



# Expert Tips to grow your group sales

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

## Who is seeing your ad?

To qualify for a *Group Tour* magazine subscription, a tour planner (generic term) must be actively planning tours. All readers contract directly with lodging, dining and activity suppliers. But how are these tour planners different?

### TOUR OPERATORS

63% of readership



**Meet Beth, a tour operator\***

- Group travel pro: Packaging tours is her primary source of income
- Focused on tour profitability
- More likely to attend industry trade shows
- Markets tours to consumers, travel agents, group leaders and bank club directors
- Packages more than 20 tours a year

### GROUP LEADERS

22% of readership



**Meet Lisa, a group leader\***

- Packaging tours is her hobby
- Focused on interesting destinations for her groups
- Less likely to attend industry trade shows
- Markets tours within her social sphere
- Packages one to four tours a year

**Group Tour Travel Agents (13% of readership)** are travel agents that also sell pre-packaged tours to consumers or will package tours upon request.

**Bank Travel Club Directors (2% of readership)** At large banks/credit unions the director is a dedicated position. At smaller institutions, the director may have many other marketing/customer outreach responsibilities. Some directors do their own tour planning, others work with tour operators.

\* Beth and Lisa are typical, but fictional, examples that underline the broad differences between tour operators and tour leaders.