

A decorative graphic on the left side of the cover features several blue gift boxes of various sizes, some wrapped with red ribbons. The boxes are arranged in a vertical, slightly overlapping manner, creating a sense of depth and festivity. The ribbons are long and flowing, adding a dynamic element to the composition.

THE POWER OF TRAVEL PACKAGING SYSTEM

*The essential Toolkit for
packaging travel products,
services and experiences*

JOE VENETO



TABLE OF CONTENTS

CHAPTER 1 THE BUSINESS OF TRAVEL PACKAGING — WHAT OPPORTUNITIES DOES IT REPRESENT FOR MY BUSINESS?

What Is Travel Packaging and Why Is it Important for My Business?1 – 1

What Is the Economic Impact of the Tourism Industry? 1 – 2

What Is the Economic Impact of Packaged Travel?1 – 3

What Is the Effect of Shifting Demographics in the Travel Marketplace?1 – 6

What Are Marketplace Forces Affecting Consumer Behavior and Package Travel Decisions?1 – 10

What Are the Intrinsic Qualities of a Destination’s Brand?1 – 14

 Mapping Brand Qualities to Product Offerings ...1 – 15

How Can Potential Travelers be Identified?1 – 17

What Is Valuable to Customers?1 – 20

What Are the Future Trends in Travel Packaging? ...1 – 22

CHAPTER 2 PACKAGE MODELS & POSSIBILITIES — WHAT ARE EXAMPLES OF COMPELLING PACKAGES?

What Makes a Travel Package Appealing?2 – 1

How Do I Create Package Sizzle?2 – 1

 Themes2 – 2

 Threads2 – 8

 Trends2 – 13

 Traditions2 – 21

How Can I Take Advantage of Events?2 – 27

Can I Create Compelling Packages That Will Work for My Location?2 – 33



TABLE OF CONTENTS

CHAPTER 3	THE PROCESS OF PACKAGING — WHAT IS THE METHOD FOR CREATING SUCCESSFUL TRAVEL PACKAGES?
	How Is a Travel Package Initiated? 3 – 1
	What Is the Process of Packaging Travel? 3 – 6
	Product Testing 3 – 9
	How Do I Implement the Process of Travel Packaging? . 3 – 10
CHAPTER 4	PACKAGE DESIGN — HOW DO I DESIGN COMPELLING PACKAGES FOR CONSUMERS & GROUPS?
	How Do People Travel? 4 – 1
	What Are the Types of Travel Packages? 4 – 6
	Choosing Package Types 4 – 9
	What Are the Components of Successful Packages? . . 4 – 10
	Primary or Anchor Components 4 – 10
	Value Added Elements 4 – 11
	Lagniappe 4 – 17
CHAPTER 5	PACKAGE PRICING — HOW DO I PRICE MY PACKAGES?
	What Are the Elements of Package Pricing? 5 – 1
	Approaches to Pricing 5 – 3
	Pricing Structures & Categories 5 – 4
	Pricing Terms to Know 5 – 4
	How Do I Price Package Elements? 5 – 8
	Lodging 5 – 8
	Meals 5 – 12
	Attractions and Entertainment 5 – 14
	Car Rental 5 – 15
	Lagniappe Gifts 5 – 15
	Mailing Costs 5 – 17



TABLE OF CONTENTS

Package Mark Up	5 – 17
Commission	5 – 17
Credit Cards	5 – 19
Determining the “Sell At” Price	5 – 20
Pricing Strategy	5 – 20
Using a Costing Worksheet	5 – 21
How Do I Create Partnerships and Partner Agreements?	5 – 23
Allocating Package Inventory	5 – 24
Partner Agreement Templates – Attractions, Meals & Lodging	5 – 24
Case Example & Sample Pricing of a One-Day Package	5 – 32

CHAPTER 6

PACKAGE DISTRIBUTION — HOW DO I REACH CUSTOMERS THROUGH MULTIPLE DISTRIBUTION CHANNELS?

How Do I Sell My Packages Through Multiple Distribution Channels?6 – 1
Consumers and Travel Distribution6 – 1
What Distribution Channels Can I Use to Sell My Packages?6 – 2
Direct-To-Consumer Channel6 – 2
Destination Marketing Organizations (DMOs)6 – 2
Travel Agents and Consortium Groups6 – 3
Auto Clubs6 – 10
Tour Operators and Receptive Travel Companies ..	.6 – 18
Packaging Partners6 – 18
Third Parties6 – 18
Credit Card Companies6 – 19
Companies and Employee Benefits Organizations ..	.6 – 19



TABLE OF CONTENTS

CHAPTER 7	PACKAGE MARKETING — HOW DO I MARKET AND PROMOTE MY PACKAGES?
	What Can I Do to Market and Promote My Packages? . . .7 – 1
	Marketing to Leisure Travelers7 – 2
	Traditional Marketing Activities7 – 4
	On-Line Marketing — Using The Web7 – 8
	How Can I Use Public Relations to Promote My Packages?7 – 19
	Promotion Using the 4Ts — Themes, Threads, Trends and Traditions7 – 19
	How Do I Integrate Marketing and Promotion?7 – 22
	Ten Commandments of Media Press/News Release Submittal for the On-line World7 – 23
	Taking Advantage of News Events7 – 25
	How Do I Measure Package Results?7 – 26
	Tracking Packages7 – 26
CHAPTER 8	PACKAGE ADMINISTRATION — HOW DO I MANAGE THE OPERATIONAL DETAILS OF MY PACKAGES?
	How Do I Facilitate the Selection and Delivery of My Packages?8 – 1
	The Customer’s Experience8 – 1
	How Do I Handle Package Booking Requests and Reservations?8 – 4
	How Do I Handle Deposits and Payments?8 – 7
	How Do I Handle Cancellations?8 – 8
	How Do I Handle Other Package Administration Aspects?8 – 9
	Confirmations8 – 9
	Pre-trip Materials8 – 11
	Advance reservations (spas, golf, restaurants, etc.)8 – 11
	Vouchers and Tickets8 – 12



Managing Inventory8 – 15
Payment to Partners8 – 16
Customer Service Issues or Complaints8 – 16
Insurance and Liability8 – 17

**CHAPTER 9 PACKAGE EVALUATION —
HOW DO I ASSESS AND ADAPT MY PACKAGES?**

How Do I Evaluate My Packages?9 – 1
Evaluation as a Way of Doing Business9 – 1
Customer Feedback9 – 1
Evaluation Criteria for Packages9 – 2
How Do I Adapt My Packages for the Future?9 – 4
Assessing the Marketplace9 – 4
Key Indicators9 – 5
Industry Resources9 – 6
Competitive Analysis9 – 8
How Do I Introduce New Package Travel Products? ..	.9 – 9

**APPENDIX PACKAGING DEVELOPMENT TOOLS
AND TEMPLATES**

Package Pricing Case Studies	A-1
Forms and Templates	A-5
Resources	
Destination Marketing Organizations	A-21
Major Associations / Organizations	A-26
Niche Associations	A-27
Media Resources	A-29
Technology Resources	A-30
Travel Industry Glossary of Terms	A-31
Answer Key	A-42

