



Launching and Scaling Non-Air Products

How every AirlinePros office can win and grow TravelPartnerships business

AirlinePros Global Webinar



Every Office Has an Opportunity

-  Every AirlinePros office can represent non-air travel products in its market.
-  Local relationships and market knowledge are already valuable commercial assets.
-  The opportunity spans destinations, DMCs, hotels, attractions, cruise, rail, and ground transport.
-  Start locally, prove results, and expand across the AirlinePros network.



What TravelPartnerships Sells

A complete local go-to-market service

- A local commercial presence without the partner opening its own office
- Access to travel trade, media, consumers, and market intelligence
- Sales development, marketing, public relations, and partner support
- Clear market ownership, activity plans, and measurable reporting



Global reach.

Local execution.

Commercial accountability.

Two Routes to Market

TravelPartnerships

Boots on the ground

- Local representation and relationship management
- Trade sales, training, events, PR, and market feedback
- Best when the partner needs active in-market development

Flying Carpet Travel

With Alladin's World — online reach

- Digital destination and product visibility for NTOs
- Online travel inspiration, content, and consumer engagement
- Extends physical representation with scalable digital reach

Target Partners with Growth Ambition

Profile	Typical opportunity trigger
National and regional tourism organizations	New source-market strategy or campaign launch
DMCs, tour operators, and experience providers	New itineraries, seasonal capacity, distribution gaps
Hotels, resorts, and lodging groups	New opening, repositioning, need-period demand
Attractions, cruise, rail, ground transport	Distribution expansion, packaged sales, trade awareness

Look for differentiation, readiness, budget, and a need for local access.

NTOs Can Combine Physical and Digital Reach



TravelPartnerships

Local office representation and trade relationships



Flying Carpet Travel

Online destination exposure and audience reach



Alladin's World

Destination storytelling and digital engagement

For NTOs, the strongest offer combines boots on the ground with digital reach.

Find Prospects Where Decisions Happen



Existing airline, tourism, trade, and government relationships



Tourism boards, embassies, chambers, and investment agencies



Trade shows, conferences, roadshows, and industry associations



Announcements about new products, routes, openings, funding, or leadership

Use a current business trigger—not a generic introduction.

Open with the Business Need

❓ "Which source markets are most important for your growth?"

❓ "Where do you lack local trade relationships or market presence?"

❓ "How are you currently generating bookings and distribution?"

❓ "Would a local AirlinePros office help you enter the market faster?"

Lead with the market opportunity. Explain services second.

Ask Before You Propose

Objective

What must change in the next 12 months?

Product

What is distinctive, bookable, and commissionable?

Market

Which countries and traveler segments matter most?

Readiness

What budget, assets, people, and approvals are available?

Do not build a proposal until the brief is clear.

Qualify the Opportunity

- ✓ Strong product and clear market fit
- ✓ Realistic budget and decision-making authority
- ✓ Rates, content, booking process, and operational support are ready
- ✓ Measurable commercial objectives and workable economics

Advance only when the opportunity is executable.

Choose Markets with Evidence



Market Size

Size and addressable traveler segments



Population

Population and purchasing power



Tourist Numbers

Outbound or inbound tourists relevant to the product



Access & Fit

Air access, visas, trade distribution, competition, product fit

Pilot the strongest markets first. Expand after proof.

Price Each Market Correctly

The office cost is based on:



Market Size

Size and commercial complexity of the market



Population

Population and relevant consumer base



Tourist Numbers

Number and profile of tourists



Activity Level

Required travel, staffing, and local operating costs

One global product does not mean one identical market fee.

The Commercial Model Is Simple



Fixed Monthly Retainer

Fee for agreed representation and market activity



Commission

Linked to bookings, sales, or agreed commercial results

- Additional project budgets may cover events, campaigns, travel, media, or production
- Scope, commission basis, reporting, and payment terms must be defined in the contract

Every agreement: monthly retainer + commission.

Match Activities to the Goal

Goal	Activities
Trade access	Account mapping, introductions, sales calls, and training
Distribution	Operator agreements, packages, listings, and agency activation
Demand	Campaigns, webinars, events, content, and social partnerships
Visibility	Media relations, influencers, FAM trips, and press trips

Sell the outcome—not a long menu of activities.

Build a Direct Proposal

- 1 Why this market and why now
- 2 What the office will deliver each month
- 3 What the partner must provide
- 4 Retainer, commission, additional costs, KPIs, and launch timing

Make the scope easy to understand, approve, and measure.

Give Every Action an Owner

Role	Responsibility
Global lead	Relationship, contract, coordination, and escalation
Local office	Market plan, execution, reporting, and partner feedback
Partner	Product, rates, assets, approvals, and operational support
Specialists	Marketing, PR, finance, legal, and digital platform support

One owner per action. One reporting rhythm.

Create Traction in 90 Days

1

Days 1–30

Align product,
markets, accounts,
assets, and KPIs

2

Days 31–60

Activate meetings,
training, campaigns,
and introductions

3

Days 61–90

Follow up, convert
opportunities,
and optimize the plan

Fast activation requires partner readiness and disciplined follow-up.

Report Progress and Scale



Track activity, reach, qualified opportunities, distribution, bookings, and revenue



Report activities alongside market feedback, partner follow-up, and commercial opportunities



Package successful tools, messages, and reporting for other offices



Add new markets in waves after the first offices demonstrate traction

Prove locally. Package the model. Scale globally.

Activate Your Market in **30 Days**

1

Identify **3 qualified non-air prospects**

2

Complete **1 structured discovery conversation**

3

Shape **1 opportunity** with the relevant AirlinePros teams

4

Consider both **TravelPartnerships** representation and **Flying Carpet Travel / Alladin's World** for NTOs

Start focused. Build proof. Scale together.

• Partner With Us

Let's shape the future of travel, **together.** •

Contact Us

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