

Heartland Travel Showcase Helpful Tips

Heartland Travel Showcase is several days worth of business appointments, networking and education. Here are a few tips to help you prepare for the showcase!

1 Do Your Homework

You are attending Heartland Travel Showcase to generate new leads, build relationships, meet with tour operators and make the most of your appointments. You can maximize your time in appointments by doing your homework before attending Heartland. When you receive your list of scheduled appointments, do as much research as possible on each tour operator. Check the tour operator's website to see what tours are scheduled for your destination and the dates of the tours. Search your Customer Relationship Management (CRM) system to see if the tour operator is in your database, view booking history, and past trade show notes to prepare for your appointments. Also, reach out to your conventions and visitors bureau to see what details they have on the tour operators you are scheduled to meet with. Use this research to craft solid questions to ask during your appointments and to build your strategy to close the sale.

2 Listen to Learn

During your appointments, make sure you listen to the tour operator and take good notes. This will help you clearly understand what the tour operator is looking for and what it will take to bring groups to your destination, attraction, restaurant or hotel.

3 Follow Up to Close

If you agree to provide a tour operator with follow-up information, make sure you follow through and send the information out when you return to the office. The follow-up information is just as important as the appointment. Place all your contacts and notes in your master Customer Relationship Management (CRM) system for future reference and to continue to move the tour operator through the sales funnel in order to close the sale. Remember, your outreach doesn't end with Heartland Travel Showcase. You need a plan with continuous outreach to go from an appointment to a sale.

4 Plan Your Day

Review the Heartland Travel Showcase schedule prior to arriving in Buffalo. Plan for each day by highlighting all exhibitor events. Make sure you arrange your travel plans so that you don't miss out on any of the excitement. For example, on Friday, give yourself enough time to setup your booth, attend the Education Session, and Exhibitor Orientation. By the way, you don't want to miss the Four-Minute Meet for the opportunity to schedule additional appointments. All scheduled events are designed to help you get the most from your Heartland Travel Showcase experience, so plan your day to maximize your time.

5 Make New Friends

Don't be shy! Make new friends every chance you get! Heartland Travel Showcase is perfect for networking. Use your time wisely and make it a priority to meet new professionals in the group tour motorcoach industry. Some of the best connections are made at the meal functions. Try sitting at a table full of unfamiliar faces. This will give you the opportunity to make new friends. Exchange ideas and ask questions at Heartland Travel Showcase. Use the meal functions as an opportunity to learn, build new relationships, exchange business cards and make the most of your Heartland Travel Showcase experience.