

# Travel Trade Ready

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## listing Summary

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## listing Description

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Travel Trade Ready is the platform for assessing your tourism product's readiness to work with tour operators and agents. Effective engagement with travel trade buyers requires not just a clear understanding of what a supplier can offer; but also that it is aligned with their wants and needs. The core innovation that Travel Trade Ready provides is its ability to reassure buyers about potential suppliers trade readiness; and suppliers with the opportunity to keep potential buyers constantly updated with highly targeted marketing materials all in one place.