

New York State
T❤️**URISM**SM
Conference



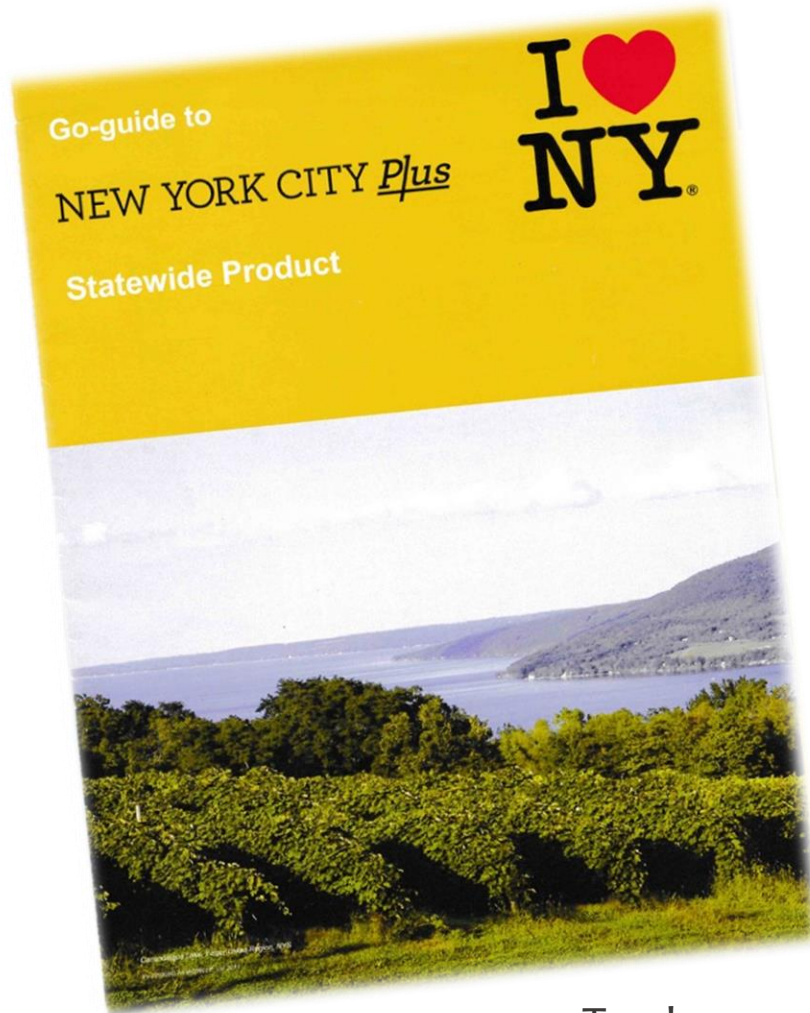
Christopher Guidone
President

Big Picture Tourism

www.bigpicturetourism.com

Peek Back,
Be Present,
Look Forward and
Prepare to Thrive!

Education ● Product Development ● Sales & Marketing



Twelve-year commitment to NYS



Now What? Targeting travelers



Don't Cast An
Expensive Net.
Now You're
Spearfishing !

🌐 150,000 Germany / 150,000 UK for May 2020 campaign

🌐 NYC & Brooklyn (2019) visitors targeted - credit card

🌐 Soft sell, inspirational, no call-to-action (purposely)

International travel will return at the speed of CAPABILITY and CONFIDENCE!

- European Markets: Investing to Maintain. Positioned for Growth!
- UK, Greece, Portugal and Israel may be first to open with ‘Green Light’ status
- While domestic group associations predict late summer return, IITA foresees 3rd or 4th quarter starting with FITs (so far no RTOs closed)
- ‘Plans’ for re-opening for most European countries scheduled to be in place by end of May
- PPP keeping RTO staff employed and doors open



U.S. TRAVEL
ASSOCIATION®



Connect TRAVEL
MARKETPLACE



Inbound Tour Operators / RTOs

- Knowing who does what can be confusing
- Their shift to domestic may open new doors for you
- Competitive pricing will be key when markets return

Streamlining your sales and marketing

- IPW: a good indicator of 2022/23 international rebound
- Tour operators that market direct to consumers
- Small – medium / niche tour operators (complement NYS themes)

Strategies & Moving Forward



Disrupted vs Disruptive?

Were you maintaining status-quo until forced to pivot?

Fear of making change vs fear of going back.

Connect your community beyond your borders (products, people and storytelling) and region.

Leverage and invest in established relationships to kick-start your spend.



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