



DESTINATION SALES MANAGER

JOB DESCRIPTION

The Destination Sales Manager will be responsible for leading our efforts to increase economic impact through strategic sales and solicitation. They will play a key role in securing bookings for travel trade, conventions/meetings, and special interest groups, while also building strong relationships within the travel trade industry.

This role involves conducting research, developing strategies, and taking the lead in sales efforts through partnerships with local businesses and stakeholders. The aim is to create or refresh destination locations to attract potential buyers and extend overnight stays for groups. The job also includes overseeing convention/meeting, sports, RV rallies, and group tour sales, as well as handling other related group support services to enhance the overall experience of the destination.

PRIMARY RESPONSIBILITIES

A. Group & Experiential Sales

- Research and surveys group tour trends and product/service mixes to identify and realize new tour opportunities and enhanced strategies and best practice solutions for area businesses/partners around compelling bundles of evolving experiences and activities for groups. Works with partners to assist in capitalizing on new/enhanced opportunities while providing experiential products and services to attract and meet the needs of groups.
- Provides educational and networking opportunities to generate leads and increase sales while fostering the destination resiliency.
- Develops themed buy-up itineraries and other marketing support/services in partnership with destination stakeholder's decision makers to build and enhance visits and personalize experiences, extending overnight stays through innovative and experiential activities.
- Develops sales positioning for the destination tourism market by maintaining a database of group organization memberships, attending tradeshows and direct sales events, providing sales presentations, and providing destination preview tours.
- Initiates and hosts Familiarization tours for tour planners to preview and entice towards the purchase of full tour itineraries.
- Serves as a liaison and support person for group planners and area partners.
- Provides leads with bid request information from the area partners to meet the group needs.
- Oversee efforts to boost economic impact through strategic solicitation and sales.

A. Group & Experiential Sales (cont.)

- Secure bookings for tour groups, meetings, and trade shows, while also developing vital relationships within the travel trade industry.
- Solicitation and booking of prospective as new and repeat group business for hotels and attractions.
- Assist in the creation of an annual budget and work plan.
- Assist the marketing team with group marketing initiatives including email, print, direct mail and digital.
- Identify and attend key industry trade shows and sales missions.
- Manage trade show registration, submission, appointment, shipping, set-up, and travel.
- Execute trade show follow-up including distributing leads to partners as appropriate.
- Work collaboratively with Elkhart County CVB team and industry partners.
- Group itinerary development.
- Partner with other DMOs for marketing co-ops and itinerary development.
- Maintain a close and active working relationship with sales managers at area hotels, tour companies, transportation services and attractions.
- Plan and execute FAM (familiarization) trips for travel trade clients including but not limited to creating itineraries, sourcing accommodations, developing itineraries, and scheduling activities, preparing documents, and escorting clients once in destination.
- Stay well-informed of area hotel product and experience offerings.
- Maintain the CRM database (Simpleview) for assigned accounts/markets.
- Maintain pre and post trip reports for tradeshow, sales missions, and FAMs including appointments, trainings, networking, and ROI.
- Service, respond and follow-up to information and itinerary requests from travel trade clients.
- Liaison and compile with hotels to coordinate group rates for tour, meeting, and sporting event planners.

B. RV Rally and Special Interest Groups

- Research, gains, and maintains relationships in various special interest group categories including RV, sports, and conference/meetings to encourage site visits and extend overnight stays.
- Identifies local market strengths and develops special interest themes, sells itineraries, tours, tickets & seminar components for special interest and RV rally planners providing excellent customer service.
- Coordinates the group bid process in co-operation with local partners to assist in providing goods & services specific to each interest group.

B. RV Rally and Special Interest Groups (cont.)

- Facilitates on-site, pre & post, visitor concierge services (info on local coupons, bake sales, trip ideas, etc.) to increase participation and to enhance local economic impact.
- Develops sales positioning for the destination tourism market by maintaining special interest databases (sports, meeting, and RV rally), maintaining niche organization memberships, attending tradeshow and direct sales events, and providing sales presentations when needed.

POSITION REQUIREMENTS

A. Education and Experience

- A bachelor's degree in sales and marketing, tourism, or the equivalent, with a combination of studies/experience in sales, marketing, and tourism.
- A minimum of five plus years of experience in related sales and marketing arenas, related to the sales and marketing of intangible products, preferably involving prospecting, relationship building, "cold calls" and face-to-face sales.
- Industry certification is preferred in one or more of these areas: CTP (Certified Tour Planner); CTIS (Certified Travel Industry Specialist), CDME (Certified Destination Management Executive).

B. Skills and Knowledge

- Ability to develop long-term strategies to meet uncharted, diverse and complex new areas, ideas, problems.
- Expertise in researching, creating, and implementing innovative strategies to enhance the success of the organization on an on-going basis, targeted towards goal achievement, utilizing broad policies.
- Ability to solicit internal/external customer feedback, collaborate and balance the needs of others (i.e. Commission, Board, customers, team members) effectively, problem-solve, and create best practice solutions targeted on direct organizational goals and outcomes.
- Ability to take direct ownership of annual goals, financial budgets and outcomes, assets, and human relations/customer impact.
- Excellent sales, marketing, relational and people skills to attract and retain partners, visitors, and other stakeholders and increase the number of visits and overnight stays.
- Knowledge of CRM database marketing and promotional expertise.
- Strong written, oral, presentation (large and small groups), and communication skills (Public Speaking).
- Demonstrated skills in leading, planning, prioritizing, and executing large-scale projects.
- Research focused, understand constituents, and have ability to seek out developmental opportunities.
- Ability to form strong vendor partnerships and negotiate contracts.
- Familiarity with the surrounding geographical area and the local tourist/leisure attractions preferred.

B. Skills and Knowledge (cont.)

- Professional appearance and demeanor appropriate in meeting and working with the public.
- Ability to develop action plans, measurements, countermeasures, along with corresponding budgets.
- Good analytical, conceptual, and decision-making skills.
- Ability to take initiative and identify/access needed resources where applicable.
- Intermediate level knowledge in working with Microsoft Word, Office, Outlook, PowerPoint, and the ability to create charts/graphs/power points and other documents effectively.

C. Core Values

Position requires the ability to demonstrate the following core values and related behaviors: Ethical, Innovative, Collaborative, Entrepreneurial Spirit, Professional, Accountable, Goal-Oriented, Enthusiastic and Passionate about the Mission, Positive Attitude, Strategic long-term thinker, Quality and Customer-Oriented, Agile with Balanced Risk Taking, and “Leadership” Role Model, Self-Motivated & Driven, Independent Learner, Expounding on Strengths, Respectful, Discreet Communicator, Independent Judgment/Decision-Maker, Community Mindset & Team Player.