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What can DMOs do to increase German business?

1. Be informed of international program.
2. Know what product in your area might be covered already (OTC has a Tour Extract of German tour operator catalogues, which lists all product offered).
3. Take “inventory” of your product, seasonal and year-round.
4. Determine the opportunities for your area. If you see a good opportunity for German business, arrange for educational seminar(s) provided for free by OTTTF for your membership.
5. Know what product in your area is attractive to the German market. Which ones will work/offer rates for receptive operators and/or international tour operators and are interested in promoting with you?
6. Assist and participate in promotional efforts, which fit your targets and strengths (different efforts OTC participates in are listed below).

What can hotels do to increase German business?

Hotels who are already in tour catalogues need to be part of travel agent promotions:

1. Participate in travel agent research (fams) trips, which are tied to the tour operator catalogue product. Lufthansa, OTC and POVA will be organizing these types of promotions. What will be needed: complimentary overnights (singles and double double rooms), complimentary breakfasts for overnight guests, meals.
2. Participate in travel agent “road shows in Germany” by providing small give-aways for travel agents. These road shows are tour operator specific sponsored sales activities implemented by the Oregon tourism representative in Frankfurt. OTC, Port and POVA pay for these sales activities.
3. Participate in hosting media to provide coverage on your product to increase awareness.

Hotels who are already in tour catalogues need to be part of consumer promotions to promote the product in the tour catalogs to the consumer:

1. Participate in hosting consumer media. OTC and LH will be bringing in media to promote Portland and Oregon as a new LH destination. We work to tie each article to the Oregon fulfillment house as well as a tour operator product.

2. Participate in consumer brochure fulfillment in Germany on www.usa.de . For less than \$200 you can have your rack brochures advertised on the official Visit USA Germany website. The consumer pays the in-country postage. Contact info@usa.de

What can hotels do to get more/start getting German business?

OTC has targeted the inclusion in tour catalogs as an important way to get German business by actively pursuing tour operators and paying tour catalog support for fly-drive product. How can you get this business?

1. Through U.S. receptive operators. Set up a receptive operator sales program which could include:
 - a) Give them what they need – receptive operator rates, good cut-off dates, limited black out dates, accept vouchers, etc.
 - b) Attend trade shows like PowWow (ask OTC now for participation costs) and ITB in Berlin (ask OTC now for participation costs);
 - c) Create receptive operator database and direct sell to them, ask OTC for data base
2. Through promoting your hotel directly with the tour operator (who might then ask their receptive operator to include your hotel) by going to trade shows like PowWow (ask OTC now for participation costs) and ITB in Berlin (ask OTC now for participation costs).
3. Through buying space in the tour operators tour catalog.

What can everyone do to get more German business?

Another way of getting German business is directly through the media. This works especially well for truly unique accommodations (Bed and Breakfast, Ranches), and attractions.

1. Determine which media fits your product (guide books, magazines, daily newspapers, radio, TV, etc. Let OTC know what type of media and therefore potential coverage you are interested in. We expect a lot of interest from the media due to the new LH air service.
2. Host media generously when the publication/TV/radio network fits your product! Spend time with them accompanying them around your city/area; invite them for a meal, etc. By spending time with them, you build a relationship. Do not assume that by providing complimentary product/services, you have done your job. Especially media needs to hear the local stories, history, etc. to get the right angle on their story. Again, let OTC know what type of coverage you are

interested in; we expect a lot of interest from the media due to the new LH air service.

What else can be done?

1. Corporate chain hotels have corporate sales offices. Encourage local/in-house sales staff to get to know the corporate/regional sales staff responsible for tour and travel and international business. Invite the corporate sales staff to your area/hotel and show off the destination. DMOs should encourage their corporate hotels to do so and support this effort. The corporate sales staff travels to many trade shows and will be able to sell you better.
2. Corporate chain hotels host international research tours (fams) for tour operator clients. Ask your corporate office to have you included. This is a likely opportunity for the Metro Portland area.