How to Work with Tour/Receptive Operators & Developing Itineraries

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Welcome!

- We hope this session is:
  - Informative
  - Interactive
  - Fun

- We welcome questions, comments and ideas
  - Nothing you can say is “silly.”
  - You may give voice to someone else.
Detours Native America is a Native American Tour Operator guiding visitors through the American West. Continuing the stories of Native American Nations from point A to point B.

What is a Receptive Tour Operator?

- “United States-based companies which specialize in creating, marketing, and selling United States travel products to International Inbound Travelers.” (IITA)
- Receptive operators have a unique knowledge of the country and destinations (Indian Country, and Tribal Communities)
- When a majority of revenue comes from inbound international travelers

Large-Small Receptive Operators

- ie. Travalco (Florida), Detours Native America (Arizona)
How to Work with Tour/Receptive Operators
Bottom line: Partnering is the key to success

- Work smarter, not harder
- Put yourself out there for networking; make connections
- Welcome peer-to-peer learning
  - Expand your knowledge
- Keep an open mind
  - New business, new product, new markets, new partners
- Where can you find these partners and new business?
  - In your own community, in associations, at trade events
Developing Itineraries
Top markets, packages offered

- National Parks 76%
- Historic/Heritage 68%
- Events 67%
- Student 65%
- Family 61%
- Culinary 52%
- Faith-based 39%
- Agritourism 26%
- Gaming 25%
The Landscape of Tour Operator Packaged Travel

- Smaller groups
  - Changing demographics of travelers
  - Demand for experiences; special interest activities

- FIT or independent travel
  - Choice, customization, freedom
  - Family groups

- Individual experiences within group itineraries
  - Best of both worlds
    - Choice + customization + group camaraderie
The Landscape of Tour Operator Packaged Travel

- Demand for higher quality products/services/amenities
  - Savvy travelers know what they want; this includes “value”
  - Expectation of special treatment

- Unique/special experiences
  - Authenticity & cultural immersion

- Late booking
  - Not only want it all … but want it now!

- Adapting to and incorporating technology
  - Instant gratification society
  - Expect same technology platforms with their travel experience
Sample itinerary for Indian Country

- Day 1:
  - Destination: Las Vegas, NV
    - All participants are on their own to explore the Vegas Strip
  - Dinner: on your own.
  - Accommodations: Vegas Hilton (group block)

- Day 2:
  - Destination: Rock Canyon National Park, Grand Canyon West
    - Explore the Skywalk on the Hualapai Nation. Lunch at West Rim
  - Accommodations: Overnight at Hualapai Lodge, Peach Springs, AZ

- Day 3:
  - Destination: Seligman, Flagstaff
    - Tour of Route 66 and the Museum of Northern Arizona, See Hopi Cultural Center and Walpi Village tour.
  - Accommodations: Quality Inn Navajo Nation, Tuba City, AZ
Sample itinerary for Indian Country

■ Day 4:
  ■ Destination: Monument Valley, Mesa Verde National Park
    ■ Tour and have lunch in Monument Valley. Dancing demonstration. Drive through the park of Mesa Verde
    ■ Dinner with local person in Durango
  ■ Accommodations: Strater Hotel, Durango, CO

■ Day 5:
  ■ Destination: Chaco Canyon, Acoma Pueblo
    ■ Step-on Guide to accompany group to both attractions. Dinner with Local Elder
  ■ Accommodations: Albuquerque Hotel

■ Day 6:
  ■ Destination: Amarillo, TX, Oklahoma City, OK
    ■ Washita Battlefield site tour. Cheyanne, OK/ lunch
  ■ Accommodations: OKA overnight
Donovan’s Top 5 Takeaways

1. You DO NOT have to work with everyone
2. Understanding the Rate/ Marketing Dollar partnership
3. Service parity across all partners
4. Mindful of Time Zones, Quick Response Time
5. Tourism Industry is quaint, Tribal Tourism is even quaintier
Ahe’hee’ (Thank you!)

DETOURS Native America
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