

GTZ Workshop

HANNOVER

04.02.2006

Development of succesful contacts in distribution

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We have a product: (CBT project)

- Where do we sell it
- How do we sell it
- To whom do we sell it



Where do we sell it

- Tourists that are already in *country of destination* and did not plan beforehand to come and visit your project
- Just “passing by”
- Minority
- No continuity

Where do we sell it (2)

- Tourists that plan their trip themselves (via internet)

See presentation Ruud Klep

Where do we sell it (3)

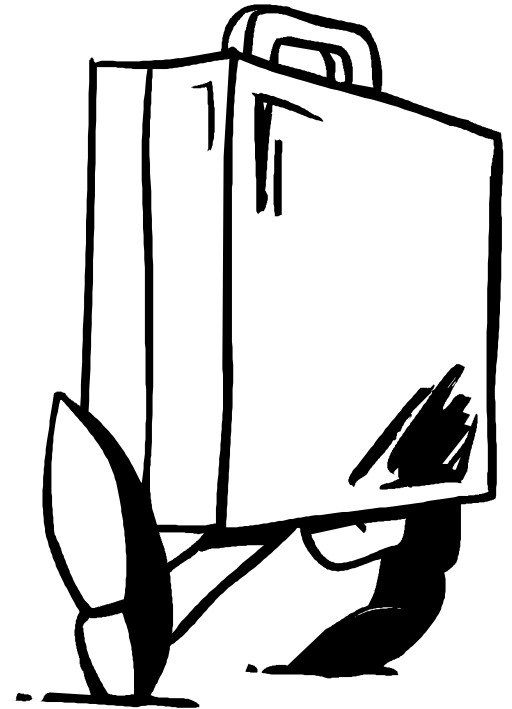
- Tourists that book their trip via the Travel Trade (within the EU)
- This still is the majority
- Continuity
- So we will concentrate on the Travel Trade

Structure of the Travel Trade

- If the Travel Trade is so important to us:
- How is its structure?

Where does tourist go to book his trip?

Travel Agency



Travel Agency

- offer package tours from different Tour Operators
- their own packages
- they work on a commision basis

What is a Tour Operator?

- puts together a package tour and offers it in his brochure
- this package tour consists of
 - transportation
 - accomodation
 - activities on the spot
 - guides, tours, excursions

Transportation

- T.O. looks for transportation
 - either by regular flights
 - or by charter

Regular flights

- which carriers are available
- how are the connections
- the frequency
- acceptable rates for I.T. (inclusive tours)
- quality and reputation of the carrier
- how many pax will I get.....

Charter flights

- if existing a large and steady market
- different larger T.O. are interested
- adequate accomodation and tourism infrastructure at location
- compatitive price level

Landarrangements

- most T.O. work together with
- ground handlers/incoming T.O. in the country of destination
 - they know their country
 - they are on the spot
 - they have knowledge
 - they have a larger purchase power (work for more T.O.'s , so lower costs)

Ground handlers/Incoming T.O.

- offer general or specific products
 - landarrangements
 - hotels and or tours
 - transportation
 - local guides
 - bird watching/rafting/adventure/cultural/CBT...
 - support in case of problems

Touropers

- have to purchase all these components
- visiting and inspecting the locations
- dealing and contracting
 - larger T.O. have a product manager
 - smaller T.O.: the manager/owner himself

Touropers

- have to develop marketing activities
- have to compose and write the brochures
- costs time and money
- they have to be ready in December
- for the selling starts usually in January

Touropersators

- Sell their product through a Travel Agency (these are often larger companies)
- Or are Direct Sellers (mostly smaller and/or specialised companies)

- So T.O. may come to us.....??? but
- How do they know about us????
- We have to tell them!!!! In order to sell!!
- HOW???????

One of the 4 instruments of the marketing-mix
is promotion

PROMOTION = the **communication** element
of marketing

The collective term for different activities
to improve or retain the image of the product
and to promote the **sale** of the product

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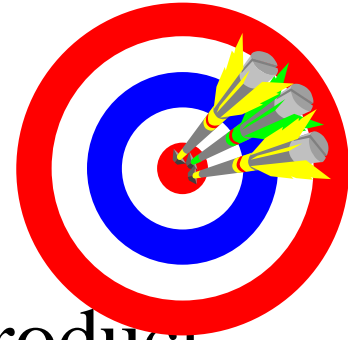
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Communication - mix

- Promotion-mix
 - advertising
 - sales promotion
 - fairs
 - direct (e)mails
 - cdRom/DVD
 - displays
 - gifts
 - personal sales
- PR-mix
 - free publicity
 - institutional advertising
 - other instruments

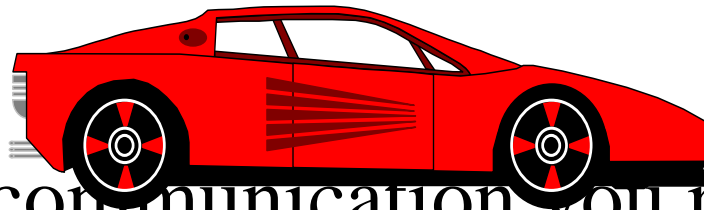
Through communication

- You reach your target group
- You can tell them about your product



Use all your communication activities

USE THE WHOLE TEAM



Through communication you reach your
target group

BUT

- **WHEN** **do we communicate**
- **TO WHOM**
- **HOW**
- **WHAT**

WHEN

as from today!!!!

TO WHOM

3 target groups

- Travel Trade

- Consumers

- Press

WHAT

-relevant & required information

-short & clear

- attractive

-create demand for more
information (AIDA)

HOW

Promotional activities for The Travel Trade

- Tourism Fairs
- Mailings/CD-rom
- Tourist trade press
- Advertising
- Internet/website
- Newsletter by e-mail
- Study tours for selling staff

Promotional activities for the consumers

- Free publicity
- Advertising
- Internet/website
- CD-rom/Video cassettes
- Tourism Fairs

How to contact the press

- The press can be an important intermediate between you and the travel trade and/or the consumers



The Travel Trade

- How do we find the right Tour Operator?
- Collect market information in advance
 - market segments and trends
 - the travel market
 - market surveys
 - trade information
- Segmentation

Use your local contacts

- existing contacts in the generating travel trade
- carriers
- embassies, consulates, local promotion offices
- students and expatriates
- special interest groups
- development organisations and NGO's
- **INTERNET** (www.1world2travel.com)

Analyse your product

- Attractive elements
- Restrictions



We have to sell

- Marketing in tourism is different
 - normally: first marketing research then you make a product
 - in tourism: you have a product
 - so go and look for a market!!



Who accepts the restrictions

- people who are really interested
- someone who wants something new and accepts the restrictions
- people with special interest in culture, nature, adventure

How do you find these clients

- make use of Touroperators that have that knowledge already
- Small/medium sized t.o
- specialised t.o. (culture, active, adventure)
- t.o. that include CBT in their programme

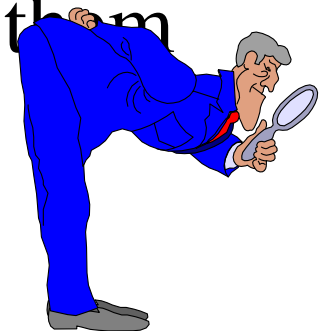
Selecting a touroperator

- 1. make a short list
 - select t.o. to your country
 - select type of package, tourist, volume
 - check their websites
 - make a short list



Selecting a touroperator

- 2. check short list t.o.
 - If you visit a fair: go see them
 - asses product by viewing the stand/catalogue/sales outlets
 - not on the fair: phone them/mail them
 - shorten your shortlist



Selecting a touroperator

- 3. present your offer, state your business
 - ask for/mail to: qualified person
 - emphasize your strong points
 - look for strong arguments
 - make an appointment
 - sent information

Selecting a touroperator

- 4. take care of follow up
 - make notes of what you discussed (reports)
 - send necessary documents asap
 - confirm your call same day
 - of what you discussed
 - appointments/agreements
 - info to be send

A Sales Call

This afternoon

Press

- Important
 - promotion : of your product/country
 - information : about your product/country
 - awareness : of the possibilities/CBT
 - news : touristic or general

Preparation for the press

As the press is your best
communication medium



We divide the press into

- * RTV press
- * printed press

printed press

- a lot of possibilities
- check circulation
- what is their target group
- do they have special editions
- check surveys about readers interests
- check media manuals

We distinguish

- General press

- Trade press

*advertise

- very useful

- very expensive

*free publicity

- much cheaper

- more reliable

- but...beyond your control

How can you contact the press

- press conference
- press interview
- press trips
- press kits
- personal contacts
- press release

This afternoon

- Assignment how to find the right t.o.
- Sales Call
- How to coop with the press
- Assignment: how to write a press release

Thank you