HOW TO DEVELOP A TOURISM PACKAGE IN 10 STEPS?

**STEP 1** EXPLORE OFFER OF TOURISM PACKAGES ON THE MARKET

Go on a tour that is similar to your idea for a tourism package.

Collect copies of other brochures for comparison.

**STEP 2** NAME YOUR TOURISM PACKAGE

**STEP 3** STATE THE ADVANTAGES OF YOUR PACKAGE

LOCATION
Where will your package take the visitors to?

DISTINCTIVENESS / Why you? And why your tour package?
Which are the main distinctiveness that visitors will get to experience?

IMPORTANT: Infographic is solely for information purposes.
EXPLORE:

MAIN TOPICS OF THE TOURISM PACKAGE
Examples: history, culture, adventure, flora, fauna

SAFETY
Examples: Is there a guide needed for specific locations? Is the location safe for the visitors?

STATE ANY OTHER ACTIVITIES, ATTRACTIONS AND TICKETS

State all activities offered at specific location, and define if you are going to include them in your tourism package, or you are going to offer them as additional items. For example, rafting, cycling, entry to national parks and caves, etc.

ORGANIZE MENU AND SUPPLIERS

Which meals are you going to offer – morning and afternoon tea, lunch or dinner? If you are planning to make meals by yourself, you should keep in mind necessary skills and knowledge for preparing meals, space for preparing meals, as well as accompanying permits for carrying out those activities.

OBTAIN PERMITS FOR ACCESS TO PRIVATE AND PUBLIC PROPERTIES

For which location is a permit needed? From whom the permit should be sought?
**STEP 8**

**DEFINE:**

- Departure time?
- Arrival time?
- How often will your packages be offered?
- Where is the point of departure?
- Are you going to offer a shuttle service for the guests?

**STEP 9**

**MAKE THE SCHEDULE OF YOUR TOUR PACKAGE PERFECT**

Plan the time for each activity – in planning the activity is always practical to leave some flexibility (depending on duration of the activity leave space of half an hour or an hour).

**STEP 10**

**TESTING YOUR TOURISM PACKAGE**

Test the package with the persons that have experience in tourism and test it with “ordinary” guests.
SPECIFY THE PRICE OF THE PACKAGE

**ELEMENTS:**
- Individual prices of services within the package
- Package developers’ margin
- Sales channel’s margin (travel agency or other sales channel)

**THINK ABOUT:**
- Variable and fixed costs
- Minimum number of tourists needed for profitability of the package

**TOURISM PACKAGE SALES**

- In case you are not registered as a travel agency – which travel agency can reach your target market?
- Which direct sales channels are available to you: web page? Social networks? Specialized travel portals? Online travel agents?

**IF YOU ARE NOT REGISTERED AS A TRAVEL AGENCY THINK ABOUT:**
- Which travel agency could be your partner and support in forming tourism package?
- Which travel agency is directed towards your target market and could be mediator between your tourism package and demand?
- Which travel agency could effectively promote and sell your tourism package?

**BUSINESSES WITHIN THE NETWORK**

- Offer part of the package

**PACKAGE DEVELOPER**

- Tourism packages

**TRAVEL AGENCY**

- Promotion sales

**MARTKET**

PROMOTION OF THE TOURISM PACKAGE


GOOD LUCK!

Developed by MarketMakers

Supported by Swiss Government