



Expert Tips to grow your group sales

By **GroupTourMedia**
publisher of *Group Tour Magazine* & *Student Group Tour* magazine

Hungry for more groups?

Tiered rates sweeten your group business by serving group planners discounts in proportion to the sales volume they generate.

Group Leaders are everywhere. They could be the volunteer organizer of a church group or a staffer at a retirement community that hosts periodic excursions. In general, they bring the fewest groups to your door, maybe just one a year, and are the perfect candidates for your publicly-posted **group rate**.

Tour Operators are professionals who focus solely on planning and conducting group trips. Some own fleets of motorcoaches and want to see their vehicles filled and on the road. Due to their potential to bring multiple groups per year, they qualify for a more deeply-discounted **tour operator rate**. This rate is typically not posted on your web site and brochures but always mention that you have a tour operator rate to tempt operators to give you a call.

Wholesalers/Receptive Operators

are the big buyers in the industry. A receptive operator is a local tour company that uses their regional expertise to serve groups coming from near and far. Wholesalers package travel for retail travel agents, tour operators and group leaders. Both can have international reach.

Wholesalers/Receptive Operators have the potential to bring tens, if not hundreds, of groups per year. They know this and will demand the most deeply discounted **wholesale rate**, usually 20-25% off the retail rate.

That's a big slice! Before you serve up that kind of discount, be sure to qualify the wholesaler. For example, if a wholesaler contacts you, promising to deliver 100 coaches a year, offer to give them the tour operator rate for the first 30 coaches. When the 31st coach arrives, they qualify for the wholesale rate, and you'll refund the rate difference for the first 30 coaches. Win win!

Questions?

Contact your
Group Tour Media
Consultant to
learn more about
tiered rates.

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