



**- WRAP UP - ILTM 2009 -**

ILTM 2009 Debrief

Goal of ACPA at ILTM

1. To introduce ACPA to the international luxury service community
2. Add value to ACPA members for their clientele

Actions

1. ACPA met with almost 600 companies during the event.
  - Companies represented a variety of services worldwide.
2. Professional presence and participation by all attendees of ILTM
  - Each member expressed a high degree of professionalism and participated in all events.
3. Rapport built with international luxury service community
  - ACPA is on the international map.
  - ACPA is a contender for incentives.

Outcome

1. Many of the companies met are interested in developing relationships with ACPA
  - One FAM is in the pipeline for 2010.
  - Morgans Hotel Group and others are offering ACPA incentives.
  - Others incentives are being discussed with various companies.

2. The Catch

- ACPA Members must encourage performance from themselves and their clientele

Use services of companies ACPA has partnered with:

- Use it or lose it!

Use services of companies that offer incentives:- Use it or lose it!

- Create a relationship with companies that you use:
- Talk to Sales/Marketing/GM before/after using companies services. Ask for assistance and provide feedback.
- Communication, Communication, Communication!

Conclusion

1. ACPA is "on the map" with the international luxury service community
  - A strong rapport with international luxury service community has been created.
2. ACPA has secured relationships and incentives with a variety of companies
3. It is now up to us, the ACPA membership, to use the services of the companies met at ILTM.
  - Using these companies services will encourage continued ACPA incentives and create a more favorable impression of ACPA in the international luxury service community.
  - Use it or lose it!

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also check out the video from ILTM explaining it in full!

<http://www.luxurychannel.tv/iltmcannes.aspx>