



It's not only what's new in group travel but how you service group travel that attracts new & repeat visitors!

Market Segments:

- **Adults:** Seniors, Travel Clubs, Church Groups, Retirement Communities, etc.
- **Students:** Elementary, Middle, High School, Band, Choral, Theatre, Athletics, Colleges

Know Your Customer: Professional Tour Operator, Group Leader, Teacher, etc.

- You should have tiered pricing to offer the different customers you are selling to based on their professional status, volume of business, etc.

Adult Groups:

Type of Travel

- Leisure Travel
- Want unique experiences
- Can have limited budgets – but will travel to new destinations or for unique opportunities

Accommodations

- Hotels with in room amenities
- Breakfast
- Some would like a lounge
- Baggage handling
- Welcome receptions upon arrival or small gift bags upon arrival or departure
- Handicap accessible rooms (bathrooms)
- Bus parking (where is it, is it ample and accessible)

Touring and Meals

- Unique experiences
- Knowledgeable, local tour guides and or receptive tour operators
- Mobility issues – how much walking, how many steps
- Rest rooms – how many do you have, how accessible
- Do pre-set menus, buffets, etc., offer options for dietary restrictions
- Are private dining areas easily accessible (stairs, rest room access, etc.)
- Bus parking (where is it, is it ample and accessible)

Student Groups:

Type of Travel

- Educational travel
- Experiential touring
- Performance based travel (either to perform or see performances)
- Voluntourism
- Can have limited budgets – but will travel to destinations that offer hands on immersive learning experiences

“Travel with Distinction”

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Accommodations

- Hotels with interior corridors
- Hotels with floor plans that support a large number of two bedded rooms on a floor
- Breakfast included in the rate
- Meeting or banquet space for activities (dinner, dances, movie nights, etc.)
- Snack bags to take to their rooms in place of Welcome receptions or gift bags
- The ability to provide private security guards (for a fee) for overnight hours
- Bus parking (where is it, is it ample and accessible)

Touring and Meals

- Unique experiences
- Knowledgeable, local tour guides and or receptive tour operators
- Early or late entry – can hours be altered to accommodate a group visit (for a fee)
- Rest rooms – how many do you have, how accessible
- Do pre-set menus, buffets, box lunches, etc., offer options for dietary restrictions
- Are private dining areas available without a large banquet fee
- Bus parking (where is it, is it ample and accessible)

Are You Prepared for Group Travel:

Accommodations

- Do you offer discounted rates for group travel
- Do you know how many double bedded rooms your property has (total and per floor)
- Baggage handling (do you have staff that can handle this in a timely fashion for adult groups)
- Loading and unloading (can a motorcoach fit under your portico)
- Motorcoach parking (is your parking lot motorcoach accessible and is there parking)
- If breakfast is additional can it be included in the rate to be competitive for a student group
- How many handicap accessible rooms do you have
- Do you have banquet space for group meals or functions (fees?)
- Can you help arrange a private security guard for student groups

Touring and Meals

- Do you offer discounted rates for group travel
- Do you have pre-planned itineraries you can offer to groups
- How long does it take to tour your venue
- How many can tour at one time or participate comfortably at one time
- What age group is your venue best suited for
- Do you have rest rooms (are they accessible to everyone)
- Do you have dining capabilities on sight
- Do you have guided tours or only self-guided tours
- Do you have educational materials that teachers can utilize pre and post trip to make a complete experience for their students
- If you are an outdoor venue what do you do in case of inclement weather
- Do you have special events through-out the year to promote
- Do you offer inclusive rates for meals (meal, beverage, tax and gratuity included)
- Can you easily tell a customer what options you have available for vegetarians, vegans, nut allergies, gluten allergies, etc.
- Do you have banquet space or private rooms available for group dining (is there a charge)