structured Group Tour	→	**Concierge Group Tour**
Live Like a Tourist	→	**Live Like A Local**
Sightseeing	→	**Experiencing**
What You Saw	→	**Who You Met**

RTO SUMMIT 2019

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Independent Travelers

Structured Group Tours

Concierge Group Tours

Structured Group Tours

Live Like a Tourist

Concierge Group Tours

Live Like a Local

What You Saw

© North American Journeys

What You Experienced

Who You Met

OFF THE SHELF

Tailor Made

HOW WE STAY RELEVANT

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Business Development

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NAJ Summits

Insert Picture from Newsletter

Follow Up With Ease

Only 20% of attendees have the time to follow up with operators

Meet More Buyers

Group Therapy

Guidance to make face-to-face appointments more relevant and effective

Educate the Clueless

Relay benefits of the RTO Distribution Channel in ways Hotel GM's and Revenue Managers understand

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TOUR OPERATOR LAND

© North American Journeys

Trackability

Market Intelligence

Redesign for Tailored Tours

Makes it easier for travel planners to service clients' needs

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Video Ideas

Simple Way to help operators sell to repeat vistiors looking for something new.

HOW YOU STAY RELEVANT

Destinations

- Operators are your distribution partner, you are their **creative** partner

Connect members with non-members for itineraries

Connect them with locals

Attractions

Hotels

- Provide “insiders” list of five things to do *(recommended by staff)*