

PURSUING THE GROUP TRAVEL MARKET



WHY A GROUP TOUR

- **Green**
- **Economical**
- **Convenient-Worry Free**
- **Educational**
- **Safety**
- **Companionship**
- **FUN!**



WHY A DMO SHOULD PURSUE



- NOT YOUR #1 MARKET
- NTA SURVEY - 58% OF OPERATOR PREDICT INCREASE OVER 2024
- 2022 ABA FOUNDATION EI REPORT
 - WI - OVERAL SALES FROM MOTORCOACH TOURISTS - \$1.17 BILLION
 - WI - ECONOMIC IMPACT \$3.2 BILLION

ISSUES FACING THE MARKET

- **INCREASED PRICES**
 - **HOTELS**
 - **BAGGAGE HANDLING**
 - **RESTAURANTS**
 - **MOTORCOACHES**





**88% OF OPERATORS HAVE
RAISED PRICES**

**65% HAVE SWITCHED
SUPPLIERS**

**47% HAVE CHOSEN
ALTERNATE DESTINATIONS**

2024 NTA BUYER SURVEY



WHAT KIND OF GROUPS

- Bank Clubs
- Church Groups
- Retirement Communities
- Alumni Assoc.
- Student
- Hobbyists
- Park & Recs

TOUR OPERATOR

- A TOUR OPERATOR MAY OR MAY NOT HAVE THEIR OWN FLEET OF MOTORCOACHES
- PLANS AND SELLS RETAIL AND/OR CUSTOMIZED TOURS
- WORKS WITH GROUP LEADERS



GROUP LEADER

- A GROUP LEADER CAN BE YOU, YOUR NEIGHBOR OR ANYONE WHO DECIDES TO GET 15 OR MORE PEOPLE TOGETHER FOR A DAY OR EXTENDED TRIP
- BUY TOUR FROM A TOUR OPERATOR
- MAY DO ALL PLANNING AND/OR BOOKING





TYPES OF TOURS

- A DAY TOUR IS USUALLY WITHIN A 90-MILE RADIUS AND DOES NOT INCLUDE AN OVERNIGHT BOOKINGS
- AN EXTENDED TOUR IS A SERIES OF MULTIPLE DAY TOURS, RESULTING IN OVERNIGHT HOTEL BOOKINGS
 - MULTIPLE CITY STAYS
 - HUB AND SPOKE



PLANNING CYCLE OF A TOUR

IDEA

RESEARCH

CREATE

BOOK
PRICE OUT

MARKET/SELL

COMPLETE



YOUR WEBSITE

- **Group Tour Tab**
- **Maps & Directions**
- **Escort Notes**
- **Photos**
- **Sample Itineraries**
- **Testimonials**
- **Motorcoach Parking**



INDUSTRY ASSOCIATIONS & CONFERENCES

- American Bus Association
- National Tour Association
- Ontario Motorcoach Association
- Group Travel Family
 - Select Travel
 - Going on Faith
 - Group Travel Con
- Circle Wisconsin Midwest Marketplace



PROFILE SHEETS

8.5 x 11 - double sided

Contact Information

Map w/ Drive Times

Descriptions/Attractions

Motorcoach Parking

Surrounding Attractions/Destinations

Special Events/Holidays

Logos of Affiliations

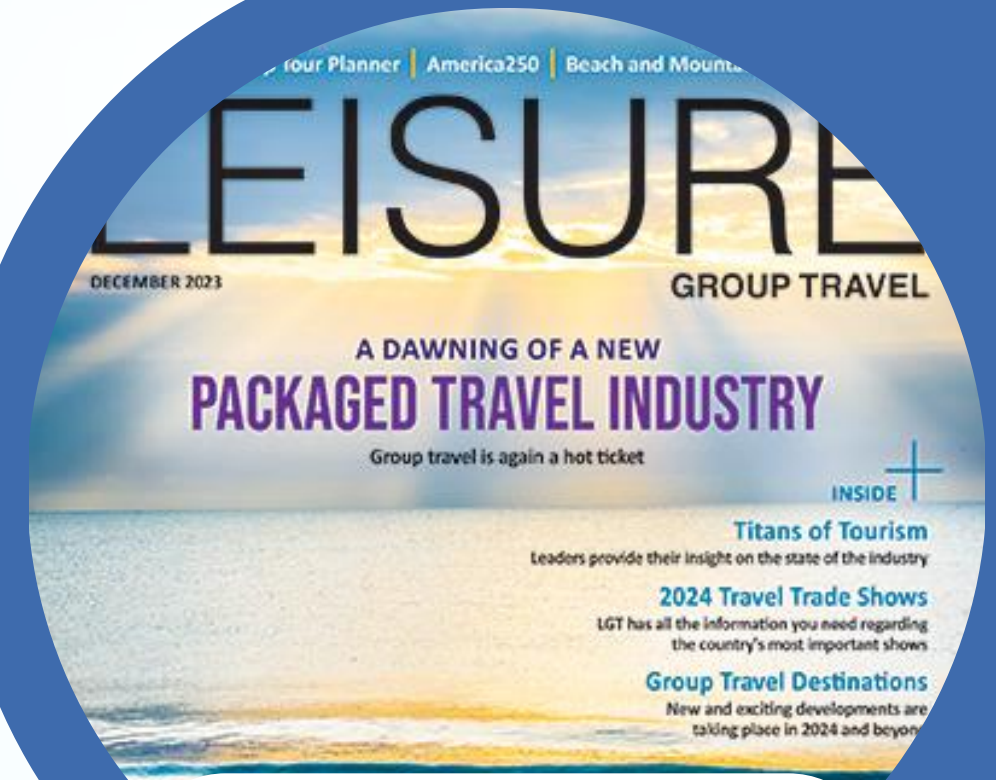
GROUP TRAVEL PUBLICATIONS



**GROUP TRAVEL
LEADER**



**GROUP TOUR
MAGAZINE**



**LEISURE GROUP
TRAVEL**

QUESTIONS AND DISCUSSION

