

Northern
Ireland

Embrace
a Giant
Spirit



Meet the
BUYER
2024

Briefing Session
19th March

Agenda

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- **Welcome: Nikki Paterson, Tourism NI, Business Solutions Manager**
- **Introduction to Meet the Buyer**
- **Julie O'Brien, Runda – Tourism & Hospitality Solutions**
- **Q&A**
- **Session duration: 1 hour**

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Meet the Business Solutions Team

Connecting Northern Ireland industry with overseas buyers, focusing on Group Leisure & MICE

- **Gwen Beveridge**
- **Aoife Walsh**
- **Conor Carberry**
- **Dawn Corrigan**
- **Maureen Dooher**
- **Heather Gibson**
- **Gillian Hunter**

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Current Status – 3 weeks to go

- **Appointment scheduling currently live**
- **3 days to accept or decline meeting requests**
- **3500 appointments accepted to date**
- **Cap on number of meetings lifted today**
- **Finalise your schedules!**

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On the Day

- **Arrive in good time**
- **Meet all your pre-scheduled appointments**
- **Ensure you keep to time and don't run over with meetings**
- **Use breaks and lunch time to meet additional buyers**
- **Networking dinner is an excellent opportunity to expand your contacts**

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Stats from MTB 2023 NI Industry attendees

- **50% said they realistically expected to do business with 6 or more operators they met.**
- **92% rated the event good or very good**
- **90% said participation in the Workshop would benefit their business in the market recovery process.**
- **97% said they would attend the event in 2024**

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Operators Top 3 Objectives

- **92% - Meeting with existing suppliers for product/pricing updates**
- **92% - Meeting with new suppliers**
- **84% - Extend existing programmes or Gathering information to help with Planning**

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Meet the
BUYER
2024

SUPPORT RESOURCES

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- Tourism NI Content Pool
- Discover Northern Ireland Youtube Channel – Content links
- Market Profiles on Tourism Ireland.com
- Research & Insights on tourismni.com
- Links to previous webinars on tourismni.com
- To stay up to date with International B2B Market opportunities – Ezine & Social Media

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Social Media Assets



Twitter



LinkedIn



Email Signature

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Meet the
BUYER
2024

Julie O'Brien
Runda

Maximising Opportunities via Meet the Buyer 2024: Industry Briefing Session



Tuesday 19th March 2024
11.00 – 12:00



Julie O'Brien

Communications, product development,
strategy, commercial and sustainable
tourism development expert

You will:

1

Understand how to research professional travel buyers to maximise opportunities

2

Understand how to craft a targeted B2B presentation and verbal pitch to maximise opportunities

3

Understand how to follow up with professional travel buyers to maximise opportunities

4

Gain insights about what to watch out for:

- negotiating with professional travel buyers
- pricing and contracting with professional travel buyers



Content

1

An overview of tips and insights to help you maximise opportunities

2

Jargon: clarifying the opportunity

3

How to craft your B2B presentation

4

How to craft your B2B verbal pitch

5

How to follow up



Content

6

Negotiation: what you need to be aware of

7

Pricing and contracting: what you need to be aware of

8

Questions



1.

An overview of tips and insights to help you maximise opportunities

Logistics

Logistics

Day 1
9am-4.30pm


Day 2
9am-12 noon

Timings
15 minutes per
appointment




Success depends on strong research


Research and matching

Home How it works Registration Company Catalogue Company List 


Request new meetings




11 Profiles


Company, description, offer, request 




Company, descriptic 



- My Homepage
- Request new meetings**
- My Agenda
- Messages
- Contacts



Select filter 

Sessions  Keyword  Country 

Show only MyMatch 

View  Company **Show only MyMatch ** Sort by  MyMatch

 **DER Touristik Deutschland GmbH** ★
Germany's largest tour operator to Ireland
Germany's largest tour operator to Ireland, serving more than 9.000 travel agents in Germany and Austria and via Internet. Part of...
 Matching: Acc. 5* + 1 more

 **DER Touristik Deutschland GmbH** ★
DERTOUR
Germany's largest tour operator to Ireland, serving more than 9.000 travel agents in Germany and Austria and via Internet. Part of...
 Matching: Acc. 5* + 1 more

Research and matching

Kulin Kumar Holidays Pvt. Ltd.

Mr. Rajesh Jodhani
Telephone: +91 9619510566
www.kulinkumar.com
Market: India
E-Mail: rajesh@kulinkumar.com

Kuoni Group Travel Experts

Mr. Nigel Norton
Telephone: TBC
www.kuonigrouptravel.com
Market: International
E-Mail: nigel.norton@uk.kuoni.com

Kuoni Group Travel Experts (Destination Services)

Ms. Elizabeth Tokarska
Telephone: 02031704000
www.kuonigrouptravel.com
Market: International
E-Mail: Elizabeth.tokarska@uk.kuoni.com

Kuoni Travel India Pvt. Ltd.

Ms. PALLAVI CHITRE
Telephone: +91 9820808178
www.sotc.in
Market: India

Leger Holidays

Mr. Chris Plummer
Telephone: +44 1709 833836
www.leger.co.uk
Market: United Kingdom
E-Mail: chris.plummer@leger.co.uk
E-Mail: paul.mclernan@leger.co.uk

Liberty International Great Britain & Ireland

Ms. Silvia Morandi
Telephone: +44 20 868 38 380
www.libertygb.com
Market: International
E-Mail: liberty@libertygb.com

Lismore Travel and Tours

Ms. Kathy Gorman O'Connor
Telephone: 9149077805
www.lismoretour.com
Market: United States
E-Mail: lismore1@att.net

Logitravel

Mr. John Drysdale
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www.logitravel.com

Emerald Travel

Ms. Chris Moloughney
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www.emeraldtravel.com.au
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E-Mail: chris@emeraldtravel.com.au

Escape Travel Sweden

Mr. Jon Tormodsson
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http://www.escapetravel.se/
Market: Sweden
E-Mail: jon@escapetravel.se

Eurobound

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eurobound.com
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E-Mail: bri@eurobound.com

Europa World

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Hotels & More

Mr. Marco Nembrini
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www.hotels-more.com
Market: International
E-Mail: Marco.nembrini@hotels-more.com

House of Ireland

Mr. Aad van Duivenbode
Telephone: 0031118440444
www.houseofireland.nl
Market: Netherlands
E-Mail: avd@houseofireland.nl

House of Travel

Ms. Anne Graham

EuroWelcome

Mr. Jose Perez
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www.eurowelcome.co.uk
Market: International
E-Mail: roberto@eurowelcome.co.uk

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Ms. Tanya Miskell
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www.worldwidehotelink.com
Market: Italy
E-Mail: alessandro@whluk.biz

Albatross Travel Group

Ms. Janine Cuff

E-Mail: product@asalondon.com

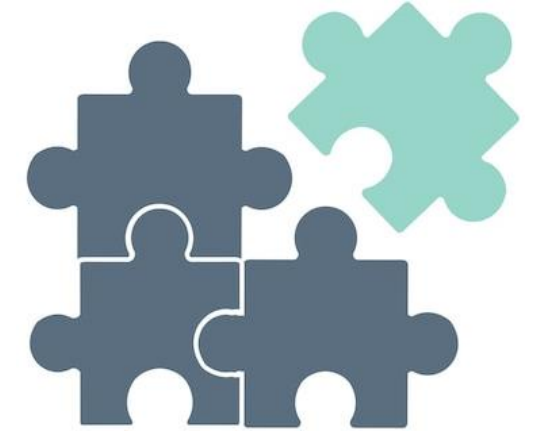
AORA VOYAGES

Ms. Carole COURTIN
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E-Mail: carolecourtin@yahoo.fr

APT

Ms. Monika O'Reilly
Telephone: +61 (0)437 776 382
www.aptouring.com.au
Market: Australia
E-Mail: Monika.O'Reilly@aptouring.com.au

Not all professional buyers are the same: key points to watch out for



Opportunity:

Leisure / business tourism?
Individuals and groups?

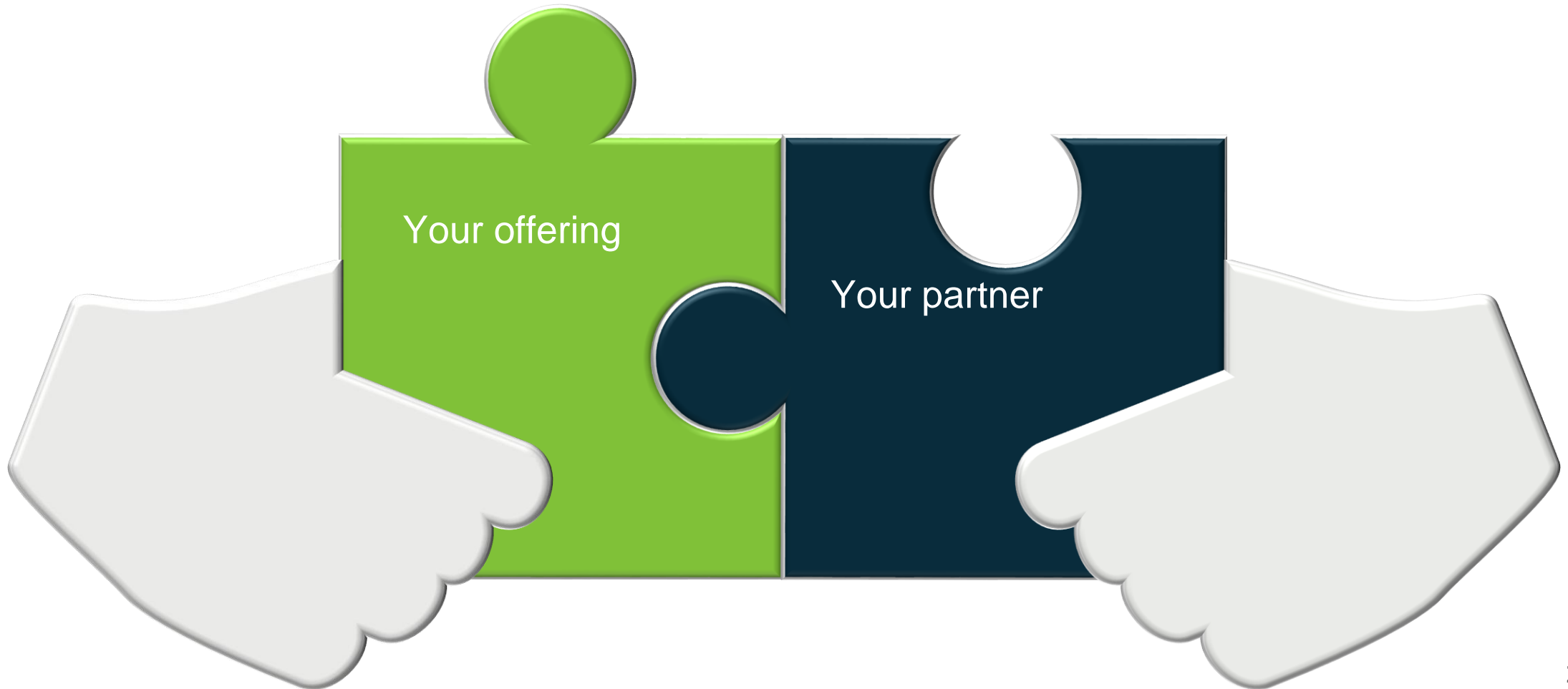
Markets:

Which global markets does
the buyer engage in?

Synergy:

Mutual partnership?

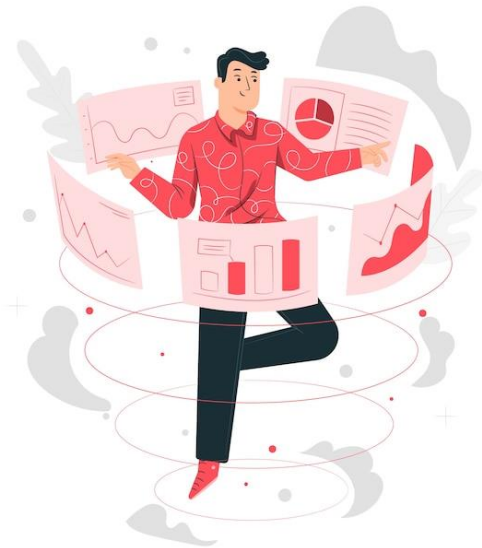
It's all about matching



Success depends on strong preparation

What do you need to prepare? First Priority:

1.
Presentation



2.
Verbal Pitch



3.
Follow up



What do you need to prepare? Second priority

Nurturing skills

Negotiation Skills

Pricing and
Contracting



A rooftop view of a city at dusk. The foreground shows a tiled rooftop terrace with a glass railing and a metal structure. In the background, a large, illuminated domed building, likely a cathedral or government building, is visible against a dark blue sky. The city lights are visible in the distance.

2. Jargon: clarifying the opportunity

Professional Travel Buyers: leisure tourism

Leisure Tourism Professional Travel Buyers

Tour Operator

DMC

Wholesaler

OTA



Professional Travel Buyers Manage Diverse Customer Types from International Markets

F.I.T

Adhoc Groups

Special Interest
Groups

Tour Series



International customers = diverse expectations + diverse opportunities

Packaged V Bespoke

Budget: low, medium, luxury

Interests

Needs and nuances

Professional Travel Buyers: business tourism

Business Tourism Professional Travel Buyers

DMC

PCO

Venue Finder



Professional Travel Buyers Manage Diverse Customer Types from International Markets

Meetings

Conferences

Incentives

Events



Domestic and international customers = diverse expectations + diverse opportunities

Inspiration

Practical needs

Interests

Needs and nuances

Understanding the
opportunity and context

Scenario: MICE buyer



I would LOVE
if we could
look after your
tour series!

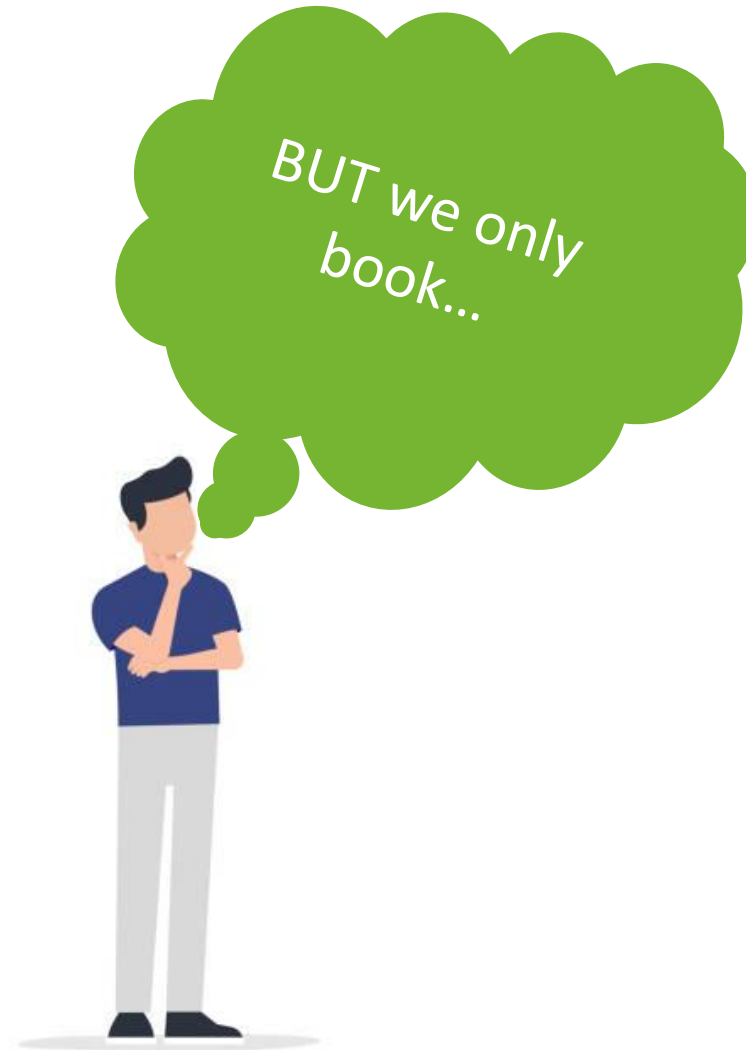


WHAT?! We
don't do tour
series...

Scenario: luxury customer



I would LOVE
to tell you
about our
self-guided
tour...

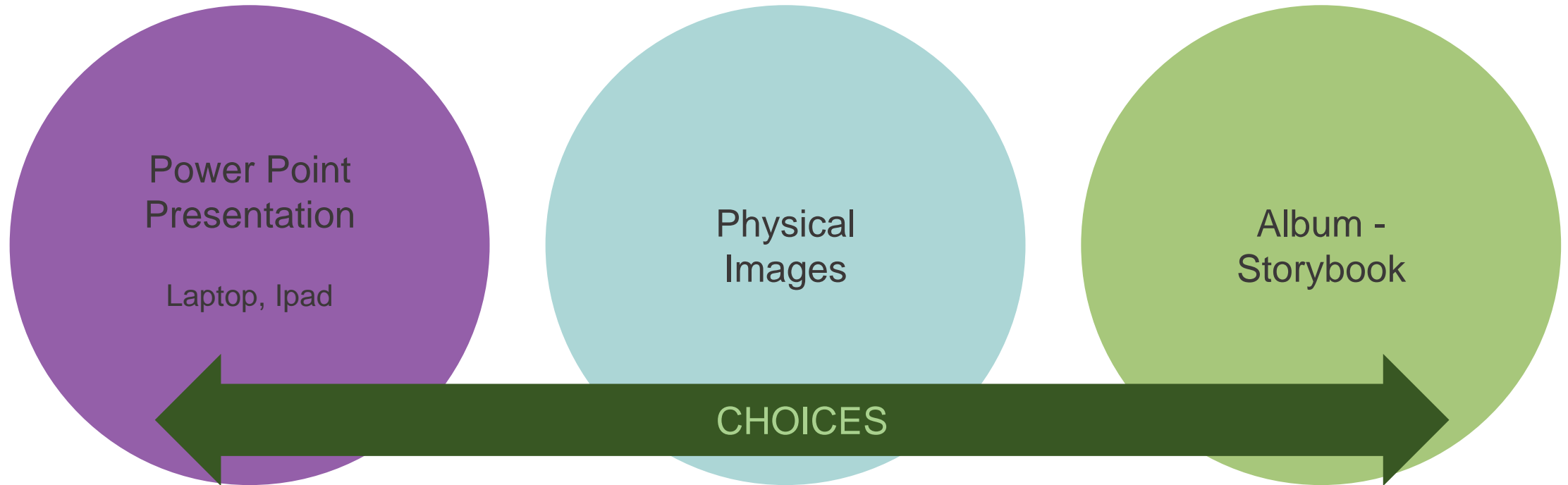


BUT we only
book...

A scenic view of a coastal cliff. In the foreground, a stone wall runs along the edge of the cliff. On top of the cliff, there is a small, domed building with a cupola. The ocean is visible to the left, and the sky is filled with dramatic, dark clouds. The overall mood is serene and majestic.

2. How to craft your B2B presentation

Meet the Buyer: face to face presentation format



What do you need to prepare?

1

Approx. 8-10
STRONG images

2

VIDEO?
If using, use with
care

3

Get a **REALLY** good
Map

Preparing Imagery

Preparing visual imagery



Enlightening

Engaging

Delighting

Connecting

Preparing visual imagery



Enlightening

Engaging

Delighting

Connecting

Preparing visual imagery




Enlightening

Engaging

Delighting

Connecting

Imagery supports



Welcome to
Northern Ireland's
official Content Pool

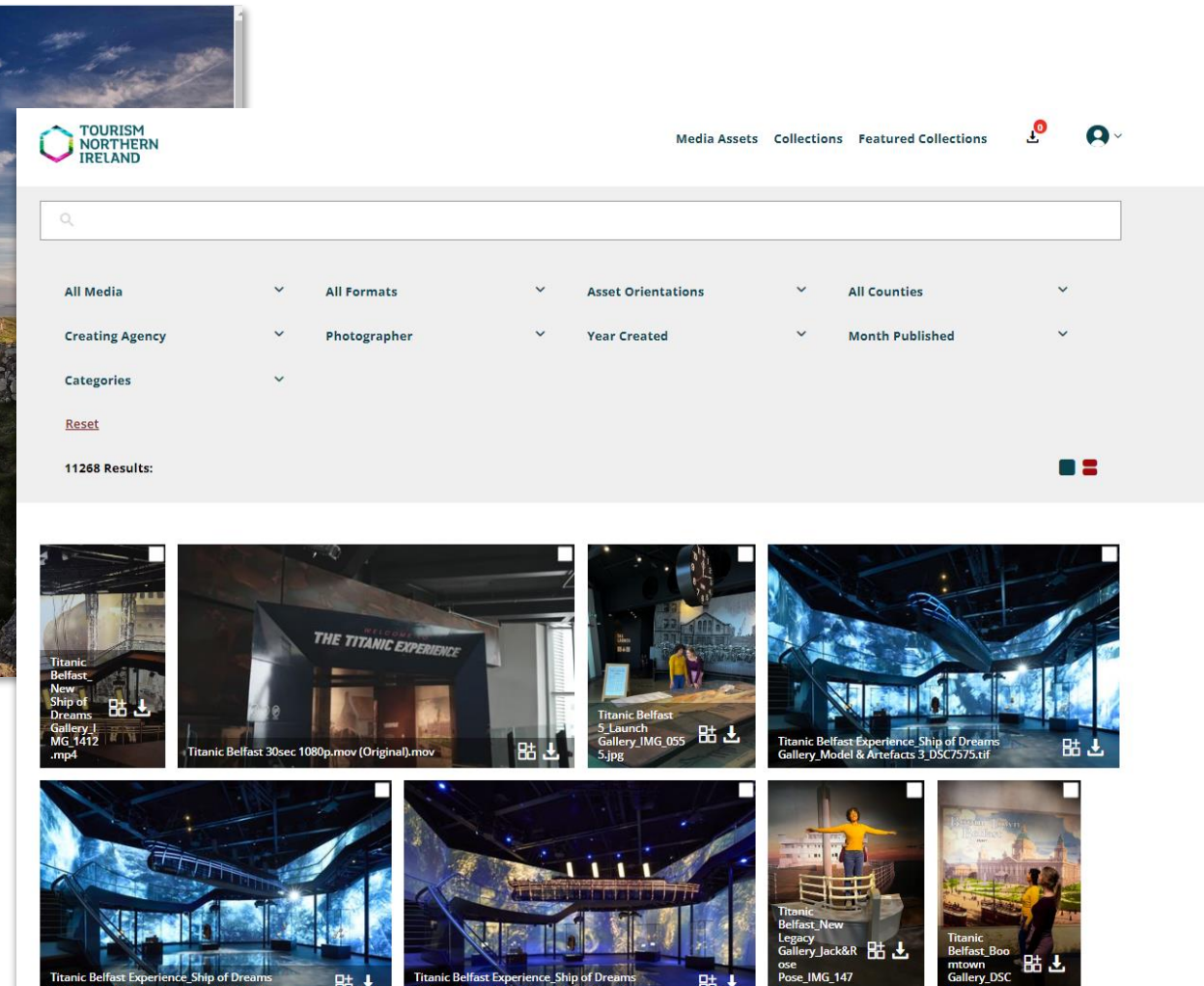
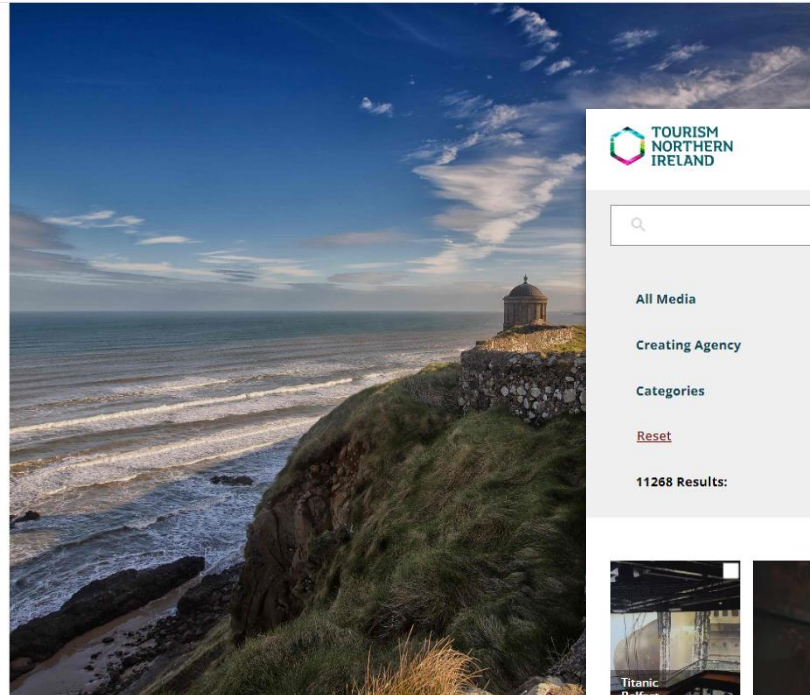
Brought to you by Tourism Northern Ireland.

Email Address

Password

Remember me [Forgot Password?](#)

LOGIN **SIGN UP**



TOURISM
NORTHERN
IRELAND

Media Assets Collections Featured Collections

11268 Results:

- Titanic Belfast New Ship of Dreams Gallery IMG_1412.mp4
- Titanic Belfast 30sec 1080p.mov (Original).mov
- Titanic Belfast 5_Launch Gallery_IMG_055-5.jpg
- Titanic Belfast Experience Ship of Dreams Gallery_Model & Artefacts 3_DSC7575.tif
- Titanic Belfast Experience Ship of Dreams
- Titanic Belfast Experience Ship of Dreams
- Titanic Belfast New Legacy Gallery Jack & Rose Pose_IMG_147
- Titanic Belfast Boatown Gallery_DSC

<https://northernirelandscontentpool.com/>

Preparing Video

Tips for using video



Keep it short- less than 30 seconds

Talk through the video context

Maintain connection with the buyer

Ensure the video adds value

Check that the technology works

Preparing a Map

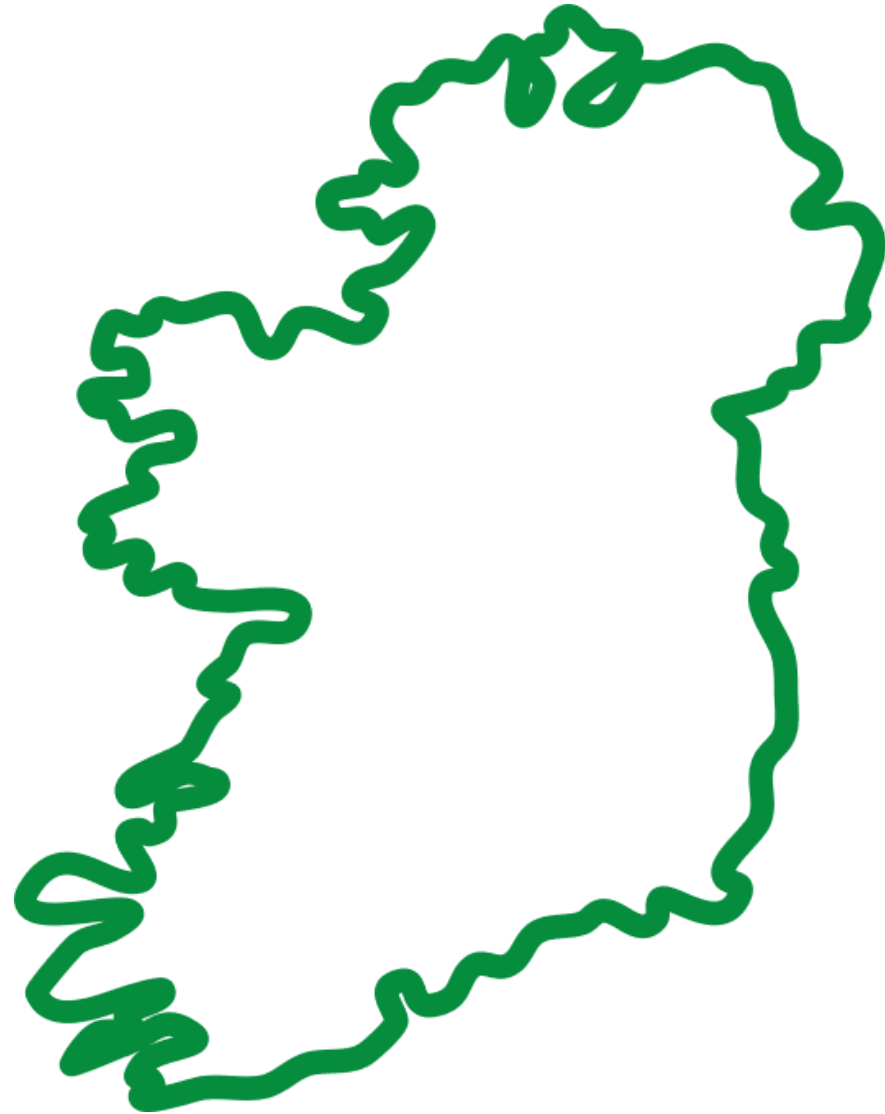
Source a good map

1

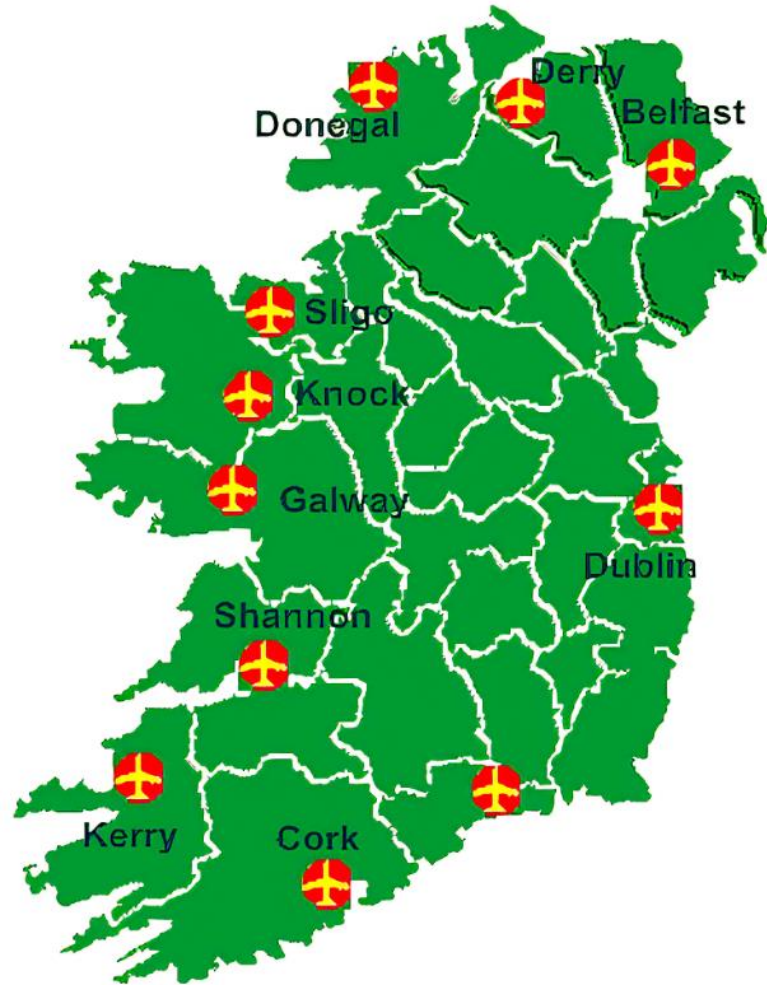
Map of Ireland

2

Close up map: pin-
pointing exact
location



Map



Prepare contact details and
branding: business and destination


GLENSHANE
COUNTRY FARM

**Northern
Ireland**
**Embrace
a Giant
Spirit**

T: +44
E: info@
W:



Pitfalls to watch out for

Common pitfalls

Text heavy
presentations

Badly
formatted
presentations

Not
researching
and knowing
how to adapt

NOT aligning
VISUAL and
VERBAL

What to avoid

A large, craggy rock formation on a hillside overlooking a green valley. The rock is dark grey and has a layered, craggy texture. The valley below is green and hilly, with some buildings visible in the distance. The sky is a clear, pale blue.

3. How to craft your verbal pitch

YOU are KEY

The key to success



YOU

REFLECT

EVERYTHING

EVERYTHING

Be mindful



Are you easy to work with?

Are you reliable?

Can they see the experiences available for sale?

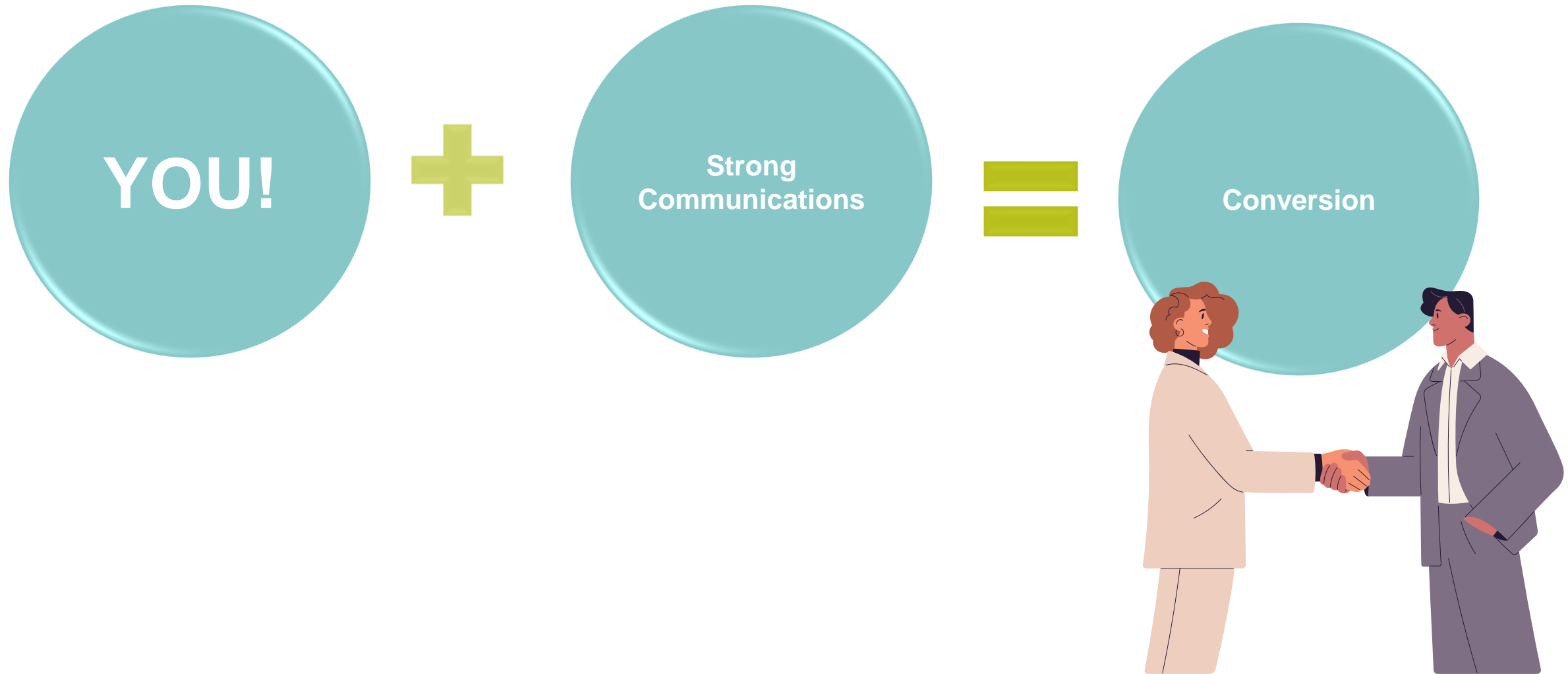
Is your experience/s a match for their markets and customers?

The buyer is mentally assessing YOU!

Communications to Consider - harmonisation



The power of you



Preparing your verbal pitch

Rehearse, rehearse, rehearse!



Time: 8-10 minutes!

Practice aloud

Check positioning: eye contact

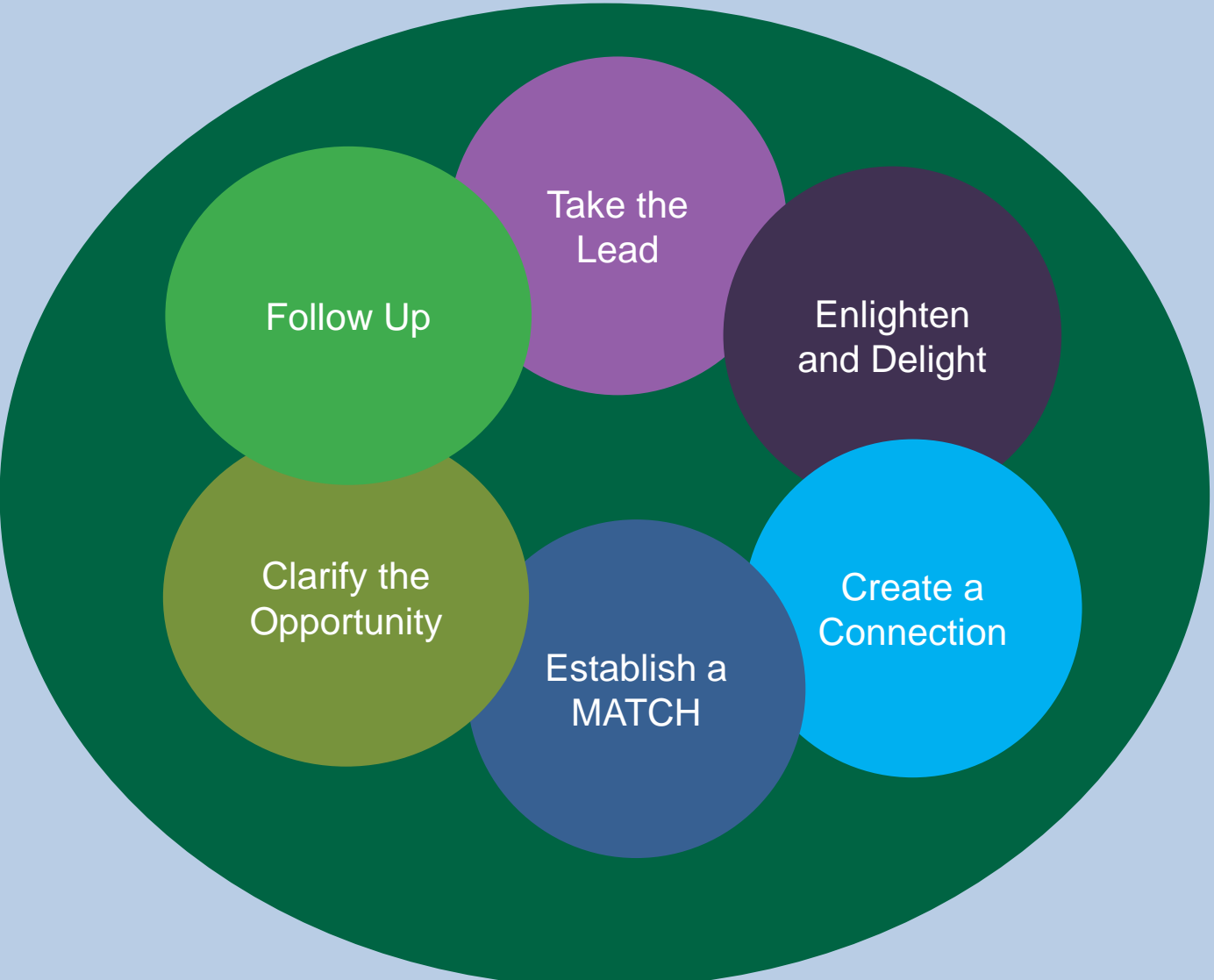
Check technology / props

Curve balls!

Clarity + Connection = Conversion

Building your verbal pitch

Think of it like a waltz: you take the lead



Verbal pitch: key steps

1. Warm welcome

2. Demonstrate your research

3. Root the buyer: location and map

4. Set out your stall

5. Yes/No/Maybe opportunity

6. Follow up

Step 1



Warm welcome

- Hello, My name is XX
- I represent X
- I have been looking forward to meeting you today
- Are you familiar with our business?
- We offer X

Step 2

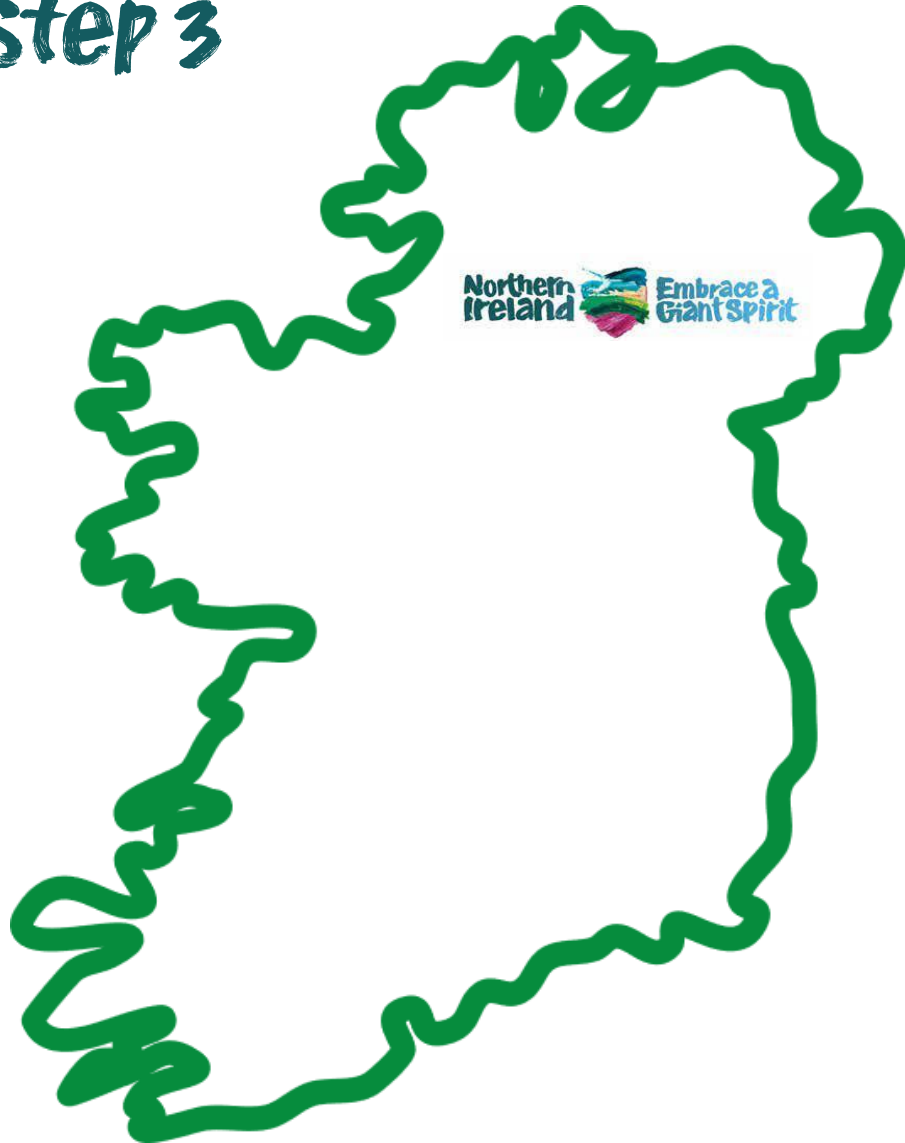
Demonstrate your research

- I was reading up about your company and learned that you work a lot with the French market
- I was very interested to see that as we have a lot of French customers
- In fact, we recently had a group from Lyons
- They particularly loved X

I see that sustainability is key for your customers. *For us, sustainability is simply how we do business. It is reflected in how we protect the environment, how we treat our team, how we engage with our community and how we support the local economy. This is why we only buy local, and we support projects like stone wall restoration and nature conservation.*



Step 3



Root the buyer: location and map

- Let me begin by showing you where we are located...
- We are in a small rural village on the north-eastern coast- it is a really special place with a friendly community in a scenic location overlooking the River ...
- We are just a 40-minute drive from Belfast airport, and we are proud to be part of Northern Ireland's Embrace A Giant Spirit brand

LOCAL INSIGHT: The river-bank is a really popular picnic spot for locals who love to spend time in the outdoors enjoying the natural beauty of this area.

Step 4

Set out your stall

- Let me tell you a little more about our experiences
- We have three in total, the first is X (succinct insight)
- ...the second is (succinct insight)
- and the third is (succinct insight)
- As I know that you are specifically interested in unique experiences, let me give you a deeper insight into X

Just so you are aware, our rooftop is fully accessible via an elevator from the ground floor. We have many touches that our customers appreciate. For example, our menus are available in large print, braille, French, German and Italian.



Step 4

Make sure the buyer is crystal clear on what your business is selling

Give an overview of the experiences and choose 1 or 2 to describe in detail based on your research



East Coast Adventure | Water-Based Experiences

Experiences	Short Description	Min-Max	Duration	Public Price
Stand Up Paddle Boarding	Set off from the Northern Shore at Warrenpoint and paddle along the coast to the pier wall. Surrounded by epic views enjoy some pier jumping followed by a fun banana boat ride (join a scheduled group)	6-15 Max	2.5 hours	EXX per experience: 1-4 people
	Inclusions: full safety briefing wet suits SUP board & paddle qualified adventure guide safety jacket			EXX per person: groups of 5-20
Kayaking (sit on tops)	Set off from the Northern Shore at Warrenpoint and paddle along the coast to the pier wall. Surrounded by epic views enjoy some pier jumping followed by a fun banana boat ride (join a scheduled group)	6-20 Max	2.5 hours	EXX per experience: 1-4 people
	Inclusions: full safety briefing wet suits Canoe & paddle (single or double canoe) qualified adventure guide safety jacket			EXX per person: groups of 5-20
Canadian Canoes	Set off from the Northern Shore at Warrenpoint and paddle along the coast to the pier wall. Surrounded by epic views enjoy some pier jumping followed by a fun banana boat ride (join a scheduled group)	20 Max	2.5 hours	EXX per experience: 1-4 people
	Inclusions: full safety briefing wet suits canoe & paddle (2 people per kayak) qualified adventure guide safety jacket			EXX per person: groups of 5-20
IMPORTANT NOTE:	<ul style="list-style-type: none"> • Minimum age for participation: 6 years plus (juniors must be accompanied by a guardian) • Participants must be able to swim • Wetsuits included • Suitable footwear required (flip flops are strictly prohibited) • Bring swimsuit, towel and change of clothes 			

Step 5 and 6

Establish if there is an opportunity

- Can I ask do you feel there would be an opportunity for us to work together?
- Plan your response for a YES, NO or MAYBE reply

Follow up

- Based on the YES, NO or MAYBE opportunity, plan your follow up
- Can I ask, if I send through information by [name date] will that work for you?



Key considerations

Create trust

Be concise. Do not overwhelm.

Give live examples

Remember local

Listen to the buyer

Paint a picture with words and images

Sustainability and regeneration


Accessibility



Align your verbal pitch with
your presentation

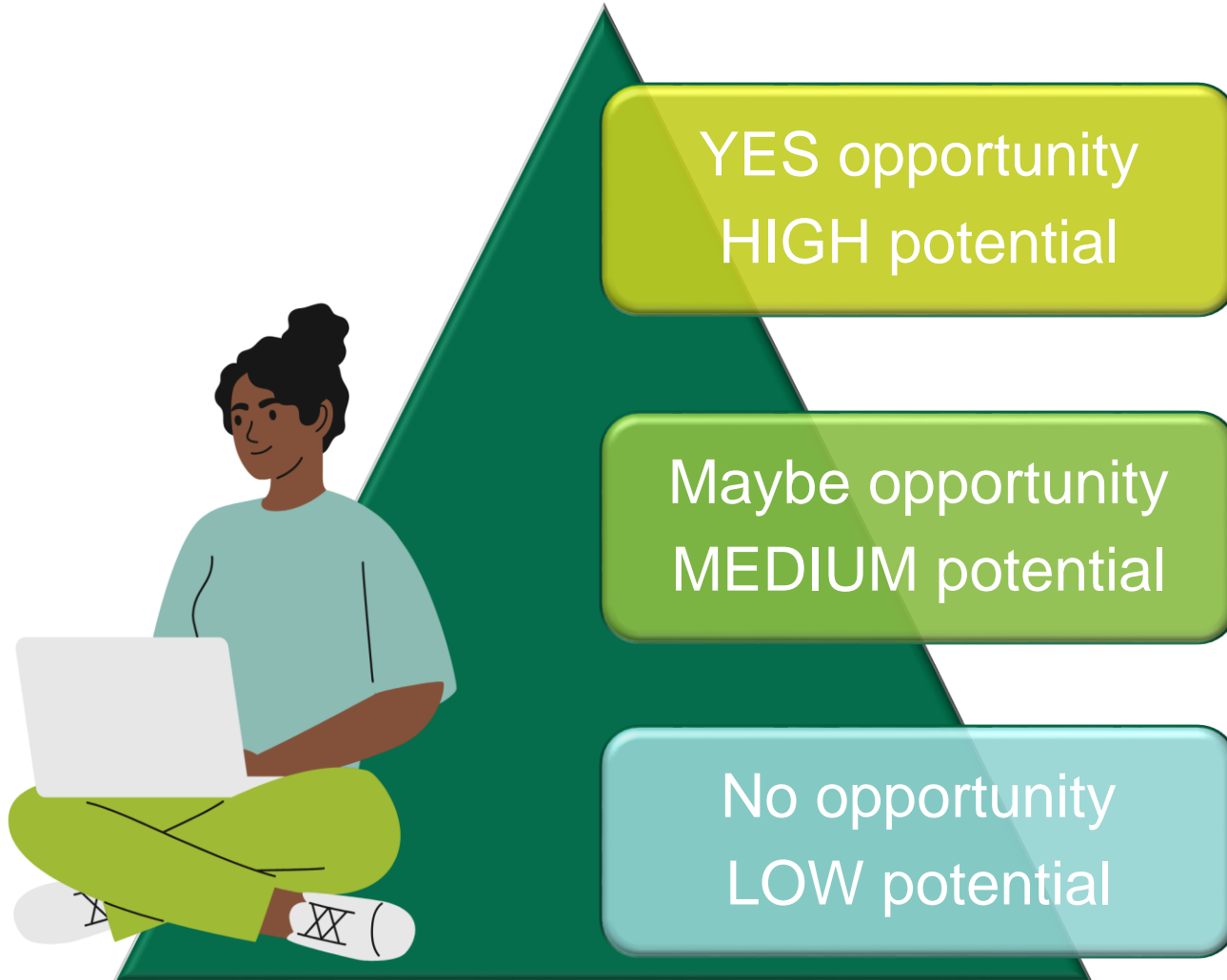
Tip!

Slide Number	Purpose	Content
1	Introduction	<ul style="list-style-type: none">• Hi, my name is X• My business name is X• We offer X• Have you ever heard about us?...
2	Location	<ul style="list-style-type: none">• We are located in a small rural village called X in County X• We are in a really beautiful location right in the heart of Ireland overlooking the River X• We are proud to be a part of the Embrace A Giant Spirit brand

A large, craggy rock formation, possibly a natural rock shelter or a natural rock overhang, sits on a grassy hillside. The rock is dark grey and has a layered, stratified appearance. The hillside is covered in green grass and scattered rocks. In the background, a vast, green valley stretches out under a clear blue sky. The overall scene is a natural landscape with a prominent rock formation.

5. How to follow up

Follow up



The follow up is dependent on the opportunity

Follow Up



Tone: professional and polite

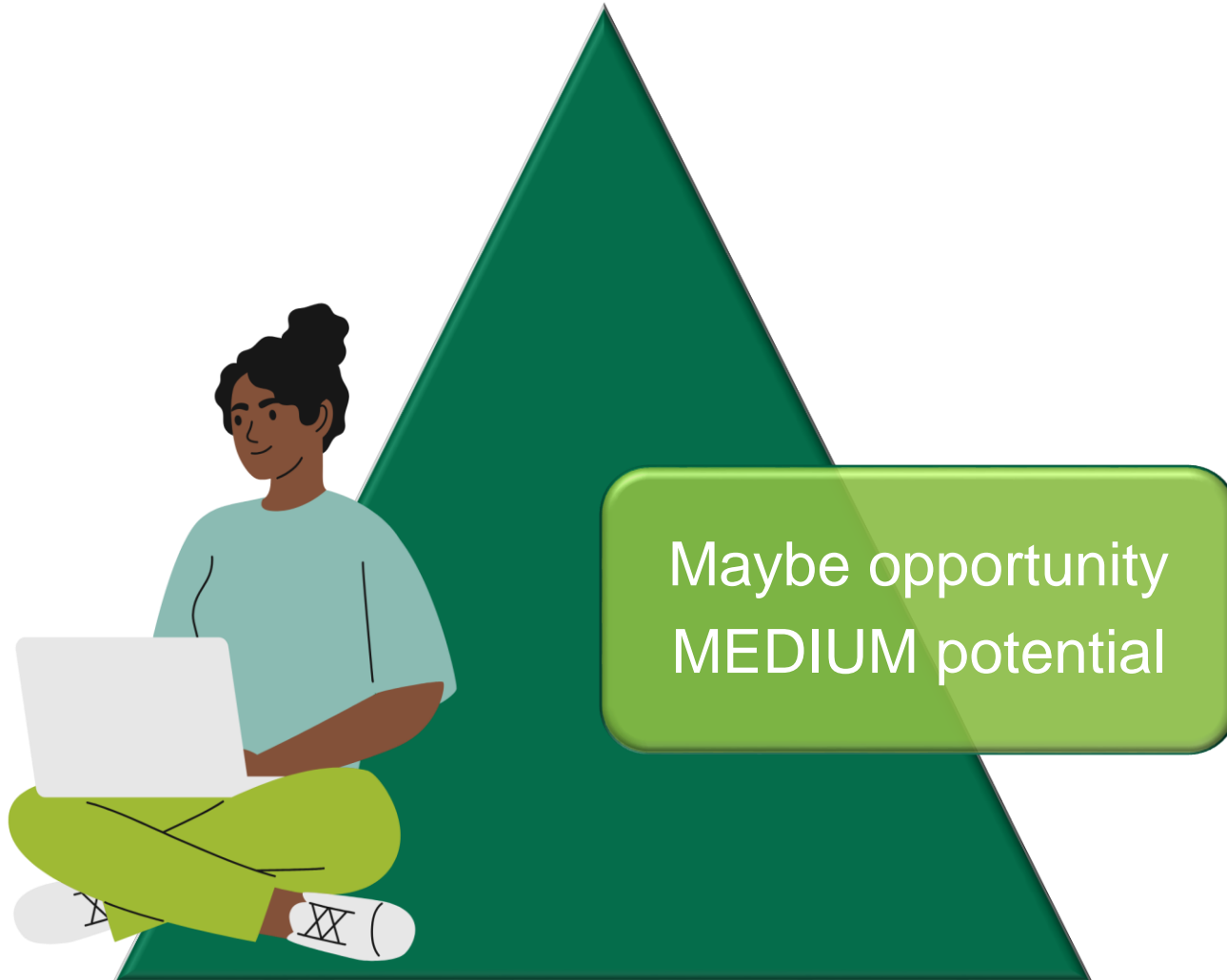
Dear Johan,

It was lovely to meet you at Meet the Buyer .

It is a pity there does not seem to be an opportunity to work together at present. However, let's keep in contact and perhaps an opportunity might arise at some time in the future.

If I can ever assist you, please do not hesitate to let me know...

Follow up



Tone: professional, polite and upbeat

Dear Johan,

It was lovely to meet you at Meet the Buyer. I know you mentioned that you were uncertain about how and when we will get to work together in the future. However, I am really hoping that an opportunity will arise.

I am thereby enclosing our information, as agreed. If you need anything further, please do not hesitate to let me know.

I am here to help if you ever need anything...

Follow up



Tone: professional, polite and upbeat

Dear Johan,

It was lovely to meet you at Meet the Buyer and I was delighted to hear that you feel we will soon have an opportunity to work together.

I enclose our information, as agreed. If you need anything further, please do not hesitate to let me know.

I will call you in a couple of days to make sure you have everything you need.

Follow up: all opportunities

1

Communications summarising your business and what you offer (retail pricing only)

2

Presentation (PDF version)

3

Ensure your contact details are clear



Potential Follow up: Partnership ONLY opportunities

1

B2B pricing: rate agreement

2

B2B terms and conditions



Follow up scenarios





6. Negotiation: what you need to be aware of

How to manage diverse negotiation scenarios

Approach

Tone

Professional friendly

Approach

Controlled and enlightening

Objective

To reach a conclusion



A scenic view of a coastline. In the foreground, there's a grassy cliff edge. The middle ground shows a dark, rocky cliff face meeting the sea. The background features rolling green hills under a sky with scattered clouds. The overall tone is somewhat somber due to the overcast sky.

7.

**Pricing and Contracting:
what you need to be aware of**

Pricing

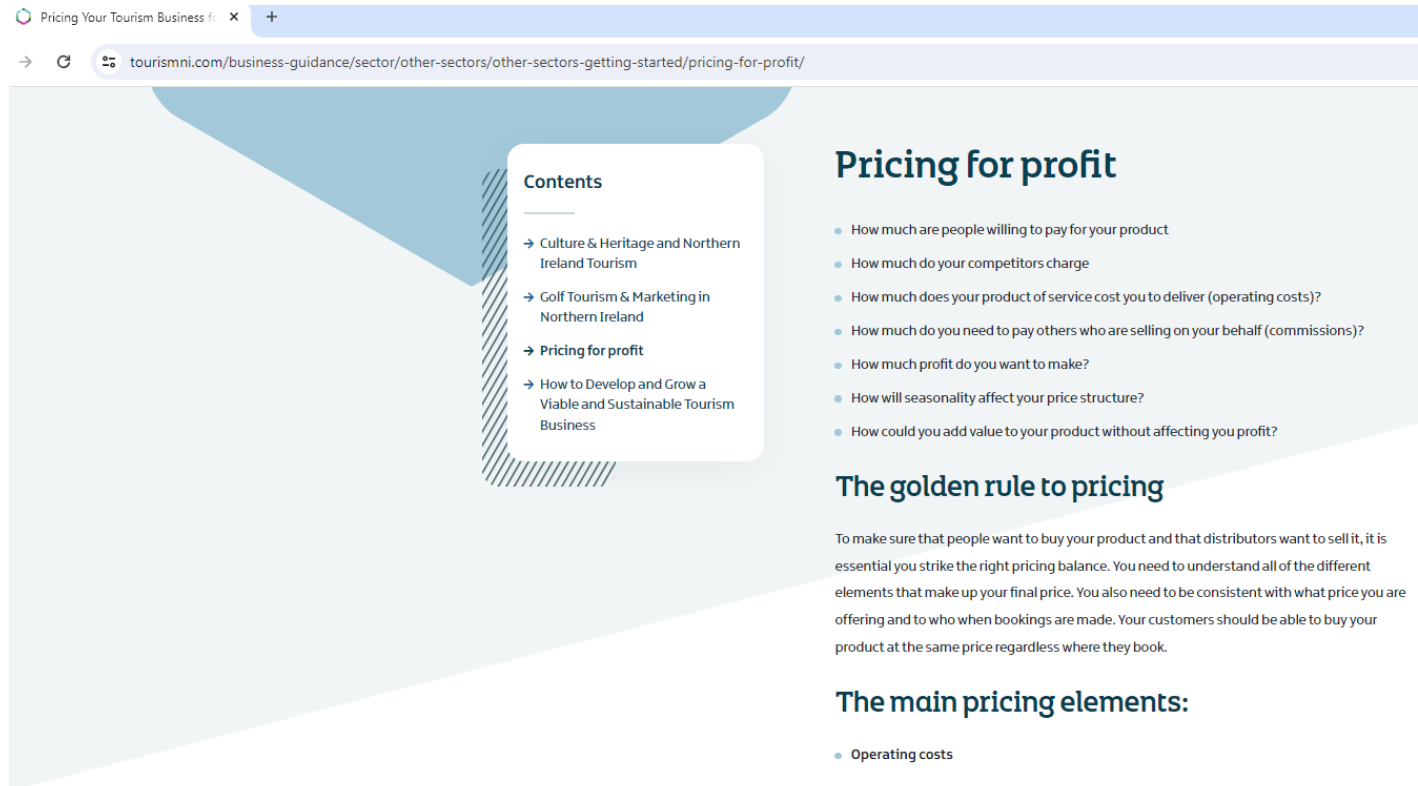


Golden rule

B2B net pricing

B2B commissionable
pricing

Pricing for profit



Pricing Your Tourism Business f. x +

→ tourismni.com/business-guidance/sector/other-sectors/other-sectors-getting-started/pricing-for-profit/

Contents

- Culture & Heritage and Northern Ireland Tourism
- Golf Tourism & Marketing in Northern Ireland
- **Pricing for profit**
- How to Develop and Grow a Viable and Sustainable Tourism Business

Pricing for profit

- How much are people willing to pay for your product
- How much do your competitors charge
- How much does your product or service cost you to deliver (operating costs)?
- How much do you need to pay others who are selling on your behalf (commissions)?
- How much profit do you want to make?
- How will seasonality affect your price structure?
- How could you add value to your product without affecting your profit?

The golden rule to pricing

To make sure that people want to buy your product and that distributors want to sell it, it is essential you strike the right pricing balance. You need to understand all of the different elements that make up your final price. You also need to be consistent with what price you are offering and to who when bookings are made. Your customers should be able to buy your product at the same price regardless where they book.

The main pricing elements:

- **Operating costs**

These can be both fixed costs like rent, buildings, machinery, insurances etc.
And variable costs like wages, utilities, repairs, cleaning, maintenance, materials, stationary, IT/website, marketing collateral, linen, food, petrol, bank fees, marketing, travel, exhibitions etc.

- **Distribution costs**

These costs are the commissions that you pay to a third party to sell your product. They are the cost of doing business and you should not consider this to be a discounted rate. There are industry standards on the commissions charged and you need to research each level of the distribution network to make sure you know what these are.



8. Questions



Thank-you

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