



WSTPC/MDCP INTERNATIONAL MARKETING WORKSHOP

The goal of the workshop is to train and educate the small businesses in the tourist industry in the 13 member states of WSTPC on marketing strategies and techniques to export their services to overseas buyers (tour operators), in many cases, for the first time.

Objectives:

1. Review the top producing markets for the WSTPC states, especially the markets of Japan, U.K, Germany, using Travel Industry Association of America data, U.S. Dept. of Commerce Office of Travel & Tourism Industries data and other research available.
2. Explain how workshop participants can benefit from developing the foreign inbound market.
3. Provide practical “hands-on” advise about preparing for and working with tour operators in the international market.
4. Steps on how to identify partners to cooperate in the development of a tour package that can be promoted overseas.

CORE CURRICULUM

- I. Benefits of Attracting International Visitors
- II. What do you need to prepare a product for the international markets?
- III. How the market works
- IV. Getting the “ready to package” product into the marketplace
- V. Customer Service issues

**Contact: Jeanne Westphal, Co-Director
WSTPC/MDCP
e-mail: wstpc@azot.com**