



How to Work with Tour/Receptive Operators & Developing Itineraries

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AIANTA

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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

- 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%



Family 61%



Historic/Heritage 68%



Culinary 52%



Events 67%



Faith-based 39%



Student 65%



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 quainter

Ahe'hee' (Thank you!)

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