

TAUCK



Product Ready

Session 1

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- Understanding what types of attractions are most compelling for leisure tour operators.
- How to make your attraction a long-term partner to tour operators.
- Planning ahead and understanding the timeline of tour operators.

As a buyer, the following are the first things we look at when selecting new attractions for a tour!

What Leisure Tour Operators Look for when Considering an Attraction:



Geographic location & access:

- Proximity to your attraction & other local attractions.
- How is the road infrastructure for motorcoaches (bus)?
- Will you offer essential services – restrooms/food? If not, are there restaurants nearby?
- If not, consider working with surrounding businesses to develop a region of interest for tourism.
- Is the attraction well maintained and managed? Safety for guests.

What types of Leisure Travelers is your focus?



Are you looking to accommodate larger or small groups?

- Corporate Incentive Groups, Leisure Tour Groups, Adventure Travelers, FIT (Free Independent Traveler), or All of the Above.
- Tour operators generally have 40-45 guests.
- Some operators specialize in smaller group with 15 guests or more.
- Leisure Groups like to visit privately as a group. Exclusivity!

➤ **Clean and organized**

- This translates into service to guests. A well maintained venue will have great service for guests visiting.

➤ **Cultural – Engaging & Educational.**

- Will there be an experts to enhance the experience?
- Will it be interactive (best way to learn and experience).
- How am I able to customize the groups visit for a unique experience!

New Mexico: Land of Enchantment



- Albuquerque, NM – Indian Pueblo Cultural Center (dance performance).
- Los Alamos, NM – Bandelier National Monument.
- Taos, NM – Pueblo School, Lecture, & Pueblo Village.

All Included Attractions on this tour.

How to make your Attraction a long-term attraction for a tour.



- Reliability – Tour Operators advertise included attractions – Brand Reliability.
- Consistency of the experience.
- Consistency of guests satisfaction & comments.
- Ability to finalize an agreement well in advance (18 Months).
- The availability to handle all tour departure dates. Some tours have as small as 6 departures a season, while others have over 50.
- Ease of contracting.



Planning Ahead for Tour Operators



Tour Operators finalize tour costs 18+ months in advance.

- At this time all 2020 bids have been returned and we are assessing tour costs.
- At this time, most tour operators are opening (without price) the **2021** season. (which must have included attractions confirmed).
- Building a new tour with new attraction is 2 years in advance.

 **Open**
For Discussion