

InsideAsia Tours Ltd.

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Travel Trade Business Development Rep (BDR)

Branch: Boulder

Work location: Remote Work – US Northern East Coast

Reports to: Travel Trade Business Development Manager (BDM)

Our Values

In everything we do at InsideAsia Tours we aim to act in line with the company's five core values: Trustworthy, Knowledgeable, Ethical, High Quality, Friendly. These are at the heart of the organization, and the company looks for every individual to demonstrate these values daily.

Job Purpose

The BDR exists to increase InsideAsia Tours' revenue from the Travel Trade by building and strengthening its brand awareness and relationships, especially in the Northeast and Mid-Atlantic regions of the East Coast. They will also assist the BDM with all Trade department needs as assigned.

The Role

The BDR's purview will focus mainly in and around New York, New Jersey, Philadelphia; Washington DC, Northern Virginia and Maryland; and Boston and New England. Their work will fall into these main categories:

- Evaluate and meet new potential partners and provide them with all necessary information to work successfully with us
- Provide ongoing training on how to sell InsideAsia Tours, our products, and destination countries to new and existing partners in the region
- Follow up and track all business generated with partners in the region
- Assist in implementation of marketing campaigns and materials distribution
- Seek, track and report on referrals within the region
- Regular local and out-of-state travel, including periodic visits to the Boulder Office is required
- Reliable personal transportation and willingness to drive for work is required
- Live in the region, in proximity and with convenient access to airport with direct flights to major US market cities



Who will you be working with

Key Internal Relationships at InsideAsia Tours for success in this role

- Sales, including obtaining regular feedback on Trade performance and market requirements
- Marketing, including thorough knowledge of and implementation of all Trade marketing programs

Key External Relationships

- Travel Trade Customers, including Travel Agencies, Travel Advisors, Host Agencies, Tour Operators and their clients

What are we looking for from you

- The rep is TRUSTWORTHY in every interaction and shows integrity in delivering what they promise.
- Our key differentiator in the market is our KNOWLEDGEABLE staff. We are intimately acquainted with our destination countries and this will be an essential quality for the BDR.
- With a commitment to HIGH-QUALITY work, they will maintain the highest standards in all they produce for our partners.
- The BDR has a strong ETHICAL compass and will land and support major accounts, ensuring that we pursue partners who also value sustainable tourism, benefiting both local communities and the communities of our destination countries.
- The successful rep will exude a FRIENDLY demeanor, being memorable and attracting new partners as well as providing top service to existing ones.

Outputs

- Periodic (Monthly/Quarterly/Annual) reports to BDM on progress toward Trade department goals in the region
- Timely reports on Trade events, partner meetings and trainings

Main tasks and responsibilities

- Track regional Leads, Inquiries, Bookings, Sales, and Conversion for new and existing partners
 - Actively research and connect with new potential partners, educating them on how we work
 - Attend various national and regional Trade shows throughout the year
 - Deliver destination training to Trade partners in person and through various online platforms
 - Communicate weekly with our Wholesale Tour Operator Partners on shared business, product updates, staffing, and service disruptions (i.e. typhoon impacts to train & flight plans etc.)
 - Keep InsideAsia Tours' Trade database up-to-date and accurate, inputting all new client data into CRM system
 - Keep abreast of and actively promote all InsideAsia Tours' marketing campaigns to partners
 - Keep up-to-date on and actively promote all InsideAsia Tours' core product and new offerings
 - Build and update example itineraries & proposals for wholesale and other partners
 - Report directly to the BDM
 - Assist the BDM with other tasks as assigned
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Experience and key skills required

- 3 years' experience in relationship/account management, consultative sales or similar role
- Experience or affinity for remote working
- Positive outgoing personality
- Ability to use time effectively, and meet deadlines and budget targets
- Ability to achieve targets effectively with minimal supervision
- Ability to keep multiple concurrent projects organized, on track, and involved parties up-to-date
- Exceptional ability to communicate clearly, professionally, diplomatically
- Extensive travel in Asia, for example: Japan, Southeast Asia, China, etc.
- Intermediate skills in Microsoft Excel

Desirable attributes

- Experience working in the travel industry
- Formal Marketing training/certification/degree
- Foreign language abilities in Japanese or other Asian languages
- Experience living and working in InsideAsia Tours' destination countries

Pay and conditions

Salary	Competitive salary, based on skills and experience
Hours	40 hours / week
Holiday	20 days annual PTO + 8 bank holidays
Health	100% Medical, Dental and Vision Insurance Premiums Covered for Employee
Retirement	401(k) – up to 3% company match
Bonus	On-target Earnings (OTE) bonus potential TBC

About InsideAsia Tours

InsideAsia Tours Ltd, is a growing travel company whose head office is in Bristol, with other sales branches located in Boulder, Colorado and Brisbane, Australia, and an operations branch based in Nagoya, Japan with a satellite office in Tokyo. The company consists of specialist travel brands: InsideJapan Tours which was established in 2000 and InsideAsia Tours established in 2013 and specializing in travel to Southeast Asia. The multi-award-winning company offers unique group tours, tailored travel, and cultural experiences that few have the chance to discover.

Our team have had years of experience living, working and travelling in destination countries, and we offer unrivalled advice and support, whatever the customer budget or personal interests. Our vacations grant people the chance to experience both the popular and little-known aspects of local culture, giving customers an insight into the diverse character of the country they are visiting.

Work Culture

You will be working in a vibrant office with a great team of employees all with a passion for the destinations, a belief in the brands and a strong sense of collective values and purpose. Our work culture is supportive, creative and dedicated and is at its best when we all try to lead by example; the more you put in, the more you and the team get out, and it will be important that you play your part.