



INTERNATIONAL  
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# Partnerships and Collaboration

**GO INTERNATIONAL** 

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# Can You Imagine ...

**Luke Skywalker without Princess Leia**



**Ren without Stimpy**



**Scully without Muldur**



**Lucy without Ethel**



## Partnerships Work Because ...

- You have something I need/want
- I have something you need/want
- Collectively, we have something someone **ELSE** needs/wants
- We're thinking of the "greater good," and not how the end product will necessarily affect us



# Partnership Pluses

- Working together spreads the wealth
- Multiple heads are better than one – especially when it comes to developing something new
- Risk also gets spread around



# More Partnership Pluses

- **Help is available if something goes awry**
- **You're not walking alone**
- **Two people tell two people**



## And ...

- International visitors **RARELY** notice when they've crossed state lines ... let alone local jurisdictional lines ...
- Budgets can go further together
- More opportunities may be available if you can knit together more interesting products



## It's REALLY All About ...

- Looking at the “big picture” from your potential visitors’ perspective
- Finding a theme or a thread that would be interesting to those visitors
- Building product that includes all of those pieces and parts –

**REGARDLESS OF WHETHER THOSE  
PIECES “BELONG” TO YOU!**



No Offense Meant ...

**But RARE is the traveler  
who selects a vacation spot  
based on how the inside of  
a hotel room looks**





AND ...

**RARER** still is the destination that has absolutely 100% of **EVERY** possible thing that traveler wants in a vacation



## Leisure Visitors Want ...

- **Interesting things to see and do**
- **Pre-packaged/pre-built itineraries that allow them to “not have to think” about how to string interesting museum #1 together with fascinating local cultural activity #27 together with unique dining opportunity #167**
- **Someone ELSE to do the legwork for them in putting together a memorable, interesting, fascinating, learning, experiential vacation experience**



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# In Order To Do That ... You Must

**COLLABORATE**

**COORDINATE**

**COMMUNICATE**



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Like ...

**AIANTA**

**Go West States**

**Capital Region USA**

**Rhythms of the South**

**Travel South USA**



## With WHOM Could You Partner?

- State Tourism Offices
- City Convention and Visitors Bureaus
- Airlines
- Lodging Facilities
- Rental Car Companies
- Restaurants
- Museums
- Historic Sites
- Sports Teams
- Retail Entities
- Galleries
- Arts Agencies
- Tour Operators (domestic)
- Tour Operators (international)
- Receptive Operators
- Locally-minded Corporations
- Etc., etc., etc., ad nauseum!



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# Who Are YOUR Ethel Mertzses?





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