

# TRAVEL TRADE IN ESTES PARK



**Estes Park is virtually unknown internationally yet sparks great interest when presented to buyers looking to fill their itineraries with new destinations.**



If your first reaction to reading that was, "okay, I read the words, but what in the world do they mean," you're not alone!



- • • The travel trade industry does have a tendency to sound like Greek, even to us, and we work in it every day. Have you ever wondered how travel agents can simply type away at their computer and give you flight, hotel and attraction options for your trip in real time? The travel trade industry is behind that. Buyers look for partners to contract with to fill inventory for travel agents and the agents sell the inventory to tourists.

So if your next thought was, "ah, I know what that is and I don't need it!" then consider this:

**International travelers tend to travel mid-week, stay longer, and are more willing to consider traveling in the shoulder seasons, and increasingly, are interested in winter travel, including non-ski lift destinations.**

And perhaps the most compelling piece of information: **working in travel trade is flexible for the service provider.** Many buyers have an online system that can be accessed in real time so partners can update availability. For instance, if an upcoming month doesn't seem to be tracking with business goals or, alternatively, if an upcoming month looks like it'll do better than the previous year, you can adjust your availability to allow or disallow bookings in real time.

Rachel and Rebecca would be happy to meet with you to translate this into English and set you up with contacts if you're interested in exploring this side of our industry. Email them to set up a meeting today!

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