

THE POWER OF TRAVEL PACKAGING SYSTEM

ACTION PLANNING SECTION

At the back of each chapter, there is an Action Planning Section. It is comprised of four special elements — Make It Yours, Step-by-Step, Into Action and Power Packager. These sections are designed to immediately transfer the content of each chapter to your business.

Each chapter's Action Planning Section, once completed, moves you seamlessly along in the Packaging process to generate results and achieve your packaging goals.

The following is a description of each area in the Action Planning Section along with the corresponding sample sections from Chapter One in the Packaging System:

MAKE IT YOURS focuses on key elements of each chapter's content and explores how these concepts apply to your business.

STEP-BY-STEP provides an easy to follow step-by-step approach for implementing the chapter's material in your packaging efforts.

INTO ACTION organizes your packaging efforts using guiding questions and helpful tables and templates so that you can put the power of travel packaging to work right away.

POWER PACKAGER challenges you to test your understanding of the travel packaging process to demonstrate that you are truly a "Power Packager."



IDEAS

Knowing the destination drivers and brand identifiers of *your* destination is key. These will comprise one of the foundation areas for creating your package experiences. Leveraging existing destination brand identifiers is the easiest way of building strong, successful travel packages.

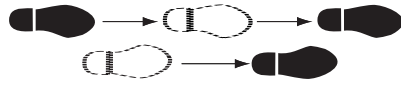
1. What are the destination drivers (perceptions) that motivate people to travel to your destination?

2. What brand identifiers, key characteristics or intrinsic qualities do people typically associate with your destination?

3. What features (travel products, services and experiences) does your destination possess that you could use as leverage for your packages?



STEP-BY-STEP



To identify opportunities for travel packaging, follow these steps:

1

Brainstorm your goals for packaging, potential partners to consider and any economic conditions affecting your area.

2

Uncover any destination drivers that motivate clients to travel your area. Also, what are the key destination anchors locally and in your region?

3

Contact your local destination marketing organization to learn what information it has about your destination's branding, features and intrinsic qualities. Read the information on its Web site and also any printed materials to see how your destination is being positioned in the market.

4

Identify brand markers or identifiers for your destination.

5

Identify the features, e.g., products, services and attractions of your destination, that map to the brand identifiers.

6

Using a map of your area, **draw a bull's-eye centered on your destination**. Add a ring that represents 1-2 hours driving distance for local/in-state (3-4 hours in large states/provinces). Add another ring that represents 3-4 hours' and 5-7 hours' driving distance. If you are in a more rural destination, expand your time to reflect the appropriate travel distances.

7

Identify cities that have direct air transportation to your destination with flight times of 1-2 hours.

8

Segment potential customers according to geography, travel distance, travel patterns, and their awareness factor.

9

Identify travel trends you and your destination could take advantage of for your packages.





INTO ACTION — MAKING IT WORK FOR YOU

In this section, you will investigate the target audiences and opportunities for travel packaging.

1. What are my goals for creating travel package products?

1. _____
2. _____
3. _____
4. _____
5. _____

2. Who might I consider as partners for creating package products?

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

3. What are economic conditions of the current marketplace I need to consider when initiating packages?

1. _____
2. _____
3. _____
4. _____
5. _____



IDEAS

4. What marketplace forces are affecting the buying behavior of my clients?

1. _____
2. _____
3. _____
4. _____
5. _____

5. List the top regional destinations or attractions that drive clients to your area:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

6. What are destination anchors in your region that draw customers from other states/provinces, regions or countries?

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

7. What are your target destination areas for **local and in-state customers** located **1–2 hours' driving distance** away? (between 60–120 miles/96–193 km each way)? If you are in a rural destination, 2–3 hours' drive time (between 120–195 miles/193–313 km each way). List key cities or heavy population areas:

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |



8. What are your target destination areas **in-state/regionally** for customers located a **half-day or 3-4 hours of driving** (typically 180–240 miles/289–386 km each way)? If you are in a rural destination, 4–6 hours’ drive time (between 240–390 miles/386–627 km of driving one way)? List key cities or population areas:
1. _____ 5. _____
 2. _____ 6. _____
 3. _____ 7. _____
 4. _____ 8. _____
9. What are your target destination areas **in-state/regionally** for customers located a **full day’s driving** (between 5–7 hours’ drive time - typically 300–400 miles/482–675 km each way)? If you are in a rural destination, 8-10 hours’ drive time (between 480–650 miles/772–1046 km each way)? List key cities or population areas:
1. _____ 5. _____
 2. _____ 6. _____
 3. _____ 7. _____
 4. _____ 8. _____
10. List cities and destination hubs with direct air service with 1-2 hours’ flying time to your destination:
1. _____ 5. _____
 2. _____ 6. _____
 3. _____ 7. _____
 4. _____ 8. _____
11. List cities or destination hubs with direct air service to your destination more than 2 hours away:
1. _____ 5. _____
 2. _____ 6. _____
 3. _____ 7. _____
 4. _____ 8. _____



IDEAS

12. List international gateway cities and destinations in North America with direct air service to you or your state/province"

- 1. _____ 5. _____
- 2. _____ 6. _____
- 3. _____ 7. _____
- 4. _____ 8. _____

13. List international gateways beyond North America with direct air service to you or your state/province:

- 1. _____ 5. _____
- 2. _____ 6. _____
- 3. _____ 7. _____
- 4. _____ 8. _____

14. List any major travel patterns that play an important factor in your region on the routings of potential customers:

- 1. _____ 5. _____
- 2. _____ 6. _____
- 3. _____ 7. _____
- 4. _____ 8. _____

15. What are the attributes that your customers use to measure value when making travel decisions?

- 1. _____ 4. _____
- 2. _____ 5. _____
- 3. _____ 6. _____

16. What trends noted in the chapter do you feel will have an effect on current and future customers?

Trend	Travel Effect on Consumers



17. What ideas can I incorporate into my packages to address the following consumer marketplace forces?

IDEAS

Force	Ideas
Time Poverty	
Information Overload	
The Stress & Pace of Life	
Simple & Seamless Solutions	
The Friction Factor	
Anticipating Customer Expectations	
Control	
Customer Connections	





TRAVEL PACKAGING OPPORTUNITIES

1. According to the Travel Industry of America, how large is the economic impact of travel in the United States?

2. List any three of the eight marketplace forces that affect packaged travel.

1. _____
2. _____
3. _____

3. What impact does the Baby Boomer demographic segment have on the travel industry?

4. In addition to price, what are the other aspects that contribute to consumer perception of value?



5. Why is understanding the intrinsic qualities of a destination's brand important?

6. What are four ways to identify and segment potential travelers to your destination?

- 1. _____
- 2. _____
- 3. _____
- 4. _____

7. What is an indicator that marks the experiential travel trend?

The Answer Key is in the Appendix

