Breakout Outline:

- 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!
Considerations...

- **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.
Mutual Confidence in Delivery
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