

WHAT IS TRAVEL TRADE?

Travel Trade is an opportunity to attract travellers to your business from Canada, US and international markets. These bookings will come to you through travel trade partners such as tour operators, receptive tour operators, and travel agents. They help visitors buy travel products and help suppliers (you!) connect with new consumer markets that would likely not have booked with you directly. Travellers can be individuals travelling on their own or part of a group tour that range in size from 10 - 50 passengers.



WHY WORK WITH TRAVEL TRADE?

Reach new customers - travel trade partners such as tour operators will expose your product to other markets and generate sales to customers who you might never have otherwise reached.

Advance Bookings - business through travel trade is booked well in advance. These bookings are often more definite and not dependent on factors such as weather. This will assist you in planning how to stimulate business through other channels.

Diversify your customer base - working in a variety of markets means your business can continue to thrive despite potential adverse political or economic conditions.

Extended Season - bookings are spread across multiple months, beyond those which may be most popular within your local market.

Cost effective promotion - no upfront marketing costs. You will only “pay” once the transaction is made by way of a commission or net rate.

Build repeat business - satisfied travel trade partners will continue to book and promote your business to more clients year after year.

COULD I WORK WITH TRAVEL TRADE?

If you can answer **yes** to all the following questions, you are likely well positioned to work with Travel Trade.

- My tourism product is relevant and listed on my website and Novascotia.com
- I offer, or am willing to offer, net rates or commissionable rates to tour operators and travel agents
- I am able to provide confirmed rates at least one year in advance
- I have inventory (Rooms, tours, etc.) available to sell throughout my entire operating season.
- I have an online booking system and policies
- I have a dedicated, year-round travel trade contact person available to respond to booking inquiries within 24 hours (i.e. salesperson, owner, etc.)

Connect with our Market Development team to learn more about working with Travel Trade

tourismns.ca/traveltrade

Contact Us



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Helpful Terms

Supplier - the local tourism business “supplying” the product being sought by the travel trade partner.

Tour Operator - company that develops, sells, and operates multi-day tours and packaged travel to travellers.

Receptive Tour Operator (RTO) - a wholesaler who specializes in tourism products and acts as a one-stop-shop for tour operators.

Online Travel Agency (OTA) - a tour operator that sells exclusively online. (i.e. Hotelbeds, TourRadar)

Travel Agent - Sells both tour operator and supplier products directly to a travellers.

PMO - provincial marketing organization. (i.e. Tourism Nova Scotia)