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**Tour Packaging - Simple Steps To Success -
British Columbia**

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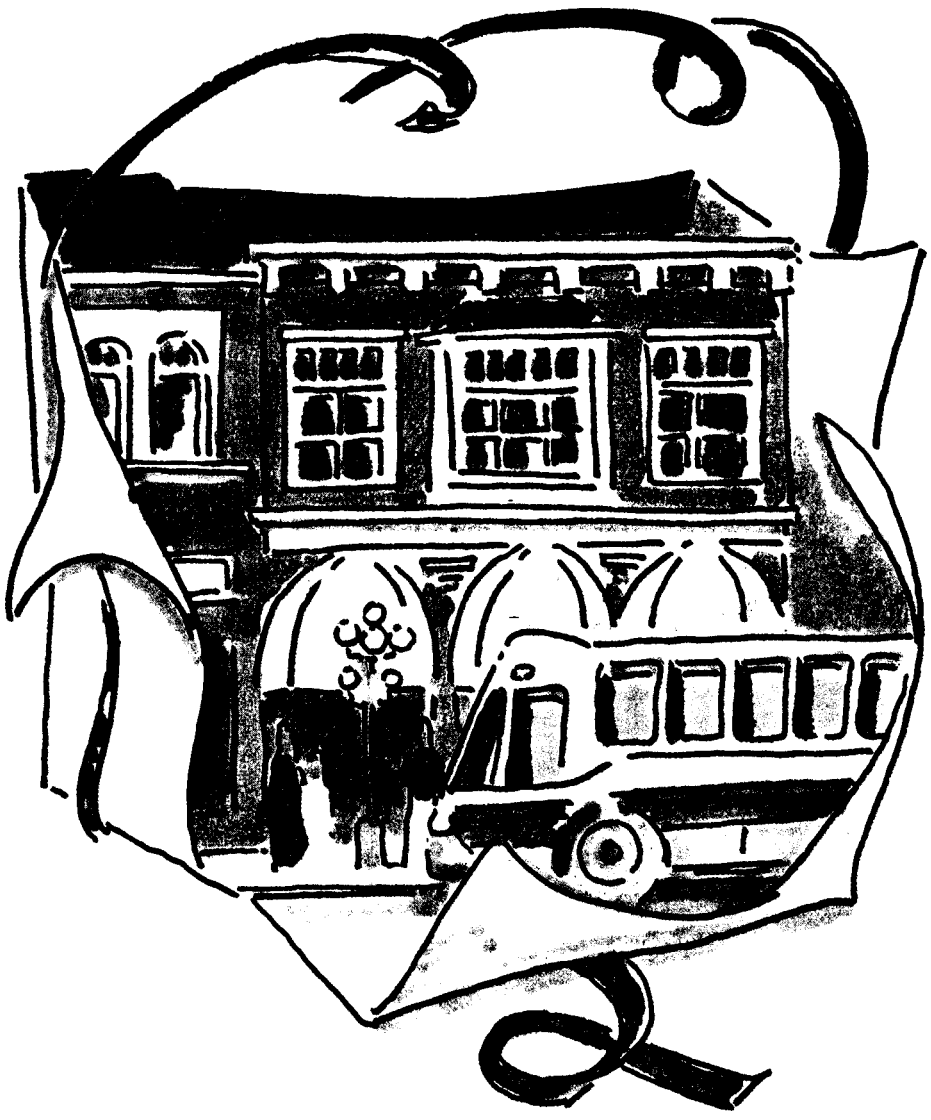
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Market Information

TOUR PACKAGING



ECONOMIC & REGIONAL DEVELOPMENT AGREEMENT

Canada



TOUR PACKAGING

SIMPLE STEPS TO SUCCESS

Prepared by Robert G. Tuss
representing
Roberts Travelvision Inc.

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Tourist Development project
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For additional copies of this publication and/or further information about the Canada-British Columbia Tourist Industry Development Subsidiary Agreement, contact:

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1117 Wharf Street
Victoria, B.C.
V8W 2Z2
(604) 387-1311

or

B.C. Ministry of Economic Development
British Columbia Enterprise Corporation
750 Pacific Boulevard South
Vancouver, B.C.
V6B 5E7
(604) 660-3952

or

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1101-1055 **Dunsmuir** Street
Vancouver, B.C.
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INTRODUCTION

As a Travel and Hospitality supplier, you may wish to explore how Tour Packaging can benefit your business. By following the Simple Steps to Success outlined in this report, you will gain a better understanding of the basic procedures involved in packaging your own tour.

If you are unfamiliar with some of the Travel Industry terms or phrases, please refer to the glossary at the end of this report.

The first and most important rule to remember about Tour Packaging is to KEEP IT SIMPLE! If you apply this rule and read the following steps carefully, you will see that there is no mystery to the process of Tour Packaging.

We hope you will enjoy the challenge and the profits!

WHAT IS A TOUR PACKAGE?

Quite simply, a Tour Package consists of two or more components that are sold at *one single price*. A “component” maybe a form of transportation, an attraction, accommodation, food service, the provision of tour guides or meet and greet representatives, a special event, an activity such as shopping or skiing, etc.

For example, both a hotel and an attraction can stand alone as separate features. However, by putting them together to form a simple package, both can be offered at one single price which is paid for in advance by the traveler or client.

The Tour Package: A combination of interesting products and activities with ONE FOCUS AND AT A SINGLE PRICE.

Packages popular in British Columbia include:

Destination Resorts * City Tours * Outdoor & Adventure Vacations * U-drives * Cruises * Cultural & Educational Tours * Coach Tours * Skiing Holidays * Shopping Tours* Garden Tours * Ecological or Industrial Tours * Rail Tours * Ranch Vacations, etc.

Each of these packages could be provided for either independent travelers or group tours.

Start with the Big Picture: Study the following summary of the Facets of the Travel Industry.

HOW DO YOU FIT?

Review your overall position

First, you must stand back from your organization and try to determine whether Tour Packaging will fit into your business plan.

If Tour Packaging has not been included in your overall business plan and you decide to include it, then you must rewrite your plan. Otherwise, you may find yourself without clearly defined goals and procedures. A business plan makes you think in a disciplined manner and ensures you define what *your* mission is.

All operations, of any size, must do advance planning if they wish to succeed.

YOUR BUSINESS PLAN

A. Objective

Why does your operation exist?

What is your "Mission Statement"?

B. Market Research and Planning

What is the strategy for marketing the operation?

How is this marketing going to be done?

Advertising?

Selling Tools?

Distribution of sales information?

What is the defined market you wish to sell to?

C. Sales

A corner stone of business planning is your sales forecast:

What has been your past performance in sales?

What is your current sales record?

Where do you wish to go?

A sales analysis will provide answers to these questions.

Once your Business Plan is firmly established, it is time to see how Tour Packaging will fit into your operation.

Remember: a strategy for tour packaging need not be complicated. In fact, make sure it is not.

Write down all your objectives! They will become the measuring stick of your success.

Questions to Ask:

Is the packaging you wish to do your own or will it form part of someone else's component needs? Or both?

Are you using packaging as a method of increasing or broadening your operation's financial goals?

Who are the stakeholders? Determine who the individuals, groups or financing institutions are that have a right to expect their interests to be satisfied by your operation. If their interests are not already satisfied by your current operation, it is no use jumping to Packaging as an easy way out.

Always start from the solid base of a quality product.

DECIDING TO PACKAGE

Once your Business Plan has been updated to include a Tour Packaging factor, it is time to decide what, exactly, your package will consist of. Consider the following questions:

What is the product?

What do you sell?

How have you designed it?

What are the objectives of the Package Tour programs?

- a) To top off high season business?
- b) To Increase off-season or shoulder season business?
- c) To broaden your market reach?

What is your target market?

What market testing has been done?

Have you made competitive comparison reports?

How do you compare?

Have you considered Packaging in light of your overall pricing policy?

How will Packaging affect your profit margin?

What will be the financial impact of package discounts and commissions payable?

What will be the operation and inventory costs of packaging?

Study the Tour Packaging Analysis on the following page to learn how Tour Packaging could fit into your organization.

RULES & LEGISLATION

Before spending any time on packaging, you must be aware of the Legislation in British Columbia that governs the extent of your packaging activities.

Questions to Consider:

Who can package? When are you the travel service supplier, the wholesaler, the tour operator, the receptive operator, the travel agent or all of them combined?

Legal Obligations: What are your obligations under BRITISH COLUMBIA'S TRAVEL AGENTS ACT?

Transportation: If your package includes a transportation component, you may need to become familiar with the rules of the *Motor Carrier Commission*

CHECK IT OUT FIRST.

The Registrar of Travel Services (604) 660-3540
700-865 Hornby Street
Vancouver, B.C. V6Z 2H4

Motor Carrier Commission . (604) 660-5454
Motor Carrier Branch
4240 Manor Street
Burnaby, B. C., V5G 3X5

A. THE TRAVEL ACT AND YOU

In general, anyone who acts as a Wholesaler, Tour Operator or Travel Agent in British Columbia is subject to the Travel Agents Act.

This Act is administered by the Registrar of Travel Services. A major article in the Act requires the registration of all travel services organizations with the Registrar. This requirement protects the consumer by ensuring that the travel services organization is financially responsible. All money received from a traveler, tourist or sightseer by a travel agent, travel wholesaler or tour operator carrying on business in the Province shall be deemed held in trust for the person who paid it. Joint and several liability is established.

All registered organizations share in the overall liability for client protection by contributing to the Travel Assurance Fund. This fund is used to reimburse any losses consumers may incur when they have turned deposits or full payments over to a travel organization and that organization has gone out of business without supplying the service paid for.

To qualify under the Travel Agents Act, you must prove that you have a minimum net worth of no less than \$15,000.00.

In addition, you must post with the Registrar of Travel Services a Letter of Credit for a further \$15,000.00 for a period of no less than one year. You are also required to file information on your financial status with the Registrar so that they may continuously monitor your activities.

There are exemptions under the Act and Registrar discretion is used in individual circumstances where grey areas may occur.

1. The following classes of persons are exempt from the Act:
 - a) An operator of one-day sightseeing tours whose principal business is providing sightseeing tours;
 - b) A person providing guide services only where no other travel services are sold;
 - c) A person providing sightseeing attractions where no other travel services are sold;
 - d) A public carrier, while providing one day tours;
 - e) A person qualified to teach in an elementary or secondary school or a university, college or an institute of technology and who is employed full time in that capacity: when he arranges travel services for the students of his school, without direct or indirect gain or profit for himself or any person of or for which he is a member, employee, officer, director or agent, or where he arranges a one-day tour;
 - f) An operator of a motel, hotel, resort or other accommodations who, as incidental to his primary business, offers local travel services purchased from another person;
 - g) The British Columbia Ferry Corporation when selling inter-connecting scheduled travel transportation.

2. A public carrier is also exempt from the Act under certain circumstances detailed in the Travel Agents Act Regulations.

The above information is from the Act as currently presented. The author does not accept any liability for changes in the subject matter or its legal interpretation.

FOR FURTHER INFORMATION AND TO ESTABLISH YOUR STATUS UNDER
THE ACT, PLEASE REFER DIRECTLY TO THE REGISTRAR.

As a potential travel service supplier, wholesaler or tour operating organization be sure you understand your obligations before embarking on any new enterprise.

DEFINE YOUR ASSETS

TAKE INVENTORY:

Ask yourself: What exactly does my operation offer?

- The basics?
- The unique?
- The special?
- The maximum?

Take a good look at the assets of your community or environment. Even better –

GO OUT AND PARTICIPATE!

What attractions did you find?

Are they man made?

- Events
- Theme parks
- Museums, etc. ?

Are they natural?

- Climate
- Mountains & Glaciers
- Lakes or Ocean
- Caves or Forest, etc.

Ask Tour Bus operators, their drivers, guides and others what they find exciting and attractive about your area or product. You may find that what you think is interesting is quite boring to potential visitors.

**CONCENTRATE ON THE ATTRACTIONS, ACTIVITIES AND ITEMS THAT ARE
UNIQUE TO YOUR AREA AND OF INTEREST TO VISITORS!**

Assessing and taking advantage of your environment in this way is formally called
Four-Way Development:

1. Capitalize on a natural physical attraction.
2. Capitalize on your location.
3. Capitalize on your operation and/or your area's environmental reputation.
4. Create something out of nothing.

Ask yourself: Which of these factors can be combined with my operation to make a marketable package?

LOOK AT YOUR LOCATION

Review where you are so that you can better assess what kind of visitors your operation will attract.

A. THE STAGING AREA

A staging area is one which attracts visitors who are primarily interested in traveling to another, further destination. For example, Vancouver is a staging area for visitors to embark on cruises to Alaska; Williams Lake is a staging area for tours of the Cariboo.

Your aim is to find out how you can create a profitable business opportunity out of such transient markets. But if you can't, look to other possible markets.

Your area can also be both a staging area and a destination of interest in itself, Vancouver is such an area.

B. ACCESSIBILITY

Are you on a major highway or are you isolated from regular transportation routes?

How do your current visitors reach you and how will Tour Package buyers, organizers and promoters get to you?

Are they within 300–400 miles of your operation or farther? How will your visitors arrive at your location: Automobile? Coach? Plane? Boat? Train?

How far away is your operation from each transportation method? e.g.: How many hours/days journey are you from a major airport, train station, cruise ship port, etc. ?

Without transportation links it is difficult to effectively bring your Package product to any offshore potential you may wish to seek.

MARKETS TO CONSIDER

Great care must be taken to determine your markets,

Ask Yourself:

- What new market can I realistically accommodate? When?
- Is it a new market I wish to attract?
- Do I want to retain the old market?
- How about servicing both new and old markets?
- Can I realistically serve the needs of my target markets?

Before you start to broaden your market make sure that:

YOU CAN AFFORD TO STRETCH YOUR MARKET REACH
YOU HAVE THE INVENTORY TO FULFILL THE NEED

You may base your marketing strategy on those geographical areas which maybe likely to contain travelers interested in your package and/or on the kinds of kinds of people who may want your package.

A. GEOGRAPHICAL MARKETS

The trick is to start big and then progressively narrow your geographical market into bite-sized “chunks” that you can realistically service.

There are many markets which consider Canada an ideal vacation choice. You must learn what the specific markets are that may be interested in your Tour Package.

1. International Markets

Consider first if the whole world wants your Package Tour and if you can afford to sell your product to them. Even if you can, do you have sufficient inventory? Can you accommodate them all?

Japan has become a very important market for British Columbia travel operations. Can you cater to this market? Consider what the Japanese tourist is looking for.

In the same way, look at the markets in Australia, England or Europe.

Note: Pricing and itineraries for foreign markets must be made available 12– 18 months in advance of the anticipated first operating date.

2. Regional Markets.

Break North America into regions.

Do not think in terms of markets in the U.S.A. or Canada. For example, in California alone there are over 24 million residents. That is almost equivalent to the whole population of Canada!

Therefore, a state such as California must be broken into regions. For example, potential travelers in the northern half may have different travel needs than those in the south.

For travel operations in British Columbia, important markets to consider are the Pacific Northwest States of Washington and Oregon.

Then there are the western provinces of Manitoba, Saskatchewan and Alberta. You may wish to target all these provinces and even extend into the Eastern Provinces. Or, you may just concentrate on Alberta as our closest Canadian neighbour.

Travel operations located in eastern British Columbia may wish to target Montana, Idaho and eastern Washington state.

3. Local Markets

In most cases the bread and butter of your operation will be provided by your neighbors and *not* by a distant visiting market.

No operation should ignore the local potential for special Package offerings. They create goodwill within the community and provide excellent promotional opportunities. Remember, local people who take advantage of your package offering are in a position to recommend it to their out of town visitors.

Many hotels offer honeymoon, weekend specials, party packages, discounts and other enticements that attract their home city market.

Ensure that you do not forget the interests of these close-to-home customers.

YOUR HOME MARKET IS CRUCIAL TO YOUR OVERALL SUCCESS

B. PEOPLE MARKETS

You must decide what kind of people will be interested in your operation and then find where they are located, For example, does your operation have a special appeal to a certain type of person? Skiers? Fishermen? Young People? etc.

Practical Questions to Consider:

What is the financial ability of the people in your targeted geographical area? country? region? community?

What is the location of the people in targeted markets? Urban? Rural? Certain countries? For example, a cross-country ski package may be attractive to people in Scandinavia where cross-country skiing is very popular.

What is the cost of travel between their residence and your operation? How easy is the journey?

Can people in your target market legally choose your country as a destination? What about Visa requirements, etc. ?

Are there any political or economic relations. between a targeted foreign country and Canada that could prevent citizens from traveling?

Are there any cultural or social differences that would not be compatible with your operation?

“Personality” Questions to Consider:

Do people in your target market prefer:

Destinations they can drive to?

Familiarity with home culture i.e.: entertainment? food? language?

“Non-touristy” areas?

Novel and unique destinations?

Meeting with people from a foreign culture?

Do these people expect:

Complete tour packaging with heavy scheduling and numerous activities included?

A basic itinerary so they can explore on their own?

Do these people have:

Low or high personal activity levels?

From these examples, it is obvious that careful attention must be given to both the practical and personality requirements of the people in your target markets.

In order to create a profitable Package Tour its content must be suited to the needs and/or desires of your targeted population.

ADVERTISING

You have decided what your target markets will be. Now you must get the information about your operation to the people most likely to be interested.

A. DIRECT SALES

You can contact your potential markets through consumer advertising, cooperative advertising with 'selling agents, the government partnership programs, direct mail, telephone and other traditional methods of sales linkage.

You will need a brochure capable of attracting attention. Refer to page 31 for information on how to create your own Package Tour Brochure.

B. TRADE LISTINGS

You can also get your advertising listed with wholesaler or tour operator brochure programs and participating airline or transportation computer systems, etc.

There are other free listing potentials for you. But remember, not everything free is worth the price.

More and more international tour wholesalers and operators now look to you to financially support your space in their brochure.

Take into consideration some of the larger wholesalers in Europe. They expect a return for every page they print. If you area risk inclusion you maybe asked to pay your way in.

C. GOVERNMENT PROGRAMS

The Ministry of Tourism, Recreation and Culture prints an annual Travel Agent Package Tour magazine that is distributed to markets determined vital to the province.

This publication is called *Package Tours*. Providing your Package is commissionable and the Package is a real package, you can obtain a free listing in this publication.

The publication also includes such items as lists of the transportation companies and schedules of all the ferry services in the province.

Package Tours is a good publication to consider for your advertising. We would recommend it as an excellent sampling of the Package Tour products available in the province and a good guide for your own packaging efforts.

D. PRESS RELEASES AND TRADE PUBLICATIONS

Reaching your target markets can also be done through distribution of press releases to major travel trade publications.

Advertising in these publications can also be beneficial. Some publications are directed specifically to the industry while others are directed to consumers.

Familiarize yourself with the target markets of each of these publications in order to determine how each could best help your operation.

Contact your regional association for more detailed information on the available publications.

SOURCES OF INFORMATION ON TOUR PACKAGING

Now that the decision to Package has been made, you need to find out some of the information required to begin the actual Packaging of your product.

A. PUBLICATIONS

In British Columbia, one of your best sources of research information is the Ministry of Tourism, Recreation and Culture. There are numerous easy to understand studies available to you.

The Ministry continually updates its reports on various subjects related to the Travel Industry. They are usually available free of charge from the offices of the Ministry of Tourism, Recreation and Culture and Tourism Canada.

A great many titles are available. Some which you may find of interest are:

- “A Summary of Washington and Oregon Travel Market Study”
- “A Summary of British Columbia Resident Travel”
- “U.S. Pleasure Travel Market”
- “Tourism British Columbia Annual Reports”
- “Tourism in Canada: Past, Present, Future”
- “An Introductory Guide to the United Kingdom Travel Market”
- “Introductory Guide to the Japanese Travel Market”

B. GOVERNMENT OFFICES

The Ministry of Tourism, Recreation and Culture
1117 Wharf Street, Victoria, B. C., V8W 2Z2
(604) 387-1533

The Ministry of Tourism, Recreation and Culture
802-865 Hornby Street, Vancouver, B. C., V6Z 2G3
(604) 660-2861

DEPARTMENT OF REGIONAL & INDUSTRIAL EXPANSION:

Tourism Canada Program
P. O. Box 49178, Bentall Tower 4
1101-1055 Dunsmuir Street, Vancouver, B. C., V7X 1K8
(604) 666-0434

District Offices:

200-990 Fort Street, Victoria, B. C., V8V 3K2
(604) 388-3181

706-299 Victoria Street, Prince George, B. C., V2L 5B8
(604) 561-5158

C. THE COMMUNITY

Ensure you have first discussed with your community representatives how your Package can benefit the area. Can they help in the process?

Talk with the community tourism associations, regional tourism associations and travel trade associations. Information is readily available and is *ALSO FREE*.

D. OTHER ENTERPRISES

Visit tour companies to gain first hand information about their requirements. *Listen carefully.*

If your location is part of a transportation network such as an air destination, coach transportation route, or cruise ship port, or is charter transportation accessible, it is important you talk with the company representatives of these services.

They are in the Travel Industry Business. Their contacts and information sources are up-to-date and reach far into your potential markets.

Vital product information, mailing lists, travel trade publication contacts and market potential data can be obtained from these sources.

They indeed may wish to participate with you as a partner component in your proposed Package Tour. There may even be an opportunity for cooperative dollars to promote and launch your Tour.

E. TRADE SHOWS

The most important industry show you should be familiar with is RENDEZ-VOUS CANADA. This yearly show is sponsored by the Federal Government and Tourism Canada in cooperation with provincial governments.

RENDEZ-VOUS CANADA brings in buyers from all over the world of Canadian travel products such as accommodation, transportation, attractions, tour packages and other related components.

To find out if you are eligible to attend this affair you must first contact the Director of Marketing Services:

Ministry of Tourism, Recreation & Culture
802-865 Hornby Street
Vancouver, B. C., V6Z 2G3
(604) 660-2861

F. OUTSIDE CANADA

If you intend to market your package outside of Canada, talk first with your own Regional Tourism Association, In concert with the Provincial Ministry of Tourism, Recreation and Culture and Tourism Canada, they are equipped to advise you if your product will find a market in your chosen area and will provide you with information on other possible markets both outside of and within Canada.

Note: A Package Tour is, in most cases, a cooperative venture between various enterprises each of which has a vested financial interest and a stake in the opportunities.

REGIONAL TOURISM ASSOCIATIONS

TALK TO THEM!

There are nine Regional Tourism Associations in British Columbia. Discuss your Tour Packaging Plan with the office in your area.

The Regional Tourism Associations are well equipped to offer assistance with your regional market plan, the time frames of any promotional launches and information on how your plan can benefit from regional and provincial assistance.

Many foreign wholesalers or tour operators first contact the appropriate Regional Associations for information about its area. If you are not active with the association, you maybe missing out on some opportunities.

The Managing Directors of the Regional Tourism Associations attend world trade shows, meet with prospective buyers, know about the good leads and are in constant contact with the provincial and federal government offices of tourism.

These managers are professionals and can help you assess your potential as a marketable travel product.

Many area familiarization trips for potential buyers and select travel agents are organized through regional associations for the purposes of bringing your area to the attention of selected markets. You may wish to participate as part of your promotional campaign.

Inter-regional activity can be very beneficial to you if you only wish to market your product within British Columbia. Almost 50% of all travel in British Columbia is done by British Colombians. Don't miss out!

It is to your advantage to become an active member of your Regional Tourism Association.

<p>TOURISM ASSOCIATION OF VANCOUVER ISLAND</p> <p>45-302 BASTION SQUARE VICTORIA, B.C. V8W 1J1 PHONE: 382-3551</p>	<p>KOOTENAY COUNTRY TOURIST ASSOCIATION</p> <p>RR 1, SITE 2-11 (CASTLEGAR AIRPORT) CASTLEGAR, B.C. V1N 3H7 PHONE: 365-8486</p>	<p>NORTH BY NORTHWEST TOURISM ASSOCIATION OF BRITISH COLUMBIA</p> <p>P.O. BOX 1030 (3840 ALFRED STREET) SMITHERS, B.C. VOJ 2N0 PHONE: 847-5227</p>
<p>TOURISM ASSOCIATION OF SOUTHWESTERN B.C.</p> <p>BOX 48610 3ENTALL P.O. (2ND FLOOR) 1425 WEST PENDER STREET) VANCOUVER, B.C. V7X 1A3 PHONE: 688-3677</p>	<p>HIGH COUNTRY TOURISM ASSOCIATION</p> <p>P.O. BOX 962 (SUITE 386-186 VICTORIA ST.) KAMLOOPS, B.C. V2C 6H1 PHONE: 372-7770</p>	<p>PEACE RIVER/ALASKA HWY. TOURIST ASSOCIATION</p> <p>BOX 6850 FORT ST. JOHN, B.C. V1J 4J3 PHONE: 785-2544</p>
<p>OKANAGAN-SIMILKAMEEN TOURIST ASSOCIATION</p> <p>207-347 LEON AVENUE KELOWNA, B.C. V1Y 8C7 PHONE: 861-8494</p>	<p>CARIBOO TOURIST ASSOCIATION</p> <p>P.O. BOX 4900 WILLIAMS LAKE, B.C. V2G 2V8 PHONE: 392-2226</p>	<p>BRITISH COLUMBIA ROCKY MOUNTAIN VISITORS ASSOCIATION</p> <p>P.O. BOX 10 (495 WALLINGER AVENUE) KIMBERLEY, B.C. VIA 2Y5 PHONE: 427-4838</p>

BASIC PARTNERS & TERMS

A. The Travel Agent

The travel agent sells travel services to the public usually at a price that includes the Agent's commission. The travel services are usually provided to the Agent to sell by suppliers such as an airline, cruise ship company, rent-a-car operator, hotel, attraction, Package Tour wholesaler or tour operator organization.

The Travel Agent will promote and sell to the public any product that he can handle at a profit. Usually an Agent's gross return on a sale is 10% of the gross selling price. Occasionally, an Agent may negotiate larger commissions or over-rides for volume sales. This practice is similar to any sales agency relationship between a retailer and supplier.

B. Travel Services

Travel Services generally consist of transportation, accommodations and other services utilized by a traveler. The traveler maybe a tourist, a business traveler, or anyone else who requires standard or specialized services when away from their usual home location.

C. Wholesaler

A wholesaler acts as a broker or supplier representative of travel products such as airlines, hotels, cruise ship companies, rent-a-car operations, attractions or rail services and is the middle person between the retail travel agent, the consumer and the travel product supplier.

There are "wholesalers" who also Package Tours and can therefore act as Tour Operators as well. Conversely, there are Tour Operators who represent travel product suppliers and therefore act at times as "wholesalers".

D. Tour Operator

The terms Tour Operator and Tour Packager generally refer to the same position, The Tour Operator takes the various components (travel supplier product) and "Packages" them into various types of new products made up of the chosen inclusions and price negotiated from the travel product supplier. The Tour Operator is also responsible for the operation of the tour. This includes all logistics of the day by day, product by product inclusions that make up the complete Project Tour product.

The Tour Operator is responsible for negotiating, contracting, selling, sales promotion, advertising (self and/or co-operative) and operations. The operator also usually produces and pays for the brochure, establishes the sales network, handles the receipt of bookings, establishes confirmations, writes up the tour vouchers, collects the payments for the vouchers and delivers the total package of goods to the requesting travel agent and/or direct to the consumer. The Tour Operator also pays the commissions, handles the financial transactions, coordinates all passenger/traveler manifests and receives the roses for a job well done. The down side is that the Tour Operator also handles the complaints that arise for every component of the Tour Package that did not run smoothly.

Everyone, including the travel product supplier, can package a tour product and offer it for sale.

When the product becomes more complex and thereach into the marketplace to sell it becomes longer, there is usually a separation between the selling agent, wholesaler or tour operator and tour packager.

The Tour Packager can be anyone, within the generally established tour packaging guidelines and within the Travel Act, who wishes to develop, design and promote travel service components as a Tour Package.

The packager can be directly involved with one or all of the potential participants within a package: the hotel, the coach company, the attraction, etc.

WHAT IS THE COST OF TOUR PACKAGING?

Most, if not all, of the components in a tour package have been pre-determined by the tour packager and pre-paid at one selling price by the consumer. This saves the consumer money over the cost of buying each of the components individually. When packaging your tour, then, you must ensure that the consumer benefits financially from buying all the components together at a single price.

Your costs may vary according to the method you use to Package. If the Package is of your own design and for your own use, marketing, sales materials and distribution must be taken into consideration. A basic rule is that the further away from your centre you wish to reach, the higher will be the cost of the sale,

You may wish to consider bringing your Package to the attention of tour operators and wholesalers interested in your area. Or, you may wish to leave the packaging up to them and have them include your operation as part of their product line.

Travel Agents, Tour Operators, Wholesalers and Transportation Companies are all potential selling agents for your Package. However, **THEY DO NOT WORK FOR FREE!**

A. COMMISSIONS

**TO BE SUCCESSFUL, YOU MUST INCLUDE THE COST OF COMMISSIONS
IN YOUR SELLING PRICE.**

However, there are usually over-rides and larger commissions for volume. Remember, everyone shares when everyone wins. Your best friend is your selling partner, Make sure both of you benefit from the experience of working together!

1. Travel Agents

Travel Agents are just that – Agents. They expect a commission for the work they do on your behalf. Normally, an Agent expects no less than 10% of the gross selling price of your product and/or package. It should be noted that commissions are not added to your end selling price. *They form part of your end selling price.*

The agency sells the goods at the full retail price which is his cost from the wholesaler plus 10% for his commission. This price is yours or the Tour Package manufacturer's retail offering of the Package Tour.

Travel Agents will almost certainly deduct their commission prior to sending you payment for the Package they have sold on your behalf. This is because most clients pay the travel agent for their tour packages prior to traveling. If you are simply a single component, i.e.: hotel/motel room, attraction, transportation, etc., the Agent is usually paid his commission *after* the client has used your services and has paid you direct.

ALWAYS PAY THIS COMMISSION PROMPTLY!

Failure to do so will ensure that the next batch of promotional and sales material you send to the Travel Agent will quickly find its way to the garbage can.

2. Wholesalers or Tour Operators

A Wholesaler in any business sells goods to a retail selling outlet at a rate less than what the outlet or agency will resale to the public. The difference is the agency's fee or commission for selling your product.

Expect to pay a higher commission to Tour Wholesalers and Tour Operators as they must cover their costs of organizing, marketing and selling your product and/or package as part of their inventory. There must be enough margin for them to also make a profit. When your package is sold as part of a Tour Operator or Wholesaler's program, they expect no less than 20% to 35% off the retail price of your product.

3. Transportation Companies

Travelers may also be able to buy your package through a transportation company such as an airline. You may have your product listed at the ticket desk or in the computer network of a transportation company interested in promoting routes that provide access to your product.

In many cases, transportation companies do not expect a commission on any sales of your product they may make because they are selling it as a value added feature to their own needs.

You should be aware, however, that many transportation companies are themselves Wholesalers or Package Tour Operators. If your product forms part of their Package Program, the general rules of commission still apply.

The rate you charge for your Package, then, depends upon who it is being sold to. As a result, you have a choice of three different rates: net, net-net or triple net.

- 1, *Net Rate*: Retail price less 10% .This is usually the rate given to Travel Agents.
2. *Net-Net Rate*:Retail price less 20% to 35%. This is usually the rate given to a Tour Wholesaler.
3. *Triple Net Rate*: The lowest possible selling price you can negotiate with a buyer. The Triple Net Rate is sometimes referred to as the “The Manager’s Ace”.

You can see, then, that you must be prepared to give up something if you expect travel agents or wholesalers to promote your product.

However, remember that you do not usually pay the agent or wholesaler until your tour package is sold. The procedure is similar to offering your product on consignment,

B. PAYMENT FOR THE TOUR PACKAGE

1. Travel Agents

With respect to Travel Agents, distribution of the products on a consignment basis is almost always assumed on a *No Risk* understanding.

The reason is that most Tour Packages, whether they have been offered for sale by an intermediary such as a Wholesaler or Tour Operator or directly by yourself, include terms and conditions of payment attached to the sale.

In most cases, a deposit on the sale is made by the client and than a pre-determined advance payment of the balance due is paid prior to the visitor’s arrival at the tour operation.

The Agent will collect and pay for the Package according to the instructions on the Tour Package brochure, flyer or other advice on the terms and conditions of sale.

2. Wholesaler or Tour Operator

Tour Packaging through an intermediate party such as a Wholesaler or Tour Operator requires a different set of guidelines.

Some Wholesalers and Tour Operators sell their packaged product directly to the potential traveler as well as through their prime source of package distribution, the Retail Travel Agency. Regardless, the arrangement you have with a Wholesaler or Tour Operator is different from your direct involvement with a Travel Agency.

With a Wholesaler or Tour Operator you may ask to receive a financial token of good faith. This could take the form of a deposit on inventory they have agreed to sell. Normally, this deposit is refundable should the client cancel their tour prior to planned usage.

If, after an agreed time, minimal sales have occurred, you may wish to release the seller from all obligations and give him a refund of his good will deposit. If there are still no sales when the time is so close to the promised date of usage that your potential to resell the product or Package is lost, you may have agreed in advance that the Wholesaler or Tour Operator will forfeit the deposit.

The best situation is where the Wholesaler or Tour Operator is happily selling and filling the consigned inventory of your product or Tour Package.

When this occurs, you may wish to apply the deposit obtained towards the balance due for product sold *or* you may wish to do business with the same seller next year and do what is termed a rollover. This simply means that they retain the deposit and hold it against the agreed consignment of product or Package usage planned for the following year.

THEVOUCHER

An important part of an integrated Travel Service Package are the instruments used by the traveler or the tour group leaders to obtain the services requested, paid for or reserved.

These instruments are used for payment of services, confirmation of services, advice of services required, client identification and recognition to the travel service supplier of the particular agency or originating source of the service request.

Terms such as voucher, coupon, tour order, M. C. O. (Miscellaneous Charge Order), transfer and confirmation slip can get very confusing.

In many cases they can all refer to the same thing.

Airlines and Travel Agents are likely to use an **M.C.O.** (Miscellaneous Charge Order). This is a validated coupon used within the travel industry primarily as a method of inter-industry payment and is an actual form of payment in the sense that it can be likened to a money order.

Rarely do wholesalers or tour operators allow their passengers to carry an M.C. O. If the passenger loses it, the process of recovery is similar to what a bank must do to track a lost money order.

Tour operators, and wholesalers tend to use their own tour orders, vouchers or coupons in order to maintain corporate identity and to satisfy the needs of their own internal accounting procedures. These forms of payment "usually have no cash exchange value and are valid only for the dates and services shown.

In most cases, the exchange voucher or coupon is simply used as an advice that identifies the passenger traveling and indicates pre-paid confirmation or reservation of the service requests noted. It is a vehicle that ensures tracking and auditing for you and ensures that clients do not begin to totally unravel the pre-paid tour plan. Obviously, there would be no point in creating the package if clients were then able to adjust and change everything en route.

The key element for vouchers, coupons, transfers, exchange orders etc. is that your staff are fully aware of the companies you do business with and what forms of exchange papers you will accept,

The worst situation is when the traveler arrives at your operation and is dismayed to find that the voucher they are carrying is questioned or even rejected by a junior staff member. Every ounce of work that has been done to get that traveler to your door is wasted when staff have not been brought into the picture with respect to who you do your business with. Do not let this happen.

Hold information sessions. Show staff your brochures. Tell them in detail about your own package or those companies who are using your travel service in their Packages.

Show them all the instruments of exchange between you and the wholesaler or tour operator,

Refunds or credits are a matter between you, the service supplier and the originating Wholesaler, Tour Operator or Agency.

TYPES OF TOUR PACKAGES

A. In-House Package Tour

An In-House Package Tour involves the packaging by a travel service supplier of their own product for the purposes of expanding interest in the basic component sold. For example, a hotel/resort could include special Honeymoon Suites with Champagne, roses, breakfast in bed, complimentary resort facilities, etc.

B. Motorcoach Package

A Motorcoach Package is usually created by a wholesaler, tour operator or coach company and includes accommodation, meals, attractions, transportation by coach and any other items of interest on a given itinerary. Most motorcoach companies sell their own Package programs directly to the public, either on an individual or charter basis. Although some motorcoach companies also sell their packages through Travel Agents, it is the independent wholesaler or tour operator using a motorcoach component who sells more packages through the travel agent than directly to the consumer.

C. Air package

An Air Package Tour includes an air transportation component either by scheduled or charter air service that is combined with land arrangements such as hotels, U-Drives, attractions, etc.

D. Scheduled air Service

The Scheduled Air Service can include groups of independent travelers traveling on the same flight to the same destination at the same time (FIT: Fully Inclusive/Independent Tour) along with a group block of air seats for a designated passenger group. The flight also carries regular passengers on a scheduled flight and destination circuit.

Airlines frequently offer low priced group or tour fares for use by their own internal Package Tour department or offer similar arrangements to bona fide independent wholesalers or tour operators to promote specific destinations and routes. Daily, regular and flexible departures are a distinct advantage of the Scheduled Air Service. However, the cost per seat is generally not as flexible as that for a straight charter service.

E. Charter Air Service

The Charter Air Service may be combined with land components or other travel services. The advantage of using a charter air service is that larger blocks of seats are made available to the Wholesaler or Tour Operator at a proportionately lower cost than for Scheduled Service. The disadvantage is that Charter Air Service is usually limited to specific flights and inflexible dates.

F. Cruise Tours

The Cruise Tour may include an air portion for connection to the departure point and return. The cruise itself is quite self contained and represents the major portion of the tour. Many cruises include optional shore excursions that extend the value of the cruise portion of the tour.

G. Inter-Modal Tours

The Inter-Modal Tour involves the integration of more than one form of included transportation within a Tour Package. An example maybe a Fly-Drive Holiday that includes round-trip air transportation and rental car at a given or varied number of destinations. Combinations of Air-Coach, Air-Cruise or Coach-Cruise area few examples of such a transportation mix.

H. FIT

FIT stands for Fully Inclusive (Independent) Tour and involves a pre-arranged itinerary or "tour" that includes the components identified as packaged features. The traveler travels as if he has made all his own arrangements, but in actuality someone else such as a Travel Agent or Tour Operator has made these arrangements for him. Prices have already been negotiated, components selected and an itinerary arranged. The traveler carries vouchers that have either been pre-paid or are C.O.D. advice to the supplier and turns them over to each of the "Package" tour suppliers en route.

The advantage of the "FIT" is that the tour organizer has negotiated multiple numbers of each component at bulk rates, just as if the tour was for a large group. However, the tour is, instead, offered to the traveler as an individual package that can be followed as if the traveler has planned it himself. The "FIT" gives the traveler the illusion of traveling independently without the "hassles" of having to find his own accommodation or arrange his own transportation.

There may be 20, 30 or 100 other people traveling on the same day to the same destination and staying in the same accommodation who never realize that they have each bought the same itinerary.

The traveler really does not care. He has received a good product at a good price and has obtained the best selection of components and pre-planned travel itinerary from a professional tour planner at what is usually a group tour rate.

I. GROUP TOUR

The Group Tour involves a group of people traveling together on the same mode of transportation with or without an escort. These travelers enjoy the convenience of a pre-planned "Package" tour that consists of transportation, accommodation, meet and greet services, ground transfers (land transportation between joining venues of transportation and accommodation) and sightseeing.

These services are all pre-planned, reserved in advance, usually pre-paid by the supplier and offered to the traveler at a bulk reduced rate.

The benefit to the traveler is that he can sit back and enjoy the sights and sounds of his vacation without having to worry about all the little things such as baggage handling and having to decide what attractions to see. All travel arrangements, events and entertainment have been pre-selected and taken care of in advance.

YOU ARE READY TO CREATE YOUR OWN PACKAGE!

A. WHAT KIND OF PACKAGER WILL YOU BE?

You know what kind of travelers you want and you know what they are interested in.

You have decided whether you are a destination package or part of a larger itinerary.

You know that travelers will either buy your product or package directly from you or through the services of an intermediary such as a Wholesaler, Tour Operator, Transportation Company or Retail Travel Agent.

If you have decided to both Package and offer your own Tour, you become the Creator of the Package and its sole organizer. *You are everything!*

However, if the package is turned over to a Wholesaler or Tour Operator they become the organizer, marketing catalyst and Packaging partner. You supply this intermediary with your best rates, an inventory of your product on consignment and terms and conditions. Your responsibility then is to concentrate on ensuring that the elements of your Package or your components in the Package are well handled operationally.

The Wholesaler or Tour Operator may decide to include your package as you have designed it, to mask it under their own identity to simplify marketing or they may choose to modify it as they professionally see fit in order to aid sales. Your package may become only a small part of their own Tour Package itinerary.

YOU MUST DECIDE HOW YOU WANT TO BE IN THE PACKAGING PROCESS

Review of Options:

Create and market your own package.

Make your package available through transportation companies.

Turn your package over to a wholesaler or tour operator.

Whatever you decide to do with your package, make very sure that you are fully aware of your responsibilities to both the consumer and the packaging partner.

WHAT CAN I PACKAGE?

The normal Package usually consists of accommodation, transportation, attractions, meals, value added extras, etc.

You can also package your own operation internally. For example, if you have accommodation to sell, you could provide a room, a breakfast in bed and the morning paper, and you have a Package!

You can always provide “No cost inclusions” in your package. “No Cost” items such as free ice in the rooms, newspapers, complimentary portorage, free parking and free moorage all suggest additional value to the Package.

The overall cost to you is low enough to warrant adding this sort of benefit to your Package.

However, selling this Package still requires you to cost *All* the inclusions even if they are considered free.

NOTHING IS REALLY FREE.

YOUR OWN PACKAGE

Tour Packaging is only a benefit to you when the Package is clearly defined and all the components work in harmony. Therefore, you must be sure to devise a well constructed Package.

The only logical way to do this is to “walk” through the proposed itinerary. Ask yourself: what would you expect as a visitor? Dinner at 10 in the morning? Hiking at dusk? Ferry ride at midnight?

ENSURE ITEMS INCLUDED MAKE SENSE

Remember: the popular Package Tour must reflect a workable itinerary, perceived value and variety.

A. REVIEW OF IMPORTANT QUESTIONS TO ASK

Most of the items below have been discussed earlier. Now is the time to go through them again to make sure that your package will be successful:

1. Marketing:

- Do you have a comprehensive marketing plan?
- Have you targeted your potential visitor? How? Who? Where?
- Do you have enough resources to inform your designated target market of the availability of the Tour Package?

- . Have you planned an exciting and presentable Tour Package brochure?
- Is the description of the product mundane or does it paint a vivid picture?
- . Have you determined how you plan to distribute the brochure? Who to? How many will you print? How will it look? Four color? Two color? Glossy? Flyer?

Remember: the further away you intend to sell your product, the costlier will be its distribution and servicing.

2. Selling Partners

- . Have you spent adequate time informing your selling partners (Travel Agents, transportation companies, travel associations, government agencies and others) of the availability, cost and inclusions of your Package?

B. PACKAGE DETAILS TO CONSIDER

- Are you including an “arrival” component in your package. What will it consist of?
- Will your staff be alerted to attend to the “package” arrivals?
- Have you planned activities? sightseeing?
- Have you included meals? Will there be any specialty foods? i.e.: An “Italian” night.
- Have you included tips and taxes in your Package price?
- Is baggage handling taken care of?
- Are you providing a complimentary coach, driver or escort for package arrivals?

PRICING YOUR PACKAGE TOUR

The public can be unforgiving. Usually it is expected that a Tour Package costs no more than what the total value of all the tour components would be if purchased separately.

When you obtain component pieces for your Package, negotiate with each participant for the lowest possible rate at which they can still obtain a profit.

After doing so, add up all the Net, Net-Net or Triple Net rates you have negotiated, add in your own Net, Net-Net or Triple Net rate and the operational component and then MARK-UP the cost to reflect a reasonable retail selling price.

DO NOT FORGET:

- Retail commissions to be paid.
- Wholesale Commissions.
- Brochure production and distribution
- Advertising and Promotion (if you are doing it)
- Reservations and Sales
- Profit

If after all this is done and the Package Tour retail selling price does not match what the public is prepared to accept, start again.

There are many tour inclusions that the consumer cannot identify by separate pricing, nor do they expect to handle certain items themselves. In these circumstances, the overall retail price of the Package can compensate for these costs and the consumer does not feel it is unfair.

SAMPLE COSTING SHEET:

2 Night -3 days package

	$\frac{1}{2}$ twin	$\frac{1}{3}$ triple	$\frac{1}{4}$ Quad	Single
1. Transportation Each Way or Round Trip	\$ _____	_____	_____	_____
2. T. Tax %	\$ _____	_____	_____	_____
3. Accommodation	\$ _____	_____	_____	_____
4. A. Tax %	\$ _____	_____	_____	_____
5. Baggage Handling	\$ _____	_____	_____	_____
6. Reception Party/or gift	\$ _____	_____	_____	_____
7. First Meal (dinner?)	\$ _____	_____	_____	_____
8. Breakfast	\$ _____	_____	_____	_____
9. Tour Guide	\$ _____	_____	_____	_____
10. Discount coupons	\$ _____	_____	_____	_____
11. Sightseeing/Attractions	\$ _____	_____	_____	_____
1a)	\$ _____	_____	_____	_____
2a)	\$ _____	_____	_____	_____
3a)	\$ _____	_____	_____	_____
12. Lunch	\$ _____	_____	_____	_____
13. Dinner 02	\$ _____	_____	_____	_____
14. Evening function/Party/Gift	\$ _____	_____	_____	_____
15. Breakfast 02	\$ _____	_____	_____	_____
16. Miscellaneous	\$ _____	_____	_____	_____
ab)	\$ _____	_____	_____	_____
2b)	\$ _____	_____	_____	_____
 TOTAL COST (TRIPLE NET)				
% Mark Up				
(include selling commissions)				
RETAIL SELL PRICE	\$ _____	_____	_____	_____

YOUR PACKAGE TOUR BROCHURE

It is a sad but true statement that most brochures end up in someone's garbage can or sit gathering dust in a storage room. Don't let this happen to you!

PRODUCE BROCHURES THAT WILL BE READ! DISTRIBUTE THEM!
FOLLOW THEM! EVALUATE RESULTS!

You must make your brochure work for you.

Once your Tour Package concept has been accepted, designed, manufactured, costed and is ready to sell, you must create a brochure that will effectively advertise your Package and inform the consumer and/or travel intermediary of what it offers.

- Identify a solid distribution plan for your brochure.
- Determine the number necessary to properly penetrate the selected markets,

When you formulated your business plan and marketing strategy, you made the necessary decisions about target markets and the costs of servicing them. The cost of creating and distributing your brochure should already have been included in the overall cost of your Package Tour.

There are *four* types of brochures to be considered. You should be familiar with each of these types and the kinds of information that are included in them.

A. The industry Brochure

This Brochure brings your Package to the attention of tour wholesalers or operators and is directed to their particular needs.

This operational or industry brochure must be complete, professional and with absolutely no grey areas. It should reflect a careful attention to detail. A wholesaler or tour operator will feel that the quality of your brochure reflects how you may handle the Tour Package and clients. The standards of professionalism displayed by your brochure could well determine whether these travel service suppliers will wish to work with you or forget you exist.

Although the quality of information you send to industry affiliates must be of the highest standard, you do not need to produce an expensive, glossy brochure. You must, however, ensure that *ALL* relevant information about the Package is included and described in a simple easy-to-read format. Include the Net, Net-Net or Triple Net Prices.

For the Wholesaler or Tour Operator, your Package material should measure 8¹/₂" x 11" and be enclosed in an appropriate cover folder. Black and white glossy prints or color negatives, slides or color separations (only if requested) should also be included.

This format for working materials is an absolute must if you plan to personally travel to your target markets or attend industry trade shows where buyers (wholesalers or tour operators) come to review new products for their own markets.

Wholesalers or tour operators around the world have little tolerance for incomplete and shoddy presentations, There are simply thousands of opportunities for them and they will not waste time guessing at what it is you are trying to offer them so make sure that what you do offer is something special.

Keep it simple but keep it complete!

When distributing information within the travel industry, remember to FOLLOW UP that information with personal contact, The wholesaler or tour operator's most common complaint is that some packagers do not adequately follow up their presentations or are slow to reply to requests for additional information,

If you say you are going to do something – do it and do it quickly! Too often we are referred to as being on Canadian time. This is not meant to be a flattering comment!

B. THE CONSUMER BROCHURE

This brochure is designed for the consumers who you wish to attract directly or through the travel agent.

Creating an effective consumer brochure for direct sales or for travel agent offices costs more and requires tremendous “SELL” in the promotion of the Package Tour it advertises.

We recommend that you employ a professional to help write, design and produce your consumer brochure. There are just too many well intentioned attempts to self promote through the use of a printed brochure that do more harm than good.

When designing your consumer brochure, you must decide how many brochures you will need, how big they should be and how much it will cost to produce and distribute them.

First and foremost, your consumer brochure must be eye-catching. Think of a brochure rack with hundreds of brochures on it. There are thousands of attractions, hotels, camp grounds and other holiday offerings. Each of them has a brochure, You must ensure that yours stands out!

1. The Package Name

An exciting Package name quickly draws consumer attention. For example “Champagne & Crumpets” is a much more appealing title than “Weekend for Two”.

2. Know Your Market

Keep in mind the characteristics of the people in your target market. “Champagne & Crumpets” may be an alluring title to an American visitor, but in England, “Crumpet” does not mean an English biscuit. You would therefore find another Package name that would potentially appeal to the English market if that is one of your targeted areas.

3. The Look of the Brochure

Color is effective. If your budget can accommodate it, we recommend the use of color. The use of glossy paper is determined by what kind of value you wish to portray. The style of type that is used can also create a positive impact. Don't forget the use of a well designed “logo” that provides your package with an identifiable image.

4. Copy

The “Copy” of a brochure is the written descriptions of your Package. You can brag about your product in the copy but ensure that what you offer is what you can deliver.

Include a general overview of the package and the feature inclusions along with a detailed description of the daily itinerary. Any options or items not included in the Package Tour price must be clearly identified.

Include the specific dates of the Package Tour operation.

Keep the copy simple and easy to read!

5. Pictures

Use quality pictures. You may be a pretty good photographer, but we suggest you hire a professional to take your brochure pictures.

Consumer laws in some countries are very strict. If you show a picture of your establishment or product and the consumer discovers that the reality is less than that depicted in the brochure or, even worse, is a substitute product, you could face court action and indeed a total loss of any future business from the targeted market area.

6. Pricing

The retail cost of the Package is provided on the consumer brochure. Make sure that any variations in price are clearly defined and easy to understand.

Don't forget to include “effective dates” on the brochure so that you can update your prices as required.

7. Terms and Conditions

Simply explain the consumer's obligations with regard to your cancellation policy, deposit refunds, etc.

8. Location

Make sure your location is clearly explained. A positioning map helps: e.g.: World/insert Canada/insert British Columbia/insert your area. The nearest staging area should also be shown on the map or written into the text.

9. Distribution Costs

When designing your brochure, keep in mind how much each brochure will cost to mail. If your brochure is in a large format, mailing costs may get very high. A number 10 envelope sized brochure should be quite adequate if that front cover has "Pull".

10. Distribution to Other Travel Service Suppliers

When your consumer brochure is displayed in airline offices, travel agencies, or other sales network locations, your product is considered commissionable, particularly by the travel agent. If you are not willing to pay a commission, your brochure will not be displayed nor your packages sold.

Ensure that the back of your brochure has a blank box where travel agents can place their own office information stamp. Make the box big enough to accommodate a stamp that will include their name, their address and telephone number.

11. Direct Distribution to Consumers

If you intend to sell directly to consumers you will need some space for your own identification. It is advantageous to include a toll free, direct line phone number. People are not going to look for you in the telephone book nor will they spend their own money to seek information from you. Make it easy to close a sale.

12. Tracking

The effectiveness of your brochure should be monitored by the use of some kind of tracking device that will provide you with information on the number of responses and feedback about your services.

Some Package Tour Operators place an 800 number directly on the back of the brochure. However, be aware that some travel agents do not favour this direct approach and will sometimes throw out any brochures in their office that include direct referencing or lack agency address stamp space. *You must decide what the brochure is meant to do before you publish it.*

You can also code your advertising placements and/or brochure address to identify the response area. For example, all the brochures you place with the Ferry Corporation can use "B. C." in the address rather than British Columbia.

Each batch of brochures maybe coded differently so that you can identify consumers who reply by mail for more product details or pick up a brochure on the ferry, a Travel INFO office, travel agency, etc.

Other tracking methods include a "bingo card", a coupon device or some form of incentive to respond.

C. THE "ELECTRONIC BROCHURE"

The Electronic Brochure consists of information on your Package that can be stored in the data banks of government tourism offices, travel agencies, airlines, rent-a-car companies, affiliated hotel representatives and other computer networks around the world.

This method of distributing information on your Package is by far the least expensive and has the most extensive reach. It is important to note that accessing this method is like accessing a large encyclopedia. The information is only valuable if it can be easily found and used correctly.

Thus, the travel service suppliers that you provide with such information must be made fully aware of the categories your package is listed under in their computers and what to do with the information when they locate it. Your product is worthless unless usable.

It is still the case that although these computer networks are loaded with electronic data on Package Tours, many travel agents and others who have access to the information often tend to rely on the printed brochure.

- Never assume that anyone else has taken care of your business!
- personally follow up every opportunity for distribution.
- Only you can ensure that others have kept their promises to you with respect to any form of package distribution.

D. THE VIDEO BROCHURE

Although still in its infancy, the use of video "brochures" is becoming more and more common and beginning to gain a wider distribution and acceptance within the industry and with the consumer.

The initial drawback to the use of the video brochure is that a good video is very expensive to produce, And if you are interested in using a video brochure, you must aim to produce a good one! There is nothing to be gained by distributing an amateurish, poorly produced video. You want your video to reflect the old saying that "a picture is worth a thousand words" rather than "garbage in is garbage out".

However, if you can afford to produce a video brochure that will give a complete and accurate picture of your operation, we recommend that it is worth the cost. But use professionals!

LOOK AT SUCCESSFUL BROCHURES IN THE MARKETPLACE!

Learn from them. Then try it!

SAMPLE PACKAGES

Consider the following Sample Packages and compare them with your own Package.

A. The Getaway Package.

2 nights – 3 days

\$99.00 per person sharing to June 15, 198

\$122.00 per person sharing to September 15, 198

Relax, unwind!

Choose any two nights. This package includes 2 nights, twin or double accommodation, applicable tax, two full breakfasts and an evening dining in “X” overlooking beautiful “X B a y

Also included:

ONE complimentary court time for racquetball or squash, complimentary beverage in “X plus unlimited use of our pool, whirlpool, saunas, weight room and tennis courts.

This “Getaway. Package” is a good example of how an accommodation supplier has capitalized on his services.

Note the “Complimentary” items. These must have been costed into the package. For a coach tour package, for example, this is done by amortizing the actual cost of the complimentary items over no more than $\frac{2}{3}$ thirds of the number of rooms expected to be occupied by Coach Tour visitors.

Although the above example does not reflect these inclusions, any item that is a one cost inclusion should be reflected as a cost divided and shared by everyone on the tour. This is usually reflected as a percentage of the total anticipated number in a group tour. A maximum of $\frac{2}{3}$ is a good rule. For example, for 46 Coach Passengers, calculate costs for approximately 30 to 32, less if needed. For 17 Coach Passengers, calculate costs for approximately 9 to 11, less if needed.

B. A MORE COMPLEX DESTINATION PACKAGE

The following is an example of a more complex Package that includes an air portion and describes an adventure or outdoor program with a special interest to Sports Fishermen.

“X” Lodge

4 days/3 nights/3 nights from: \$1,095 per person (U. S.)

Destination Airport: Vancouver, B.C.

Package price per person:

4 days/3 nights: \$1095 U.S. / \$1410 Cdn.

8 days/7 nights: \$2020 U.S. / \$2610 Cdn.

Packages include:

- Round trip air transportation between Vancouver and “X Lodge via charter aircraft.
- Accommodation in twin or triple occupancy room with ensuite bathroom/shower.
- All meals and snacks.
- Daily maid service.
- Unlimited use of 145 foot covered boat, with 25 H. P. outboard.
- Boat fuel, quality tackle and bait.
- Orientation guide services (full time guide services are optional)
- Cleaning, freezing and packaging of fish.
- Use of saltwater spa/hot tub,
- Rain gear.

DEPARTURES: ‘ Every Mon. & Fri. Mid summer to Early Autumn

(The real Package must include specific dates and data)

Note: Meeting facilities available for business groups of 6–18 persons.

NOT INCLUDED:

- Air transportation to Vancouver, B.C.
- Fishing licenses
- Full time guide service. Please advise at time of booking if this service is required.
- Items of a personal nature
- Airline excess baggage charges.

The above package could be an in-house offer or, as is usually the rule, a commissionable product that will encourage Retail Travel Agents to promote and sell it for a 10% commission.

This package could also be offered to Wholesalers or Tour Operators at a Net-Net basis i. e.: Possibly 20% commissionable. This allows the product to be repackaged by a Wholesaler or Tour Operator and resold through their distribution network, including selling agents,

THE DIFFERENCE here is that the wholesaler or tour operator pays the usual 10% Retail Travel Agent's commission out of their operation and in this case earn 10% gross return for promoting, marketing and organizing the sales of your product.

If your package is sold, the wholesaler or tour operator does not make any money and your inventory remains unused.

You can see that the Wholesaler or Tour Operator works on average with a maximum 10% to do the organizing, tour reservations, promotions, marketing and selling of a tour package as well as pay their operational costs before they can hope to profit from the sale.

You now know why they expect your product and/or Tour Package to be good.

There are other forms of revenue available to the Wholesaler or Tour Operator such as override commissions for volume sales, special transportation fares to and from your location, currency exchange favorable to them and cooperative cost sharing through government participation for brochures, trade show cost sharing, advertising partnerships, etc.

C. THE “FIT” PACKAGE TOUR

This Tour can be converted to a Group Inclusive Tour — just substitute Coach/Driver/Escort for “U-Drive”.

COASTLINE CIRCLE U-DRIVE from \$XXX.XX

6 Days/5 Nights
Vancouver, B.C.
ITDA-CSCGF5

This popular year-round holiday may be booked in reverse.

Package includes:

- Intermediate sized car for 6 days (five 24 hour periods)
- 5 nights accommodation in pre-selected hotels
- Applicable taxes
- 1,000 free kilometers and car rental tax
- Car insurance (\$500.00 deductible)
- Ferry tolls for one car and passengers --Horseshoe Bay/Langdale/Powell River and Swartz Bay/Tsawwassen (The Powell River/Comox ferry is payable direct).
- Entrance to Butchart Gardens

Note: Minimum driver's age: 21 years.

Itinerary:

DAY 1: Arrive Vancouver International Airport where a U-drive will be available for you. Proceed to downtown Vancouver and check into your hotel for a two night stay,

DAY 2: Full day in Vancouver. Visit the many parks (including world famous Stanley Park) of this lovely city, stroll through Gastown, Chinatown and the city shopping districts, or perhaps take in the Grouse Mountain Skyride!

DAY 3: Plan an early morning departure for Horseshoe Bay to board a British Columbia Ferry to Langdale from where you will commence on a scenic drive up the Sechelt Peninsula, passing through colorful townships and resorts. See the world famous Aquafarms in the area. Another ferry hop and on to Powell River. Overnight at the Beach Garden Resort.

DAY 4: Today, ferry across to Comox. A short coastal drive will bring you to Campbell River — a sport fisherman's paradise! Try your luck at salmon fishing (license included). Overnight at the Coast Discovery Inn.

DAY 5: Allow yourself this day for an unhurried drive to Victoria — British Columbia's capital city. Overnight at the Empress Hotel.

DAY 6: This morning be sure to take in the sights of Victoria – Beacon Hill Park, Craigdarroch Castle, Oak Bay and an enchanting stroll through famous Butchart Gardens. Continue on to Swartz Bay for your ferry to Tsawwassen. Return your U-drive at the airport.

Fly/Drive programs use tourist accommodations unless otherwise shown.

Single: \$XXX.XX Double: \$XXX.XX Triple: \$XXX.XX Quad (not available)

Please read the terms and conditions of booking.

CONDITIONS OF SALE

Package Tours must also include the Terms and Conditions of sale.

It does not matter whether your product is advertised in a brochure that is made available directly to the public, selling agent, wholesaler or tour operator, you must spell out the conditions of sale and include information on bookings and reservations,

MAKE IT EASY

Cancellation Policy: Use the simplest language possible so there is no chance of confusion.

Detail the documentation required by consumers for reservations, travel requirements, etc.

Spell out your liabilities as the Supplier and the liabilities of the Wholesaler or Tour Operator.

Specify how items of a personal nature such as baggage allowance, etc. will be handled.

CONCLUSION

The opportunities and challenges of Packaging offer new and ever changing possibilities.

Let no one be discouraged! No matter how much all the experts will tell you what to do, no one has found the perfect formula.

As times change, so do the needs and wants of travelers, Travelers differ with economic changes, environmental changes, technological changes and any other influences on the human element.

The marketing of a tour package is the ultimate challenge. Professional Tour Packagers live or die with their product decisions. They therefore demand as much as possible from you. In value, In inventory. In operational perfection. In every way possible.

If you choose to work with a wholesaler or tour operator it is your responsibility to ensure that your included component is the best it can be.

If you choose to operate your own Package Tour it is your responsibility to ensure everything is well operated from product to packaging to selling to client follow up.

There is nothing sinister about Packaging. The most difficult part remains controlling all the included components.

Work with partners who will work with you. There is no percentage in playing in a band where everyone marches to their own drummer.

The key word is cooperation.

Solicit comments and feedback!

Talk with your customers about your Package. Provide your guests with comment cards. Encourage dialogue between yourself and your customers and between yourself and your suppliers.

Use interview methods both with your customers and, in particular, with your staff.

KEEP YOUR STAFF INFORMED! THEY ARE THE FRONT LINE.

Listen carefully. Your success will depend on it.

Good luck and higher profits!

GLOSSARY

ABC: Advance Booking Charter.

Accommodation Plant: This is synonymous with the terms “property”, “lodging facility”, “unit”, “Hotel/Motel”, “organized campsite” or other term representing an organized place to stay overnight.

Advertised Air Tour: A travel package that includes an air travel component and meets the general requirements of a “Tour Package”. It is sold to the public directly by the air carrier, through a travel agent or sometimes by a wholesaler or tour operator.

Affinity Group: Travel by organizations formed for virtually any purpose other than travel.

Air Carrier: Person or corporation operating a commercial air service.

Charter Flight: A service offered for transport of travelers or freight in which one or more sharing charterers obtain the exclusive use of a transportation component i.e.: an airplane, for one or more trips. Charter service is generally considered non-scheduled, even if run regularly on a pre-arranged basis.

Commission: In the case of any travel component, i.e.: attraction, accommodation, transportation services, etc., a commission represents an amount payable to the seller of the travel goods. Travel agents usually receive an amount averaging no less than 10% of the advertised or retail price of the service and goods. Wholesalers or Tour Operators generally receive a net-net price for the service and goods or a commissionable amount that is usually 20% to 35% of the advertised or retail price of the travel service and goods.

Cut-Off Date: The designated day when the buyer of services must release or add to the initial commitment of space. Usually this is the time when rooming or name lists, pre-determined deposits and final payments are completed.

Destination: The last point on the itinerary.

Destination Resort: A segment of the hotel/motel market that caters primarily to destination tourist/travelers. Usually the facility has multiple components as part of its service: golf, tennis, activities, etc.

Destination Tourist/Traveler: A segment of the hotel and motel market composed of individuals who choose and intend to stay at a particular location for a relatively long period of their vacation time,

Direct Flight: A direct flight is not a non-stop flight. Direct flight means that the traveler does not change planes even though the plane may make stops en route.

Escorted, All-inclusive Tours: A tour offering all or most services including transportation, lodging, meals, portage, sightseeing, etc., for a pre-established price.

Familiarization Trip (Fare Trip): A complimentary or reduced-rate travel itinerary for travel agents, wholesalers/tour operators, travel writers or transportation company employees that is designed to acquaint them with a specific destination or destinations to stimulate the sale of travel.

FIT: Fully Inclusive Tour or sometimes called a Fully Independent Tour. The traveler's itinerary is usually pre-selected, pre-paid and offered to those wishing the security of a package vacation but not the restrictions of an organized group tour.

Fly/Drive: A package tour concept that includes a minimum of round-trip or one way air transportation and rental car at the destination(s).

Food Plans: AP or FAP (Full American Plan): Rate includes three full meals and room. **MA or MAP (modified AMERICAN Plan):** Rate includes breakfast, dinner and room.

EP (European Plan): No meals included in room rate.

CP (Continental Plan): Continental breakfast including room rate.

BP (Bermuda Plan): Full breakfast daily including room rate.

Free Sell: Indicates that a travel service component is available in unrestricted quantities to a service buyer (wholesaler/tour operator/tour packager), until otherwise indicated and that the booking may be confirmed immediately by the buyer to their client.

GIT: Group Inclusive Tour. A group traveling together including transportation, accommodation and selected travel components at one price on a pre-selected itinerary. The group may or may not be escorted.

Ground Package: Accommodation, sightseeing, transfers, car rentals and other types of services that have been pre-arranged, pre-booked and usually pre-paid before departure. These services may be provided and purchased in concert with various types of transportation: Air, Coach, Rail, Cruise Ship, etc.

Group Fare: Any reduced fare offered to a group of travelers who will travel together under stipulated conditions. Such groups differs from a charter group in that they do not contract on a complete transportation component basis and are usually accommodated on a regular scheduled transportation service.

Group Travel: A group tour is a pre-paid tour with a specified minimum group size, components and value.

G.S.A: General Sales Agent: a person acting on your behalf in a market that promotes and sells your travel services.

Hospitality Industry: An all-embracing description used to cover hotels, motels, restaurants and other related services designed to cater to the needs and wants of people while they are away from home.

Incentive House: A package tour operator, wholesaler or travel agency that primarily organizes, packages and sells incentive travel.

Incentive Travel: Incentive travel is a trip offered as a prize, particularly to stimulate the productivity of employees or sales agents.

In-house: The performance of some activity or operation, i.e. Tour Packaging, within the specific travel service component such as an accommodation or attraction facility.

Inclusive Tour: A round trip tour which combines transportation and land services and meets any additional requirements of minimum time of stay, accommodations, attractions and other travel components to be included in the single price offering of the tour,

Inclusive Tour Charter: A charter package offering specified ground facilities as well as transportation. Each package must include transportation and accommodation with other options to be added at the discretion of the wholesaler/tour operator. This packaging is usually organized by the traveler or through a Travel Agent's contract with a wholesaler/tour operator.

Itinerary: All points on the traveler's trip in the sequence shown on their ticket, vouchers or travel documents, beginning with the place of origin, followed by the routing to the destination as well as the return route if purchased,

Motor Coach Tour: Partial (usually on scheduled service) or wholly chartered bus for the purpose of transporting travelers. Motor coach tours are often organized by the motor coach company which is then identified as a Tour Broker.

M. C. O.: Miscellaneous Charge Order. This is similar to, but not necessarily the same as, a voucher. Airlines and travel agencies extensively use this instrument as an actual form of payment for services. It is sometimes called an exchange order and is often used in place of a tour order form by travel agents,

Net Rate: Generally the 10% commission industry norm paid on the retail price of a travel service component or Package.

Net-Net Rate: Generally described as the more than 10% average commission paid on the retail price not taking into consideration over-rides for volume. Usually given to those who resell the travel service component to travel agents or directly to the consumer such as wholesalers, tour operators, travel packagers, etc. The average net-net rate is approximately 20% of the retail selling price of the travel component.

Net-Net-Net Rate: Also called Triple Net. Describes the lowest possible price, below the retail selling price of the travel component, that a facility can sell the product and still retain a marginal profit.

Open Jaw: This is a round trip where the person leaves from one city on the outbound journey and returns home from another. Usually this applies only to international trips. Open Jaw fares are rarely offered with inexpensive excursion or promotional fare tickets.

Origin: The first departure point in a traveler's itinerary.

Over-Ride Commission: Special bonus commission for reaching pre-determined levels of sales over and above the normal average net commissions paid: i.e.: 10% of retail selling price. If the goal of 100 seats is met, the travel service supplier may pay an extra 2 1/2% to 5% “over-ride”.

Pax: A contraction used to denote “passenger”

PPD: Per-Person Double Occupancy. It means that a stated price is per person based on two sharing a room.

PPQ: Per-Person Quad occupancy: four to a room.

Pre and Post Convention Tours: Marketed in conjunction with a convention. Packages are designed for delegates as a front end to their conference or as a post conference holiday extension to the business activities of the convention.

Pre-registration: A guest is pre-assigned a room by the property to be available upon his arrival. In the case of Tour Packaging of groups, pre-registration is almost always conducted.

Rack Rate: The standard or retail selling price of a travel service component that is established, advertised and displayed. This term is usually associated with the accommodation sector.

Rail, Bus and Auto Tour: Basically similar to the Fly/Drive.

Rate Structure: The pricing of the travel service component.

Receptive Operator: A company that offers, and/or contracts their organization of ground packages to tour packagers, wholesalers/tour operators, airlines, etc. Their role is to ensure all components of the ground package arrangements operate efficiently.

The Receptive Operator is commonly used by packagers that do not send tour escorts with their tour groups and therefore rely on the expertise and localized service knowledge they need in a geographical location.

Registrar of Travel: In British Columbia the person appointed under the Travel Act and includes a person authorized in writing by the registrar to perform duties under the Act.

Reservation: Similar to the term “booking” and refers to the advance allocation of travel component space for a traveler.

Rollover Deposit: Initially a deposit against projected travel service usage. Where there has been fair usage of the projected inventory, the deposit may be used against the overall cost of the years services or retained (“rolled over”) for the deposit on services contracted for the fallow season.

Room Reservations:

- a) A room is set aside by the facility at the request of the customer in advance of arrival.
- b) Guaranteed Payment Reservation is a reserved room that will be paid for even if the guest does not arrive,
- c) A confirmed reservation is usually an oral or written statement by the facility that it has received and will honor a reservation. However, the facility will not necessarily guarantee the space requested if the traveler arrives after six p.m. and is not covered under a guaranteed payment reservation.

Rooming List: A list of guests names that is submitted by the buyer of the travel services in advance of the guests' arrival to occupy previously reserved services.

Round Trip: Any trip to the ultimate destination and return to the point of origin,

Routing: Chronological detail of the travel of a passenger from originating point of travel to the destination including those points of stopover or connection and the specific means of transport at each stage.

Scheduled Flight: A flight on a regular basis according to a published timetable and available to the traveling public usually on short notice,

Scheduled Travel Transportation: Travel transportation supplied on a regular basis at certain fixed times and for which advance booking is not mandatory.

Socio-Economic Climate: An assessment of the economic and social health of a community at a particular point in time.

Staging Area: A hub or centre point where the final or closest routings to the point of departure are centered, i. e: Vancouver is a staging area for Alaska Cruises while Williams Lake is a staging area for the Cariboo.

Tariff: Rate quoting sheet. The individual rates for hotel and ground features are separately stated. The commission rates to the booking travel agent and to the tour operator are on a "tariff" for reference. It is a basic display of how the travel service prices are quoted. The tariff is used to quote rates to booking travel agencies who then quote the retail or total selling price.

Tour: Services on a traveler's itinerary usually including but not restricted to, accommodation, transportation, transfers and sightseeing in a geographical region, city, country or multiple countries. Services are entirely reserved or contracted for in advance by a Tour Packager, Wholesaler, Tour Operator or Travel Agent and offered to the travel public.

Tour Broker: Usually identifies a person who creates, markets and operates motor coach tours either within or external to their state or province. In many cases the tour broker is the motor coach company itself.

Tour Component: A single travel service. Grouped together, tour components form a "Package".

Tour Operator: The person who negotiates rates from travel service suppliers, takes the components contracted, i. e: lodging, transportation, meals, sightseeing, transfers, etc., creates and organizes packages and offers them as a complete "Package Tour" to wholesalers, travel agents and consumers at either a retail, net or net-net price, and "operates" the complete package enterprise. A travel agent, a tour wholesaler and receptive operator may all be one and the same.

Tour Order: Is a basic form of documentation normally used for the confirmation and payment of a tour. Tour orders are usually provided by the wholesaler, tour operator, tour packager or transportation carrier.

Trade Association: A formally constituted forum of enterprises and individuals involved in the same trade or industry. An association usually services several purposes and provided its members with a variety of services, i.e: advice, counseling, public relations, library/research facilities, an umbrella marketing forum, etc.

Trade Show: Periodic exhibition of goods and services by competitive concerns to a concentration of either random or pre-selected visitors who have an interest as potential buyers in what is being shown.

Transfers: Can consist of a pre-paid coupon or-voucher which informs the travel supplier that the carrier is authorized to exchange the transfer for the service.

Transfer can also mean the methods of transportation between two or more distinct and larger travel components. i. e.: travel (taxi, car, bus) between the airport and the hotel, etc.

Transient: A segment of the accommodation market composed of individuals who are not using the local area as their single destination point. Their lengths of stay are normally one or, at most, two nights. These individuals are commonly referred to as passing trade.

Travel Agent: A person who, in the course of business, sells or otherwise provides travel services to the public provided by another person or company.

Travel Service: Transportation, accommodation or other service for the use or benefit of a traveler, tourist or sightseer,

Travel Wholesaler: A person who, in the course of business, supplies his own non-scheduled or third party scheduled, travel services for the purpose of re-sale, or deals with travel agents or other travel wholesalers, tour operators, receptive operators and ground handlers, for the sale of travel services supplied by another.

Voucher: Confirmation slip, advice notice or pre-payment instrument that is exchanged for the travel service that has been arranged for in advance by the travel service buyer for the traveler.