



THE POWER OF TRAVEL PACKAGING SYSTEM

HOW TO USE THIS TOOLKIT SYSTEM

The Power of Travel Packaging System has been designed to provide you with the tools and techniques to grow your business through travel packaging. As you work with the system and follow the packaging process as it is laid out, you will develop the skills necessary for package design, pricing, marketing and promotion, delivery and evaluation.

In addition to providing you with knowledge and skills, the system has been designed to enable you to incorporate the process, as it is laid out, into your business model. This will allow you to obtain consistent, ongoing results from the process of new package and product development.

CHAPTER OVERVIEW

This Toolkit is organized in a series of nine chapters. Chapter 1 provides you with an overview of the Travel Industry, key trends and insights into the opportunities that travel packaging represents for your business.

In Chapter 2, Models & Possibilities, you will discover successful travel packages that demonstrate the key elements of package sizzle to create compelling packages for consumers. The models come from a variety of travel suppliers and destination marketing organizations (DMOs). They offer some of the best and most creative examples I have discovered in my work.

Chapter 3, the Process of Travel Packaging, outlines the model I have developed for successful travel packaging. Chapters 4 through 8 elaborate on the process and outline, in detail, the elements and actions necessary in each stage of the packaging process (Package Design, Pricing, Package Distribution, Package Marketing and Package Operations).

Chapter 9, Evaluation, provides you with the essential elements to assess and evaluate your packages on a consistent and ongoing basis. There are also useful strategies to evaluate the pulse of the Travel Industry on a regular basis. This will allow you to gain insights necessary (to use in your) package evaluation process.



PUTTING PACKAGING TO WORK FOR YOUR BUSINESS

At the end of each chapter, there are four special sections designed to help you move from concept to reality: Make It Yours, Step-by-Step, Into Action and Power Packager.

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."

APPENDIX

The Appendix features several sections that will be useful to you in your package development process. First, you will find pricing case studies. These additional exercises have been included to test your pricing skills and knowledge.

The Resources area includes a variety of information. There are lists of DMOs along with lists of resources that include major associations, important travel organizations and specialty or niche groups.

Forms and Templates are copies of the important forms from each of the chapters. They have been duplicated here for quick reference and may be copied as needed.

Finally, a Glossary of Industry Terms has been provided compliments of the National Tour Association. It has been included for both the novice and Industry veteran, who might want to reference or become familiar with Industry terms and acronyms.

