

# What is the Travel Trade Ready Program?

A program to prepare businesses in working with Travel Trade, a requirement to access business opportunities in the market.

## Course 1

Introduction to the foundations of Travel Trade and how businesses can participate. Members at the Travel Trade Essentials level gain access to educational resources and opportunities to connect with other Ottawa Tourism members active in the Travel Trade sector.

Who it's for: Members new to travel trade who want to explore its potential.

Includes:

- Introductory training
- Basic onboarding
- Assessment of current travel trade preparedness and interest
- Glossary of key terms

Outcomes: Placement in the Exploring Travel Trade level

## Course 2

Preparation to be Travel Trade-Ready for the Domestic (Canada and US) Travel Trade Market. Members who are Domestic Travel Trade Ready will have access to Domestic Travel Trade Leads, the opportunity to participate to domestic sales blitzes, events, and FAM tours, and will be eligible to apply for the domestic level of the Sponsored Member

As members progress through these courses, they will unlock access to leads, mentorships and trade missions. This structured approach ensures that members are well-prepared to engage with various travel trade markets effectively.

Travel Trade Add-on will be placed into one of three Market Ready levels. Current members are strongly encouraged to enroll in the courses up to and beyond their current self-assessed level.

Program\*\*.

Who it's for: Members prepared to work with Canadian and U.S. tour operators.

Includes:

- In-person training
- Local case study
- Instructions and a workshop to create a Travel Trade Profile

Outcomes: Placement in the Domestic Travel Trade Market Ready level

## Course 3

Preparation to be travel trade ready for the International Travel Trade Market. Members who are International Travel Trade Ready will have access to international travel trade leads, the opportunity to participate international sales blitzes, events and FAM tours, and will be eligible to apply for the international level of the Sponsored Member Program\*\*.

Who it's for: Members equipped to work with receptive operators and international markets.

Includes:

- Advanced In-person training
- Local case study
- Instructions and homework assignments, including tiered pricing structure
- Mentoring opportunities

Outcomes: Placement in the International Travel Trade Market Ready level

**\*\*The Travel Trade Sponsored Member Program is to support Travel Trade Market Ready members and to facilitate the development of Package Travel to Ottawa. This program offers financial assistance for members to attend industry activities.**