

TAUCK



# Creating Itineraries

Session 2

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# Breakout Outline:

- A tour operator's perspective on adding a new attraction and creating a tour around your attraction.
- How to be flexible with customizing group visits to your attraction.
- How to best feature the unique aspects of your cultural attraction.

# New Attractions /New Tour

- New Attractions – is something buyers get very excited about!
  - Most changes are a new aspect of an existing attraction.
- Is there time within the current tour itinerary? If not, something has to be removed to make room.
- First requirement for new tour development - Is there demand in the region?
- New Product needs to be unique from other tours operating in the area.

# Flexibility in Creating Custom Visits

**How may I make my visit different from other tour operators:**

- Buyers are always striving to make their guests visit “different” from other tour operators. It can be one aspect of a full visit.
- Great partners are willing to be flexible and customize elements of an attraction.
- Tauck has a term known as “Tauck Exclusive” which we like to advertise. Something that sets us apart.

# Indian Country & Tour Development.

- Squamish Lil'wat Cultural Center.
- Drumming procession
- Guest 1:1 with Artists – Tauck Exclusive.



# Featuring a New Attraction

## **How to best feature the unique aspects of your cultural attraction?**

- Important to know how you differentiate yourself from other similar attractions.
- Think about what aspects are able to be customized.
- Are you able to commit early with price & contract.
- Attend Trade Shows.

# In Demand!

- Authentic Native American cultural attractions are Amazing elements to a tour operators portfolio!!
  - Hearing from an Elder or expert on the specific culture.
  - Demonstrations – music, ceremonies, regalia, & arts.
  - Any opportunity to interact and learn directly from someone carrying on ancient cultures today.

# Why People Travel -

**Aboriginal cultures from around the world are a key component to why people travel – to learn and experience these cultures!**

**Travel changes you; it leaves a mark on your memory, on your consciousness, on your heart!**

**You are in the business of creating memories!**



Thank You!

