



GROUP TOUR MEDIA PRESENTS

EXPERT TIPS // GROW YOUR SALES



The Million Dollar Question: How Do You Find Your Niche?

What is a Niche?

Per Webster's dictionary it is "the situation in which a business' products or services can succeed by being sold to a particular kind or group of people." Niche travel, and niche businesses for that matter, are about finding a specific need or want, and filling it. This isn't necessarily about being all things to all travelers. It's about being authentic and experiential in general.

Be Authentic

There are many places with beaches and restaurants. Places with museums. Think about what makes your area unique and special. What is your part of the experience? How can you make it better? How can you or your business enhance the experience for your clients?

Be Passionate

Niche is about finding a need, and filling it. Be passionate about what you do. Don't be afraid to share your experiences and the love of your business and community. It's this authenticity that visitors will remember and tell their friends about. Passion will keep travel planners bringing groups back for years to come.

Additional Thoughts

- Is there an opportunity for NEW business?
- Is there an opportunity to convert current business into new categories?
- How is your business or service is unique?
- Are you able to serve the niche market on your own?
- Could you work with a potential partners? Partners are KEY.
- If you don't offer a meal option, would you partner with someone that provides exceptional service and quality?
- If your client needs to get from point A to point B, is there a way to coordinate a unique transportation service?
- If your client needs a nighttime activity, help your client connect with your network of partners. Work together, no one can do it on their own.

Information provided by Eric Lutey, Sales Manager, Group Tour Media