

RMP Travel

A Destination Management Company

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RESEARCH

- Know who your clients are
- Who is coming to this area?
- And why are they coming?
- Use CVB numbers and airport numbers

RESOURCES

- Determine how much money, time and human resources you can commit

Start Small

- Emails
- Use CVB's (state & local) lists
- Dynamic Web Presence
- Market with your CVB
- Market with National Brand

Go Further

- Join RSAA
- Attend NTA
- Attend Pow Wow
- Hire Overseas Representative
- Sales Mission Abroad
 - US Commercial Service, VUSA

Consistency

- It can take 5 years until you see some real ROI
- Operators need to see your committment

Well Positioned

- Trends in inbound Travel
 - New destinations
 - Value destinations
 - Shorter stays
 - Fly-drives

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