

## THE WHY OF TRAVEL PACKAGING

Today's consumers are being affected by a series of forces that are influencing their travel choices and vacation buying preferences. Time starved and stressed for success, consumers faced with too many options and choices want travel packages that are wrapped up. This saves time, simplifies choices and connects to what is known as the "customer convenience quotient."

"Convenience started to edge out price as the most effective decision driver for on-line package buyers in 2004," according to a 2005 PhocusWright study.

In June 2006, JupiterResearch found a 40% increase in package travel sales for 2006 among on-line travelers requiring multiple products. This comes after relatively flat growth between 2004 and 2005.

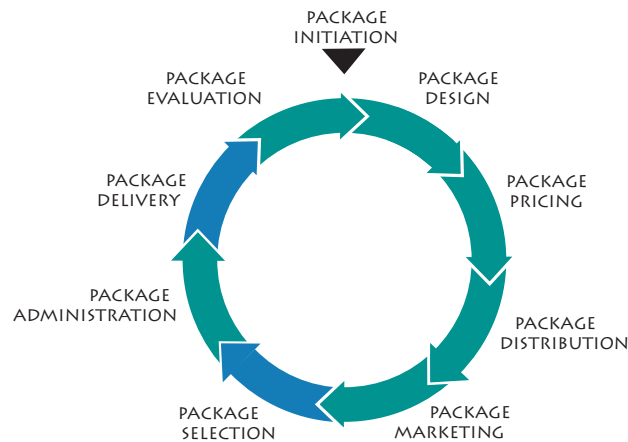
The National Leisure Travel Monitor<sup>®</sup> by YPB& R indicated in 2005 & 2006 that 63% of travelers surveyed felt an all inclusive vacation price (one that includes transportation, accommodations, meals, transfers and some recreation) is very or extremely desirable."

Savvy travel suppliers, destination marketing organizations and operators realize the packaging imperative. By bundling multiple products, services and experiences in a seamless, one-stop, convenient option, everyone wins!

## THE TRAVEL PACKAGING PROCESS

Through years of experience working with Travel Industry wholesalers and direct market tour operators, Joe Veneto, "The Opportunity Guy," has developed a comprehensive travel packaging process. The process is designed to fast track product development in your organization for long-term revenue growth and profitability!

### THE PROCESS OF TRAVEL PACKAGING



In addition to packaging products, services and experiences, by connecting travel components, Opportunities Unlimited has developed a unique packaging methodology that resonates with the interests and affinities of today's travelers. Using the 4Ts™ — Themes, Threads, Trends and Traditions — along with Events as a packaging framework, Travel Packagers are able to create innovative products.

## THE TRAVEL PACKAGING SYSTEM

To provide organizations with an easy-to-implement, turn-key packaging solution, Opportunities Unlimited has created the Travel Packaging System. It is a comprehensive toolkit to create compelling consumer travel packages.

The System includes:

- Insights into packaging trends and models
- Turn-key templates for design, pricing and administration
- Planning tools and worksheets for marketing, distribution and promotion
- A comprehensive Appendix and Industry resource listing
- Unique Step-by-Step and Into Action exercises
- Proven techniques to drive revenue and profits with travel packaging



For additional information, go to:  
[www.OpportunityGuy.com](http://www.OpportunityGuy.com) or  
[www.TravelPackagingSystem.com](http://www.TravelPackagingSystem.com)

## THE BENEFITS OF TRAVEL PACKAGING FOR DESTINATIONS AND TRAVEL SUPPLIERS

- Drive year-round consumer travel to your business
- Increase the average length of your visitor stay
- Protect package component prices and get suppliers out of the price game
- Develop a proven method for filling shoulder and need periods
- Motivate visitors to return to you more frequently
- Build revenue and profits beyond your products and services

The essence of packaging incorporates multiple travel components i.e., lodging, sightseeing, meals, transportation elements, etc. for one inclusive price.

The purchased elements are bundled by a Travel Packager who creates partnerships with the package suppliers. The Packager also interacts with the customer, either traditionally (phone or face to face) or on-line to handle questions, reserve and deliver the package elements.



## ABOUT JOE VENETO The Opportunity Guy

Joe began his Travel career in 1979, as a tour director, acquiring his Industry knowledge on the front lines with travel consumers. From 1979 – 1995, he held a variety of management and senior executive positions in sales, operations and product development. His experience included developing travel products worldwide for national tour operators and major wholesalers in the traditional and direct-marketing channels of the Industry.

Since founding Opportunities Unlimited in 1996, he collaborates with government agencies, tourism marketing organizations, travel suppliers and operators. His areas of specialty include product/package creation, experiential tourism, sales development and customer service.

He is a recognized Travel Industry Expert speaking annually to associations, travel and hospitality groups and corporations throughout North America.

**For additional information** on the programs and services offered by Opportunities Unlimited, contact:

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