



INTERNATIONAL PRODUCT DEVELOPMENT & PRICING WORKSHOP

DATE/TIME: Monday, October 23, 2023

Registration - 8:30 a.m. | Program - 9 a.m. - 12 p.m.

LOCATION: Outdoor Campus Sioux Falls, 4500 South Oxbow Avenue
Sioux Falls, SD 57106

PRESENTERS: Jennifer Ackerson, Crystal Van Kull, Alexa Dorn

INBOUND INSIDER: STEPS TO SUCCESS

Travel South Dakota is excited to bring the Inbound Insider: Steps to Success program to Sioux Falls. This seminar is designed for any destination marketing organization, hotel, attraction, sightseeing tour or tourism related business interested in welcoming international visitors to their destination. Created by Alon Tourism Solutions & the International Inbound Travel Association, this program is free to all attendees and funded by Travel South Dakota.

The 3-hour course will provide a strategic framework on inbound marketing, principles, and tactics. Attendees will garner valuable insights into creating, pricing, and marketing an international-ready product that's sellable through channels provided during the course. For additional information contact Alexa Dorn, Travel South Dakota, at Alexa.Dorn@TravelSouthDakota.com, or Jackie Wentworth, Experience Sioux Falls, at Jackie@ExperienceSiouxFalls.com.

The workshop is FREE, but you must pre-register by October 18, 2023.

[Register Here](#)



JENNIFER ACKERSON
Alon Tourism Solutions



CRYSTAL VAN KULL
Rocky Mountain Holiday Tours



ALEXA DORN
Travel South Dakota