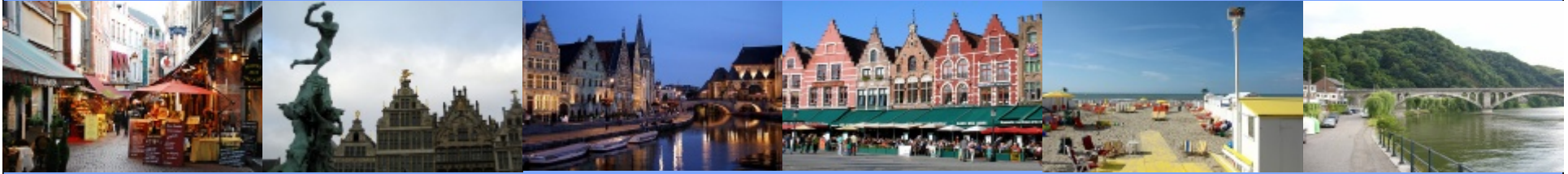


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DMC's & Incoming Tour Operators

BROTHERS IN ARMS

*"There's so many different worlds
So many different suns
And we have just one world
But we live in different ones"*

(Dire Straits)



1a. Definition of a DMC

“A DMC (Destination Management Company) is a company that provides local destination knowledge and ground services, as well as offering the following: Meet and Greet, Transfers / Transportation, Hotel Accommodation, Restaurants, Activities, Excursions, Conference Venues, Themed Events, Gala Dinners and Logistics.

1b. Definition of an Incoming Agency

“ An incoming agency does the same work as a DMC but focuses on the tourism side of the market, rather than the business side.”

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2. In Belgium: ABITO MEMBERS

@DMIRE

All About Belgium

De Boeck

BITS

HANSA INCOMING

MINDSTREAM

OVATION BELGIUM

TELLUS





3. MAIN REQUIREMENTS TO BE AN ABITO MEMBER

1. OFFICIAL LICENCED AGENCY ONLY
2. MINIMUM 2 YEARS EXPERIENCE IN BELGIUM
3. PROMOTE INCOMING TRAVEL, CONFERENCES, MEETINGS & INCENTIVE TRAVEL TO BELGIUM
4. BE A MEMBER IN GOOD STANDING



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4. GOALS & ADVANTAGES of ABITO

- Create community of interest
- Protect its members & suppliers from non-licensed competition.
- Act as the official body of the Belgian DMC community at Regional, National & International levels whilst establishing pro-active relations with governmental and non-governmental bodies.
- Dispatch to all members the leads which arrive to the name of ABITO
- Promote the highest standards of hospitality in Belgium



5. Why clients should work with an accredited ABITO agency?

- **Experience and knowledge of customer processes and a dedicated commercial contact.**
- **Streamlined proposals and work processes.**
- **Financial benefits and in-depth knowledge of VAT regulations.**
- **Improve savings, terms and conditions with suppliers.**
- **Provide access to a local network of proven partners and suppliers.**
- **Access to various levels of local government and tourism authorities.**



5. What makes the difference between a DMC and a DMO ?

Local DMCs are real ambassadors for their country, who operate separately from DMO's who are official authorities.

DMC's are in the ideal position to make supply meet demand.

The DMC's can co-ordinate the various services that the customer wishes to use and are their one-stop-shop contact.





6. Who do we target as potential clients?

- **Agencies (Group BusinessTravel, Incentive, PCO) abroad specialised in meetings, incentives, conferences, city wide conventions, events and special interest groups. Incoming agencies also focus on tour operators and individual leisure travellers.**
- **Companies abroad**
- **Associations**
- **Leisure visitors**
- **Business travel**
- **Meetings and Events**



7. What are the primary roles of a DMC ?

- **Sell the destination first! Brussels, Flanders or Belgium, or any other destination, are not always chosen yet and are in competition with other primary or second tier cities in Europe.**
- **With the limited level of support we sometimes receive from governmental agencies, DMC's need to do their global marketing themselves and are thus an extension of the destinations efforts too! This implies sales trips, trade shows, road shows, destination marketing events, and global networking through SITE, MPI, ICCA and other associations.**



8. What are the primary roles of a DMC/Incoming Agency?

- A DMC's advice is neutral and non-biased because, as meeting and events specialists, we understand our clients' business and requirements, because we have the experience to operate such events constantly.
- A DMC's nature and experience guarantees creativity in its proposal based on best practices, industry knowledge, constant education and even trial and error.



8. What are the primary roles of a DMC/Incoming Agency ?

“Why use a DMC/Incoming Agency ...when you can find all the information you need on-line or from the destination tourist office and save substantially on budget by going direct?”

The truth is in today’s demanding marketplace time is often our most precious asset. A good DMC can save you hours and hours of precious time and money by providing knowledge, expertise, creativity and contacts that match our clients’ needs precisely and help them to deliver solutions that meet corporate objectives.



8. What are the primary roles of a DMC/Incoming Agency ?

- The opportunity to coordinate the whole of part of the event (sometimes excluding the hotel arrangements when they were booked direct) is a key advantage of using a DMC.
- Security (protection by guarantee fund)
- Knowledge of industry CSR standards
- Code of ethics (cfr. SITE membership)

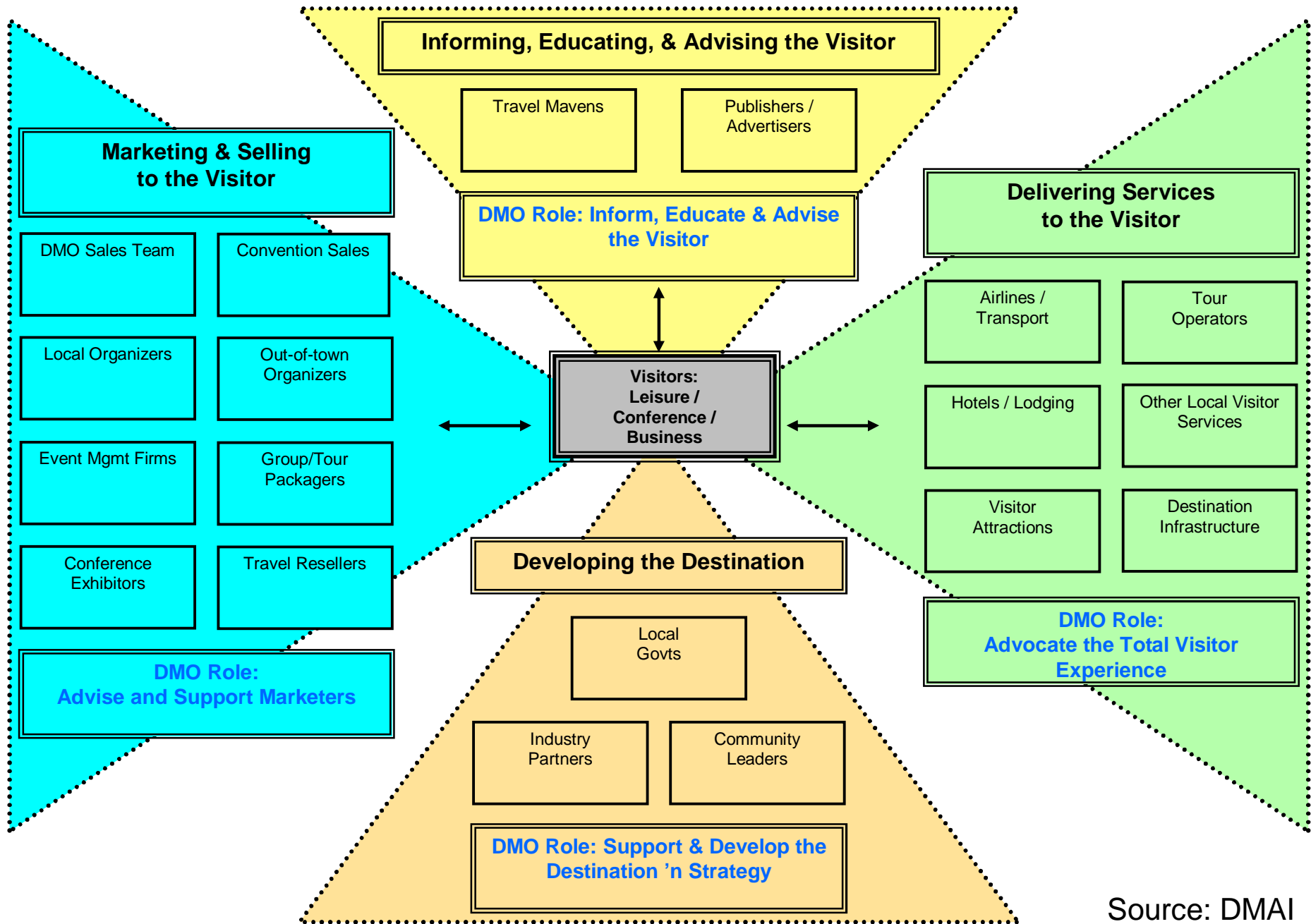


9. What is the primary role of a DMO ?

- **Inform, educate and advise the (potential) visitor**
- **Advocate the total visitor experience**
- **Support and develop the destination's strategy**
- **Advise & Support Marketeers**

(source DMAI Study, Karl Albrecht International, 2008)





Source: DMAI

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10. Introducing the DMC's

Brigitte Boone (@dmire)
Michel Deswaene (Hansa)
Belgin Topkaya (Mindstream)
Marc Dans (BITS)
Chantal Quirijnen (de Boeck)
Kathleen Vermeiren (AAB)
Anne Schelfhof (Tellus)
Hugo Slimbrouck (Ovation Belgium)