

# CREATING A TOURISM PACKAGE



## A STEP-BY-STEP GUIDE TO CREATE AN EFFECTIVE TOURISM PACKAGE.

### WHAT IS A PACKAGE?

A package is a set of individual products that are combined together under one price. The package can then be purchased by a consumer in one transaction.

### CREATING A TOURISM PACKAGE - BEFORE YOU START

Consider these three important factors before you decide to create a package.

#### 1. WHO IS THE PACKAGE FOR?

Know your target market. Understand what motivates them to travel. Often they are motivated by intangible needs such as 'indulgence', 'exploration', 'serenity', 'romance', 'cultural engagement'. Also, know where they come from, their demographics.

#### 2. WHAT SHOULD THE PACKAGE INCLUDE?

Only include components that your target market wants. Include something that will stand out (wow factor). Provide value for money, but not necessarily cheap components.

#### 3. HOW WILL THE PACKAGE BE PROMOTED?

Know what promotions are available to you to reach your target market. What can you afford?

### PACKAGE EXAMPLES

Organisation	Computers	Hotel	Tyres	Bottleshop
<b>Name of Package</b>	Summer Pack	Parisian Getaway	RJR Lightening	St Pats Day Specials
<b>Inclusions</b>	An Intel powered computer that burns DVDs Multifunction printer Large LCD screen	Overnight accommodation Friday-Sunday A Parisian-style breakfast Full use of the Health Club Boutique tea, coffee and hot chocolate in your room	4 x 16" RJR Lightening wheels 4 x Maxxis tyres	4 pack of Guinness Draught Bonus Guinness soccer ball
<b>Price</b>	\$1499	From \$159	\$1099	\$11
<b>Method of promotion</b>	Internet, catalogue, press	Internet, CRM	Internet, catalogue	Internet, newsletter, press

### WHY CREATE A PACKAGE?

1. To provide a better or more exciting experience
2. To add value to your 'base' product
3. To encourage longer stays
4. To reward consumers
5. To better meet consumer's intangible needs

### EXAMPLE PROMOTIONAL MEDIUMS

1. Internet
2. Visitor Information Centres
3. Press
4. Flyers
5. Wholesale brochures
6. Newsletters, direct mail
7. Shop-a-dockets etc.

### EXAMPLE PACKAGE COMPONENTS

1. Accommodation
2. Picnic hamper
3. Car/bike hire
4. Massage
5. Gifts
6. Dinner/lunch/morning tea
7. Movie/theatre/event tickets
8. Breakfast upgrade
9. Airport pick up service
10. Theme park or local attraction
11. Souvenir
12. Tour
13. Extra night free
14. Any other component that adds value to the customer's experience

## PACKAGE PLANNING CHART EXAMPLE

Use this example to assist you to complete the blank chart below to plan your package.

**Name of Business:** *Classic Coastal Cottages*

**Package Name:** [Give it a catchy name]

**Target Market(s):** [Describe your target market in as much detail as possible]

*Spoil Yourself Rotten*

*Adelaide residents seeking indulgent getaways. 25 – 45 y/o couples*

**Objective of Package:** [Why create this package?]

*wanting relaxation, indulgence and rejuvenation. Limited time available to take longer breaks. Self drive. No children or independent of children.*

*To generate mid-week bookings to fill*

*Internet savvy. Discerning. Like good coffee, good wine, shopping, relaxing*

*spare capacity.*

*with view of coast. Shift workers.*

A	B	C	D	E	F
Inclusions	No of pax allowed for	Regular price	Package price	Commission allowed?	If 'not' what cost to package at 10%?
<i>Accommodation night 1 (includes breakfast)</i>	2	\$180	\$120	Y	
<i>Late check out 12.00</i>	2	–	–	–	–
<i>Main course plus dessert at The Silver Spoon restaurant (walking distance)</i>		2 x \$32 \$64	\$63	N	\$6.40
<i>Picnic hamper lunch (provided by local café)</i>	2	\$24	\$20	N	\$2.00
<i>12 month magazine subscription (6 editions) to Conde Naste magazine</i>	1	\$60	\$50	N	\$5.00
<i>Extra night (optional)</i>	2	\$150	\$90	Y	
<b>Total</b>		<b>Value</b> \$328	<b>Price</b> \$254		\$13.40 **

\*\* Note: Col F is the extra cost to you if commission is paid on the sale of a package where the supplier of that component gave no commission allowance.

**Conditions of use:** [State any conditions]

*Bookings only available Mon – Thurs.*

*Subject to availability.*

*Not available during SA school holidays.*

**Operational Matters** [List all operational issues to consider]

*1. Payment of suppliers will be made via a voucher issued to guests on arrival*

*2. Magazine subscription will be organised on behalf of guest after checkout*

*3. Cleaning staff roster must be notified of late check out*

*4. Order picnic hamper upon booking confirmation.*

*5.*

**Promotional plan:**

Method	Cost	Sales target	Due by	Responsible
<i>Own web site – get webmaster to add</i>	\$100	30 packages pa	ASAP	Me
<i>Own database direct mail campaign</i>	\$50	10 packages	April 30	Me
<i>Own brochure next print run</i>	\$0	15 packages	End of year	Me
<i>RAH staff newsletter etc</i>	\$25	10 packages		Me
<i>SAPOL staff newsletter etc</i>	\$25	5 packages	June 30	Me
<b>Total</b>	\$175	70		

## PACKAGE PLANNING CHART

Use this blank chart to plan your package.

**Name of Business:** \_\_\_\_\_

**Package Name:** [Give it a catchy name] \_\_\_\_\_

**Target Market(s):** [Describe your target market in as much detail as possible] \_\_\_\_\_

**Objective of Package:** [Why create this package?] \_\_\_\_\_

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 \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

A Inclusions	B No of pax allowed for	C Regular price	D Package price	E Commission allowed?	F If 'not' what cost to package at 10%?
<b>Total</b>		<b>Value</b>	<b>Price</b>		

\*\* Note: Col F is the extra cost to you if commission is paid on the sale of a package where the supplier of that component gave no commission allowance.

**Conditions of use:** [State any conditions] \_\_\_\_\_

**Operational Matters** [List all operational issues to consider] \_\_\_\_\_

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1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

**Promotional plan:**

Method	Cost	Sales target	Due by	Responsible
<b>Total</b>				

**For further assistance, contact the South Australian Tourism Commission  
 Destination Development Group: Ph: 08 8463 4657 or visit [www.tourism.sa.com](http://www.tourism.sa.com)**