



International Tourism Marketing 101

A Land of Enchantment, Steeped in Culture. That's New Mexico True.





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About RMI

RMI is a destination marketing company founded in 1990 and based in Cheyenne, Wyoming, offering a multitude of services to businesses throughout the travel industry. Our mission is to increase incremental visitation, spending and market share to fuel the economies of our stakeholders.

At RMI, we embody the pioneer spirit – helping our clients tackle new challenges with grit, hard work and innovation. We know first-hand how to sell the unique personalities and experiences found across the unforgettable American West. We create, design, strategize, and breathe into life exciting brands and marketing campaigns that bring interest and travelers to your front door, boosting local economies with valuable tourism dollars. We couple our strategies with research and training to empower destinations to take the reins and grow their brand.

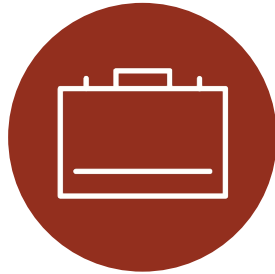


Why Target Int'l Travelers?



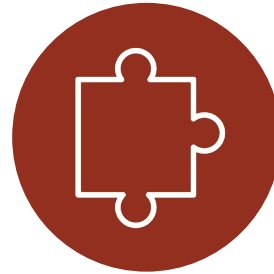
Time & Money

International travelers stay longer and spend more when visiting the United States



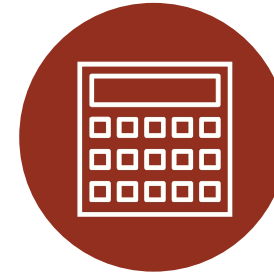
Shoulder Season

International travelers are more likely to visit during off-peak seasons than domestic travelers



Unique Desires

International travelers desire to visit "off-the-beaten-path" and unique rural attractions



Sell More Rooms

International travelers are an excellent source for hedging unsold hotel rooms



New Base

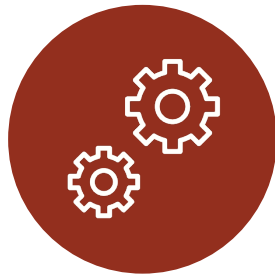
International travelers create a new source of customers for your community, hotel or attraction

Why Target Int'l Tourism Trade?



Easy & Efficient

Going through the trade is a cost-effective way to reach international consumers



Insider Knowledge

Travel trade have specialized understanding of their markets' travelers and their preferences



Consumer Confidence

International consumer protection laws incentivize booking with tourism trade



Custom Requests

There's high consumer demand for customized/tailor-made travel arrangements



Complex Details

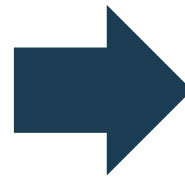
The United States has complex travel logistics (geographically, large, etc.)

Why International Is Important

National Travel and Tourism Office forecasts ...

77.1 million

international visitors in
2025



85 million

international visitors in 2026
(surpassing pre-pandemic levels)

Why International Is Important

By 2028 ...

94.1 million

international visitors are expected
to visit the U.S., spending over

\$200 billion!

Market Insights & Trends

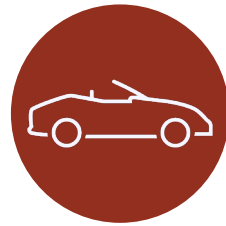
Santa Fe Fly-drive 4 Corners
Motorcycle Route 66 Roswell
Taos
Truth or Consequences Road trip
Colorado Arizona Albuquerque Texas Utah



Types of Travel

Types of Travel

Independent tours
(fly-drive or F.I.T.)



Group tours



Motorcoach/
bus tours



Types of Travel

*Common misconception:
“Tour” operators only work with large bus “tours.”*

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“Tour” operators only work with large bus “tours.”*

Fact: They book all types of travel!

Types of Travel: Independent

Fly-Drive/F.I.T. (Foreign Individual Traveler or Free Independent Traveler):

Packaged itineraries available to individual travelers (not traveling in a group). Unescorted, prepaid travel arrangements tailored to meet a traveler's basic needs, including flights, car rental, hotel rooms, attraction vouchers, etc.

of Travelers



Escorted?



Fully Customizable?



What's included?



Types of Travel: Group

Group Tours: A predetermined (dates/locations) and prepaid travel program available to small groups (group size varies; less than a motorcoach). Clients generally travel in a van or minibus escorted by a guide, and the tour includes flights, transportation, hotel rooms, attraction admissions and meals.

of Travelers



Escorted?



Fully Customizable?



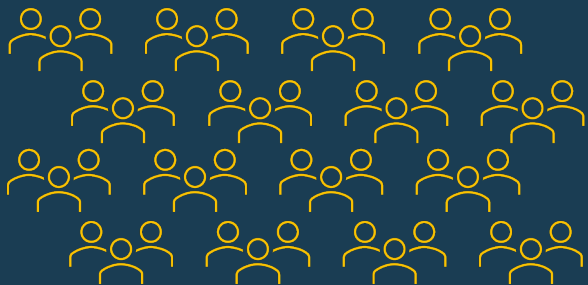
What's included?



Types of Travel: Motorcoach

Motorcoach/bus tours: A predetermined (dates/locations) and prepaid travel program available to a large group of travelers. Clients generally travel in a large bus or motorcoach escorted by a guide, and all aspects of the trip are included (flights, transportation, rooms, activities, meals, etc.).

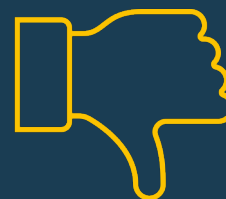
of Travelers



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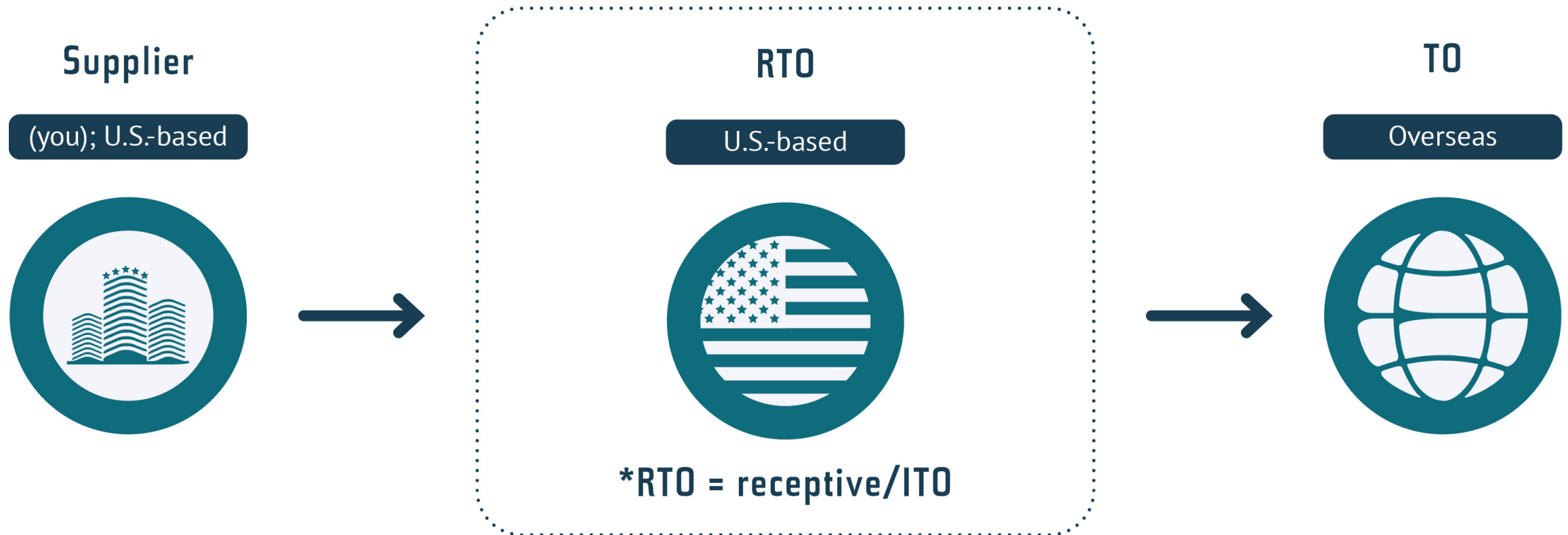
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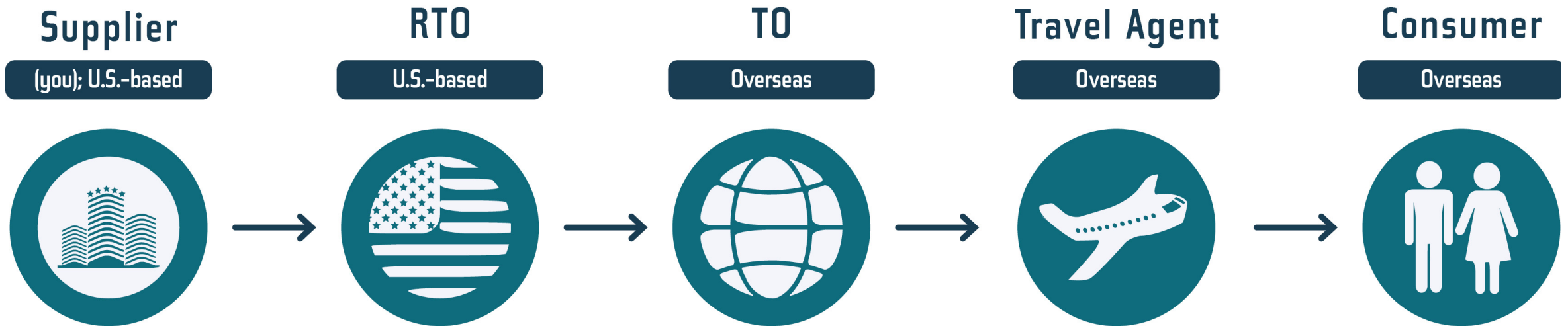


Working With RTOs

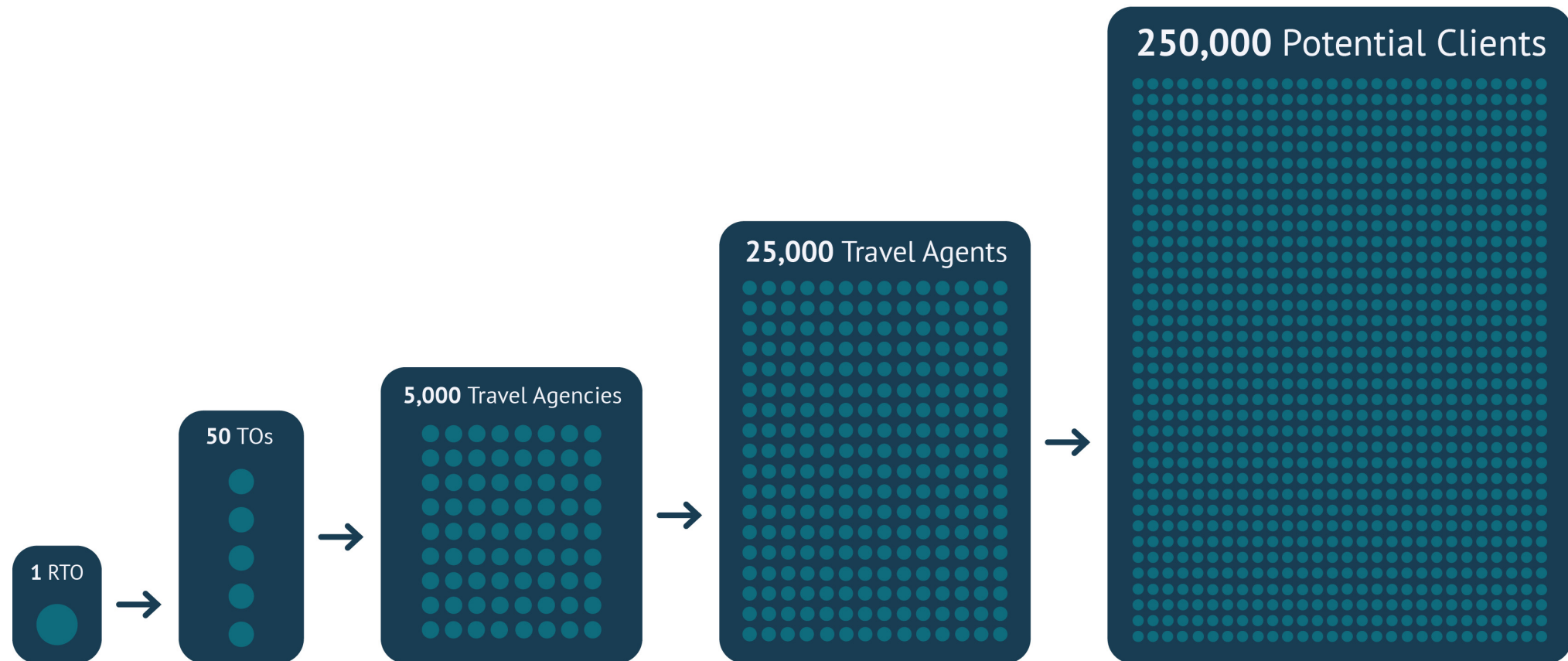
What Is An RTO?



Key Players/Booking Chain



Why Work With An RTO



Why Work With An RTO



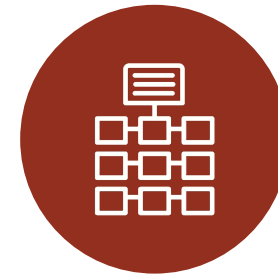
Communication



Time Zones



Promotion



One-stop Shop



FIT Contracts



U.S. Currency



Local Contact



High ROI



Security

Contracting & Rates

1.

Rate Types

- Weekend vs. weekday
- Peak vs. shoulder vs. off-season

3.

Types of Contract Pricing

- **Static:** Contracted price (can set multiple rates)
- **Dynamic:** Changes in real time

2.

Stipulations

- Blackout dates
- Premium rates

4.

Types of Contracting

- **Freesale:** Sell as many as you can
- **Allotment:** Set number of rooms
- **On-request:** Ask before selling

Calculating Net Rate





1. Rack Rate (100%)

(example: \$100)

This is your published retail rate. The consumer should always pay the same rate, whether buying directly from the supplier or through the international distribution chain.



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$(\$100 \times .10 = \$10; \$100 - \$10 = \$90)$

The travel agent will buy the room for \$90, making a \$10 profit when selling it to the consumer.



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3. TO Purchase Price (-20%)

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The tour operator will buy the room for \$80, making a \$10 profit when selling it to the travel agent.



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The tour operator will buy the room for \$80, making a \$10 profit when selling it to the travel agent.

4. RTO Purchase Price (-25%)

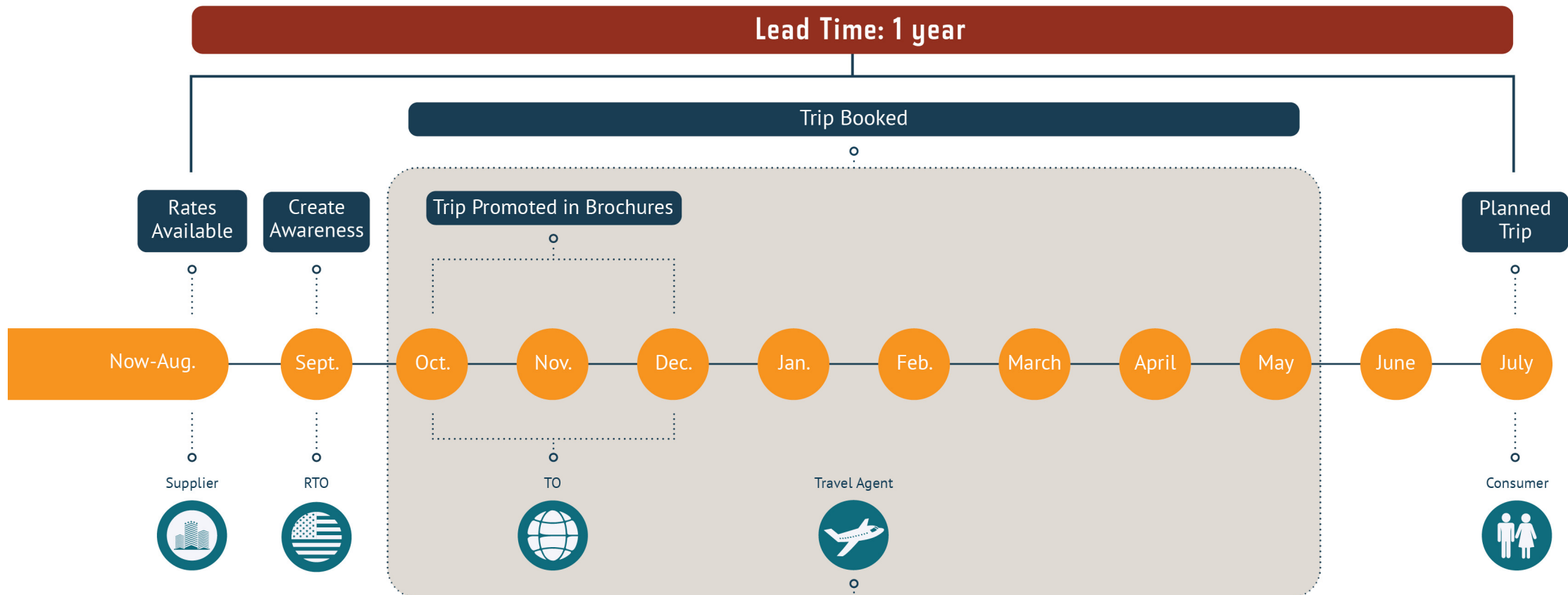
$(\$100 \times .25 = \$25; \$100 - \$25 = \$75)$

The receptive tour operator will buy the room for \$75, making a \$5 profit when selling it to the tour operator. This is your net rate.

Calculating Net Rate



Booking Cycle



Booking Cycle

It's a Journey ...



RTO Contracts

Several receptive tour operators (RTOs) already work with properties and attractions across the state of New Mexico. The select few who offer product in the state and are actively working to build up new product include:

- America 4 You
- AmericanTours International
- Rocky Mountain Holiday Tours

Working With The State



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[https://www.newmexico.org/industry/
work-together/travel-trade/](https://www.newmexico.org/industry/work-together/travel-trade/)

Make The Best Impression



Work with your state representative

- Attend education webinars, trainings and tradeshow
- Participate in joint marketing partnerships
- Access custom data, research, insights and reporting



Reach out to RMI

- Translations
- Strategic planning
- Design
- And more!

International 101 Toolkit



<https://tinyurl.com/28fud7dc>

Scan the code to view the New Mexico True International 101 toolkit:

- A copy of this presentation
- Market profiles (UK & Germany)
- Calculating Net Rate Worksheet
- Tourism Marketing Jargon Cheat Sheet
- Booking cycle timeline
- And more!

Questions?



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