



Expert Tips to grow your group sales

By Group Tour Media, publisher of *Group Tour* and *Student Group Tour* magazines

How to Impress Any Tour Operator



Look with the Eyes of a Tour Operator

Imagine you will visit your area next fall with 50 valued clients. Would you want to know ...

Daily specials? *Nope.*

The 2016 events calendar? *Yep!*

Parking information? *Yes!*

Group rates? *Did you say discount? Oh yeah!*



React Quickly

Return emails or phone calls right away. If tour operators can't get the information they need quickly, they will look elsewhere because you don't seem to value their business.



Grant Special Access

Tour operators win clients by offering experiences that an average visitor could not get if they came on their own.

You'll help tour operators (and yourself) by offering something exclusive for groups, like behind-the-scenes access, a hands-on demonstration or insider information from a staffer. Think about something the group members can brag about when they get home.



Need more quick tips? Contact your Group Tour Media consultant to benefit from their expertise with groups.

www.grouptour.com/contact-us



Offer Nice Shoulders

Tour operators will snap up your less-desirable dates in exchange for suitably discounted rates.

Tour operators love to give their clients a champagne experience on a beer budget.



Lower the Risk

Sixty-day booking deadlines, no refunds and large deposits in advance all give tour operators a chill. Sometimes they are selling tickets for the tour only weeks before departure.

If possible, opt for more flexible policies like courtesy deposits and final passenger counts the week prior.