



## **THE WORLD WITH NO BORDERS**

No Borders Tourism seeks to build the ideal brand image for our clients, to maximize their share of the marketplace, and to create broader avenues for their potential profitability.

Our superb team not only possesses extensive industry knowledge, with a combined 73 years of experience, we are truly passionate about what we do, as well as dedicated to sound business practices. Quite simply put, we are the best, and we are proud to have earned a global reputation for creativity, innovation, and an on-going commitment to raising the client service bar.

No Borders Tourism invites you to challenge us. Find out why our reach has no boundaries.

### **No Borders Tourism**

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## **Sales**

At No Borders Tourism, we have a proven record of accomplishment in tailoring our services to client needs. In-depth sales plans are designed to increase productivity and efficiency, while at the same time conforming to company brand image.

From generating new sales leads to arranging exciting sales events and fam trips, our team does it all:

- Brand image sales representation (internal and external)
- Telephone Sales Calls
- Product launches
- Sales campaigns
- Contract negotiations
- Account management nationally and globally of destinations, hotels and airlines
- Sales calls to retail leisure and corporate travel agencies, tour operators/wholesalers, group clients (MICE) and consumers to identify and develop new business
- Business-to-business prospecting
- Lead generation
- Sales analysis of the market, trends, competition and optimization
- Establishing product strategy and sales plan
- Trade show participation and booth staffing
- Seminars, webinars and workshop training
- Sales incentive planning
- Planning and execution of presentations and consumer evenings
- Group site visits
- Training

## **Public Relations**

Good public relations can assist you in achieving the maximum mileage for your promotional dollars. Knowing the right things to say, and the right people to say them to, is one of our specialties.

Over the years, the No Borders Tourism team has established great relationships with a long list of industry insiders. We have proven to them, and to our clients, that we know how to successfully deliver key message points.

## **Marketing**

Marketing your business is always an ongoing concern, involving as it does both the maintenance of your regular customer base and the creation of new prospects.

To keep your business booming, you must be seen and heard. No Borders Tourism can build the kind of awareness that grows sales and prestige, giving your company maximum exposure while resolutely sticking on-budget. Here's what we can offer you:

- Extensive market research
- Branding and brand awareness
- Developing and implementing a marketing plan
- Development and implementation of event marketing
- Direct mail creation
- Print, broadcast and billboard advertising
- Planning and coordination of promotional programs, items and giveaways
- Developing and executing daily and weekly specials and contests
- Loyalty programs
- Consumer promotions and tradeshow
- Travel industry tradeshow
- Point-of-sale displays
- Customer relationship management
- Target marketing
- Email/fax blasts
- E-newsletter development and implementation
- Online promotions
- Special event promotion

## **Tradeshows**

As effective as consumer and industry tradeshow can be for your company's bottom line, their time and logistical requirements often prove overwhelming. Let No Borders Tourism take care of all the details for you, from booth design to staffing needs to sales and media follow-up. We'll put on a show that will have people talking, and leave you free to enjoy the rest.

A new twist on an old theme is the virtual tradeshow. No Borders Tourism is plugged into this latest electronic development, and has mastered the best means for fashioning digital showcases that will stop clickers in their tracks.

## **Events and Entertainment**

Whether you require a themed party, product launch, informational sales session or full-scale corporate conference, No Borders Tourism provides quality event management, not to mention a whole lot of “wow” factor. From pre-event design to post-event response measurement, let us work out all the details for you:

- Hotel/venue site and contract negotiations
- Contract negotiations for other meeting sites
- Food and beverage arrangements
- Ground transportation and arrangements
- Assisting with program development, speaker selection/contracting, program evaluation
- Tour coordination
- Registration, both advance and on-site
- Negotiating and executing entertainment contracting
- Special event and incentive planning and management
- Conducting pre-conference, pre-seminar, pre-meeting and pre-convention planning
- Destination management
- Corporate sponsored events and fundraising
- Sponsorships and grants
- Award presentation and team building
- Product launches