

PERFECT PACKAGING

WHAT IS A PACKAGE?

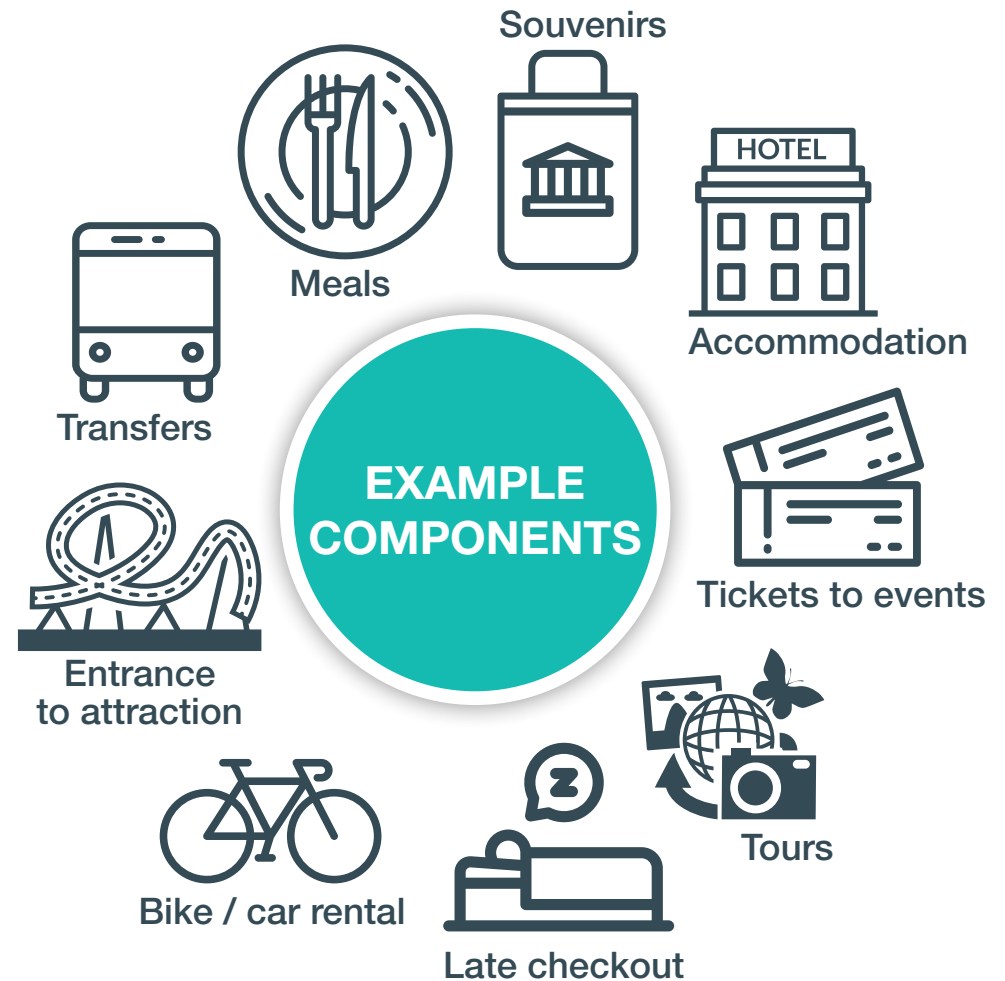
A package is a set of individual tourism products that are combined and purchased by a consumer in one transaction for one price.

Creating packages brings many advantages to both trade and consumers.

- Encourages longer stays
- Makes it easy for consumers, thus attracting more business
- Provides a better experience in your region
- Capitalises on events
- Decreases marketing costs and increases effectiveness

There are numerous factors to consider when creating an effective package.

- Who is the package for?
- Where are they from, what do they want, do they have special needs?
Eg. retirees, families athletes, etc.
- What should the package include?
- What makes it stand out? Only include components that your target market will want
- How will you promote your package and what's your promotional budget?



GOLDEN RULES OF PERFECT PACKAGING

- Choose your package partners well...ensure they have a complementary product and are easy to work with
- Determine product break-even points
- Ensure all costs are included
- Determine validity dates
- Ensure appropriate commission levels are included for all package components (if package is commissionable)
- If trimming the price, look for an appropriate cost to reduce that doesn't compromise quality or consider enhancing appeal by upgrading aspects or offering a souvenir or something of value... remember we all love something for free!
- A central booking number /on line booking point is essential – usually the accommodation provider
- Ensure all rates are costed and reservations are aware: eg, single supplement, children, triple, infants
- Consumers & trade make one payment only to the coordinator. The coordinator of the package arranges bookings & confirmation
- Consider a package with 'mix & match' components.
- Determine the geographic region you will be targeting
- Use a 'catchy name'

PROMOTION & DISTRIBUTION

There are 2 ways of reaching potential clients:



Directly: targeting visitors directly through advertising, brochure distribution, website, social media, client referrals etc.

- Work with your package partners... tap into each other's data bases, etc
- If you are creating a package for an event, explore opportunities to promote your package via the event campaign organisers ...there may be great opportunities in which to promote your package via web sites, newsletters, etc
- Use social media and utilise hashtags
- Use reciprocal web links with package partners and your RTO/LTO
- Email blasts to past guests



Indirectly: via a third party (indirectly) by using tourism distribution channels such as retail travel agents and wholesalers & inbound tour operators

- Just as individual tourism products can be booked via the distribution system, packages can also be distributed this way – in fact many channel members prefer bundled products
- The same conditions, promotional strategies, commissions and booking procedures for distributing a package apply – remember the channel member should only ever deal with one contact point for all reservations, payments, etc.
- Refer to the fact sheet on 'Navigating the Travel Maze'

EXAMPLE



Package Details

- Business creating package:** Portside Cottages
- Event package is created for:** Relish Festival
- Date & location of event:** 4th June, Maryborough
- Target market:** Families & couples from South East Queensland
- Package title:** Relish the Romance: - A weekend of food & romance!
- Objective:** To generate bookings during a traditionally quiet period
- Conditions**
- Package only available Relish Weekend
 - Children & extra pax not permitted
 - Extra nights with breakfast @ \$140
- Operational matters**
- All bookings via Portside Cottages
 - Payment of suppliers will be made via a voucher issued to guests on arrival
 - Cleaning staff to be notified of late check out
 - Bookings for lunch & ordering of produce box to be done at time of booking

Costings

Inclusions	No. of pax allowed	Reg price	Pkg price	Com-mission allowed?	If 'not' what cost to package at 10%?
2 nights accom with breakfast	2	\$320	\$290	Y	
Late check-out	2			N	
Entry fee to Relish Festival	2	\$20	\$15	N	\$1.50
Relish Long Lunch	2	\$170	\$150	N	\$15
Relish Produce Box	1	\$50	\$44		\$4.40
Total		\$660	\$599		\$20.90

Promotional Plan

Method	Cost	Target	Due By	Responsible
Own web site	\$50	5 packages	ASAP	Me
Own data base email blast	\$50	5 packages	1st March	Me
Reciprocal Web links with RTO	Free	10 packages	1st April	Me/RTO
Facebook posts	Free	5 packages	1st April (fortnightly)	Me
Total	\$100	25 packages		

