

**T.A.S.S.L.E.**  
 Travel Agent School Supporting  
 Learning and Education

*How to Become a SUCCESSFUL Travel Agent Program.™*

Module 10  
 Group Travel

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Welcome Back!

**Keep Moving Forward...**




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Module 10

- Why sell group travel?
- Where to find groups?
- Qualifying Groups
- Group Space
- Proposals/Contracts
- Pricing
- Marketing



Picture by Yehansen




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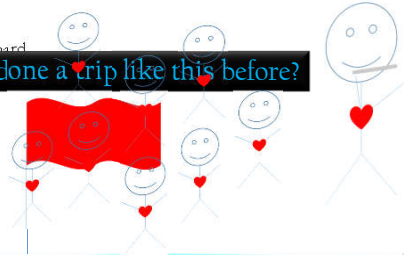
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### Group Travel: Where to Find Your Groups

- Pied Piper
  - Must get them onboard
  - Typical
  - Will have their own responsibilities
    - Getting people
    - Marketing
    - Advertising
    - Paying deposits

Have you done a trip like this before?



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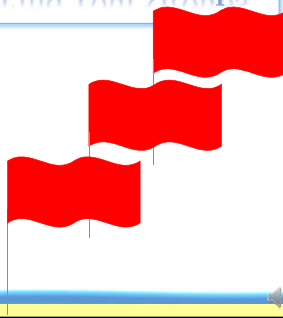
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### Group Travel: Where to Find Your Groups

- What are some red flags?
  - Failure of past trips
  - No Marketing Plan
  - No idea about the details
  - Know pricing will be an issue
  - Aren't sure or are on the fence
  - Will not put money down for deposits



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### Group Travel: Qualifying Groups

- Questions
  - Have they done this before?
  - How many people?
  - Dates?
  - Amenities?
  - Dining together?
  - Booking as one or separate?
  - Fitness/Activity levels?
  - Goals for the trip?
- Ideas for the trip?
- People local or all over?
- Etc.



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## Group Travel: Group Space

- Group Space
  - Preferred Suppliers
    - Get Deposit amount
    - Number of people/rooms to be considered a group
    - Cancellation policy
    - Payment plans
    - Lump payment or individual
    - If local, ask if you can tour the space
  - Don't reserve any space until you have a signed contract and deposit from group leader



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## Group Travel: Proposals

- Types of Proposals
  - Written document
  - Electronic document
    - PowerPoint presentation
      - Hand-outs
  - Video Chat
- Know your clientele



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## Group Travel: Proposals

- What goes into a proposal?
  - Give them **What they Want**
  - Show pictures
  - Information about the destination
  - What you are going to do and what the agency is going to do
- Do NOT put in the proposal
  - Too much detail
  - Avoid the Numbers



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## Group Travel: Contracts

Pied Piper or  
Group Leader

Company

Corporation

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## Group Travel: Contracts

- Pied Piper or Group Leader
  - Clearly define roles
  - Payments or TC berths
  - How many people they need to book into the group
  - Deposits
  - Payment plans
  - Final Payment
  - Cancellation penalties
  - Drop off Date
  - Marketing/Advertising responsibilities

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## Group Travel: Contracts

- Company
  - Clearly define roles **of all persons**
  - Payments or TC berths (giveaways, persons, etc)
  - How many people they need to book into the group
  - Deposits
  - Payment plans
  - Final Payment
  - Cancellation penalties
  - Drop off Date
  - Marketing/Advertising responsibilities

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## Group Travel: Pricing

- You need to figure into Pricing...
  - All amenities, excursions/tours, entertainment, etc
  - Commission
  - Service fees
  - Travel Expenses
  - Payments to clients or other people
  - Marketing/Advertising
  - Additional materials



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## Group Travel: Pricing

- Make a spreadsheet
  - Pricing from supplier
  - Excursions/tours
  - Commission and/or Mark-up
  - Service fee
  - Travel Expenses
  - Payments to clients or other people
  - Marketing/Advertising
  - Additional materials

### Total Cost Per Person

Told 100 people    Base on 75 people  
 Told 50 people    Base on 37 people  
 Told 20 people    Base on 15 people

**25% Less than expected**

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## Group Travel: Pricing

	J	K	L	M	N	O		
3 Dates Available:								
4 Pricing	Meeting for 2 days	Speakers Cost	Speaker total	Group leader Payment/Person	Group leader Portion Comped	Speakers Room and meals for one night	11	Double Room 1
5 Pricing for lodge taxes, gratuitite							122.78	\$ 93.35
6 Total/Person	\$ 100.00	\$ 50.00	\$ 250.00	\$ 25.00	\$ 122.78	306.95	225.75	\$ 196.32
7 Mark Up 10%							248.33	\$ 215.96
8 Mary Fee							50	50
9 Total/Person							298.33	\$ 265.96
10 Mary's fee and							72.58	\$ 69.63
11								
12 Credit card cha							9.25	\$ 8.28
13 Total/Person w							307.58	\$ 274.23
14 After January 5							353.71	\$ 315.37

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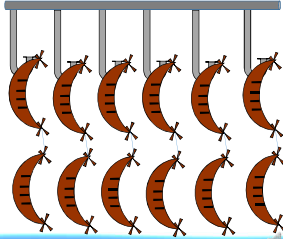
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## Group Travel: Pricing

- Hold the Meat
  - Get interest
  - Group leader brings booking requests
  - Contact form on website
  - A few weeks after getting interest
    - No interest – Hold
    - Moderate interest – may be release
    - High interest – release pricing



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## Group Travel: Marketing

- Easy, Inexpensive ways
  - Your website
    - Information about the event/trip
    - Contact form
    - Booking form
  - Social Media
    - Regular posts
    - Ads
  - Press Releases
  - Advertisements



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The travel industry is for you!

### Keep Moving Forward...

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