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