TIPS TO ATTRACT GROUP SALES

CHECKLIST FOR ATTRACTIONS

• A map that geographically positions your attraction and shows access to major roadways, cities and other tour regions, destinations or attractions.
• Operation hours and program schedules for the upcoming 12-18 months.
• Escort notes/guide speak for accurate tour narration of your attraction.
• Information regarding handicapped-accessible facilities.
• Reserved or block seating at park events or programs to allow the tour group to be together. Also, have information on barrier-free facilities.
• Private, “insider” or special interest tours of your facility.
• A designated group entrance to expedite tour movements with a motorcoach-accessible area reserved for bus parking.
• Blackout periods when special events or conventions may preclude a tour from using your attraction. Also, advise the operator of any construction/renovation or traveling exhibits that might affect the tour group’s overall experience.
• Multi-tiered pricing with net, tour operator rates to entice the Tour Operator’s business.
• Complimentary or special considerations for the escort, driver or group.
• A definitive reservation/deposit/refund policy for tour group admissions and a billing policy.
• Examples of promotional brochures that can be sent to the Operator. Multilingual brochures should be available.
• Availability of transparencies, prints, separations, or logos for the Operator’s use in the tour promotion.