

TourMappers

North American Tour Specialists

Hello Berkshire Hospitality Properties!

As you may know, Massachusetts and the Berkshires actively market to the international travel community, both independently and as part of Discover New England, the six state's international marketing organization. If you want to get involved think about working with TourMappers.

TourMappers is a boutique international inbound agency that works with hotels either on an allotment basis (bookings are incremental – large room blocks are not required) or we can connect to your property dynamically through SynXis, TravelClick or RoomCloud.

We are looking to contract with independent properties, small to mid-size hotels and inns, as well as B&Bs of approximately 10 rooms or more are ideal. As mentioned, TourMappers also contracts with attractions and excursions and can buy tickets either directly or through Fare Harbor.

All indications show that the inbound international travel segment will replace the domestic boom that we have experienced the last couple of years.

The advantages of working with the international market are clear:

- International travelers do not just book during vacation periods - shoulder seasons can be high volume as well
- International travelers arrive any day of the week – not just weekends or holiday weeks
The US is a long-haul destination for these travelers, so they book farther in advance than drive market visitors
- Often stay longer *therefore spend more money*
- Reservations are made 4-6 months in advance on average
- Cancellations are rare *international travelers are buying air tickets - once tickets are purchased, plans are rarely changed*

If you are interested in learning more, please out to one of us:

Sue Norrington-Davies, Director of Business Development: Sue@TourMappers.com

Audrey Leglise, FIT Reservations Manager: Audrey@TourMappers.com - Dynamic Connections inquires

Julie Katz, Managing Director: Julie@TourMappers.com