



# Women in Buses Council

[www.buses.org/wib](http://www.buses.org/wib)  
[wib@buses.org](mailto:wib@buses.org)  
800-283-2877



**TRAVEL, TOUR, AND CHARTER COMMITTEE**  
**JULY 22, 2015**  
**DEBBIE MORRONI, CHAIRMAN**

## **INTRODUCTIONS OF COMMITTEE MEMBERS**

Sandy Borowsky, Bonnie Brown, Kim Grzywacz, Elizabeth Hall, Lauren Hunt, Janet Jebran, Carol Mondello, Debbie Morroni, Hollie Myers, Sonya Nash, Bethany Schubert, Allison Taimanglo, Mimi Vielhauer, Mary Young

## **BEST PRACTICES**

### **CHANGING BUSINESS MODELS/PARTNERSHIPS**

- What ways are you looking to change your business model/new partnerships to bring more business
  - Entertainment Cruises in Boston

### **REFLECTION ON PEAK TIME**

- Business was down or even for 2015 peak time
- People are traveling overseas
- Trend to mini coaches
- Strange year
- Looking for increases in 2016

### **TRENDS FOR GROWTH**

- Longer time to sell needed
- Easier policies that allow operator to sell trips
- Younger groups – online advertising but same tour
- Food tour, wine, etc still strong
- Bucket List Trips – want the experience
- Same tour but want more for their money
- Getting name out to new groups (50-80 years old)
- Shorter Trips
- Long Trips – Have to have good itinerary and attractions – has to be worth it

- Sports Travel
- Agricultural Groups
- Faith-based – locate other itinerary items to help sell it

### **TOPICS FOR FUTURE**

- Legal Itineraries/Hours of Service
- International Etiquette
- Sport Travel – How to Get These Groups

### **NEXT MEETING**

#### **COMMITTEE MEETING (CONFERENCE CALL)**

- Wed., Sept. 23
- Wed., Nov. 18

#### **WIB COUNCIL ONSITE MEETING**

- Sat., Jan. 9: 11 AM – 1 PM  
Marketplace 2016, Louisville, KY