

CHARTING THE COURSE TO YOUR SUCCESS

2019 PROGRAM OF WORK



Charting the Course for SAA 2018-2020

- * **3-Year Strategic Plan developed** with extensive input and support from members.
 - Outlined **Goals and Strategies** for SAA
 - Identified **Skills and Capacities** needed

Goals and Strategies

- * Engage Members in Vision Setting and Organizational Priorities
- * Enhance Communications and Hone Benefits
- * Enhance White Paper Inputs – Be the Definitive Source for Shopping Tourism Research
- * Raise SAA's profile with Validators to support Recruitment

Skills and Abilities

- * Membership Development, Engagement and Development
- * Strategy and Research
- * Communications, including New Media
- * For effective transition, identify at least one individual that possesses as many of these capabilities as possible to bring on board and start to transition

2018 SUCCESS

- * Shop America Membership grows 15%
- * IPW Triple Shop America booth hosts 140+ meetings
- * IPW Reception at Cherry Creek Shopping Center hosts 400+ guests
- * ONE Travel Conference in Napa, CA welcome 85 delegates from US, Canada, UK, France, India, Mexico



2018 SUCCESS

- * New International White Paper 2018 premiers
- * Shop America attends BUSA India and EW China Sales Missions and LaCita
- * Shop America Magazine 350,000 circ.
- * SASI-ONE Award honorees + 50%
- * The Cultural Traveler Transitions



Current SAA Member Benefits to continue

- * Marketing: Shop America Tours Packages development and marketing through major tour operators, receptives and OTAs
- * Representation and co-op opportunities at 10+ global travel trade events, with leads upon request
- * Customized Profile page on ShopAmericaTours.com
- * Research: Annual White Paper on International Travel



Current SAA Member Benefits to continue

- * Discounted Ad Rates plus comp editorial opportunities in Shop America Magazine with global circulation 350,000 in China, UK, Mexico, US, Canada
- * Listing in North America's Best Shopping pages
- * Social Media opportunities in monthly ShopTalk Ezine
- * Inclusion in Shop America flash drive Media Kit
- * Invitations to annual SAA meeting at IPW and ONE Travel Conference



New SAA Committees Engagement and Benefits

- * **Education**: Develop new Webinars planned for 2018 on “Effective Shop America Tours Packaging” and “DMO Partnerships 2.0” plus more in 2019
- * **Communications**: Media Relations Strategy, leverage International White Paper and Shopping Tourism Economic Benefits via trained SAA spokespersons
- * **Marketing**: Develop sponsors and partners
- * **Membership**: Engage New Members



2019 LEADERSHIP



- Appoint New SAA Executive Director to manage operations
- Rosemary McCormick to continue as President directly involved with members and strategy
- SAA Advisory Board to oversee Committee Initiatives



HERE'S WHAT YOU CAN DO!

- * Join the SAA Advisory Board and Committees
- * Nominate potential new SAA members and partners
- * Engage in SAA Initiatives to enhance YOUR SUCCESS

- * Thanks for Your Partnership!
- * Contact: Rosemary McCormick, 707-224-3795,
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