



INTERNATIONAL
TRADE
ADMINISTRATION



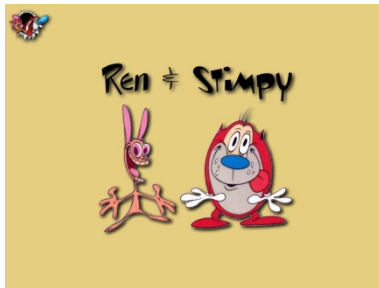
Partnerships and Collaboration

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



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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