



Travel Professionals Skillnet Training Programme 32 South William St Dublin 2 Tel: 01 6794179 Fax: 01 6719897

Course Name	North America
Unit Cost	€100 per participant
Staff Level	All Staff
Duration	1 Day
Certification	ITAA Certification
Aim and Approach	The aim of this workshop is to equip participants with the skills and knowledge to assist in achieving increased sales for travel to North America. The day will be fun and informative in workshop format and attendees will be required to apply themselves to practical exercises in order to obtain maximum effect from the programme.
Course content	<ul style="list-style-type: none"> • Where is North America and its cities? • What are its key physical features? • National Parks • Visitor Attractions • Beach and ski resorts • Matching customer Requirements
Key skills developed:	<p>Delegates will be able to:</p> <ul style="list-style-type: none"> • Know and understand how to locate the following: <ul style="list-style-type: none"> • Cities • Major resorts • Tourist regions • Main physical features • Time Zones • Currency • Languages • Sell confidently the following popular destinations for tourism: <ul style="list-style-type: none"> ▪ The west coast of USA - California ▪ The east coast of USA - Washington DC and Boston ▪ East & West Coast of Canada



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