

**Please join us for a FREE Educational Seminar
How To Work in the F.I.T. (Foreign Independent Travelers) Market**

**Hosted by Savannah Technical College Tourism and Hospitality
Program and Sponsored by The Savannah CVB**

**Is your company interested in attracting and working with
international travelers coming to the Coast? As a state, we're seeing
more of these visitors than ever. As a result, the Savannah Area
Convention & Visitors Bureau in conjunction with the Georgia
Department of Economic Development, will be presenting a seminar
on working within the F.I.T market.**

Some FACTS from Travel South

With average spending five times higher than domestic travelers, international visitors are a highly lucrative market. International visitors have an average length of stay of 16.4 nights.

The estimated 2.13 million international visitors that visited the southeast region in 2008 have a buying power of \$1.4 billion. UK visitors are the top market for our region. These visitors from the UK spent an minimally estimated figure of \$600 per person with a favorable breakdown in the percentage of money spent to the impact of our communities. Example:

- 31.4 % - spent on lodging
- 10.5 % - spent on clothing/ jewelry
- 8.4% - spent at restaurants

What: An introduction by Joseph Walker, Director of Business Development with the Tourism Division of the Georgia Department of Economic Development. He will present an overview of the FIT market and how the State of Georgia is working for you to promote international tourism to our area.

An informative seminar with Gisa Kusserow-Hanson, a product manager with Allied TPro in Orlando, one of the largest receptive operators in the U.S. Gisa has recently given FIT seminars in Atlanta, Charleston, Myrtle Beach, and New Orleans to rave reviews. She will talk about the “nuts & bolts” of working with a receptive operator in the international market including contracting, allotments, brochures, etc.

Who: Anyone in the tourism industry who would like to attract international business should attend.

- Chain hotels have seen international business for years...but there's always more to learn.

- We would like to encourage B&Bs and boutique hotels to attend as well. We are receiving constant requests from international travelers for these types of accommodations.
- All attractions, tour companies and restaurants with an interest in bringing in international customers should also attend to learn how they can get involved in this lucrative market.

When: August 24th – 10am - noon

Where: Savannah Technical College, White Bluff Campus – Eckberg Auditorium.
Please park in the back of the campus. The auditorium is the first building you will see when you leave the parking lot.

Cost: FREE

Additional topics will include:

- The benefit of FIT travelers to your business
- Schedules for tour operator catalogues and why this is important to you
- Pricing for the FIT market
- The exchange rate and its affect on international travel in 2011
- Receptive vs. Tour Operator – what IS the difference?
- How GDEcD and local CVBs are working for you in this market
- Where these travelers are coming from, how long they stay, how they get here, how they book their vacations
- How to work with the companies that book this type of business
- Marketing with both large and small budgets

RSVP to Carey Ferrara (cferrara@georgia.org) no later than Friday, August 20th