



Info center new in 2002



Evaluating the decision!

Should we get on the bus and go for a ride!

Questions to consider early in the process

- What is the motivation? (*gross sales or gross margins*)
- Group tour exclusive a FIT combined business?
- Are we committed to the to the vision or plan?
- Do we have what it takes? (*Personally*)
- Do we have what it takes? (*Infrastructure*)
- Admission, Commissions, or Kickbacks (*incentive*)
- How will we pay? (*how much will come later*)
- How will we benefit? (*what can I expect back*)
- Balance Sheet – is it worth it to us?

Are we prepared?

Reservations & office support

- Infrastructure
- Staff levels
- Staff training
- Tour features



What and how much does it cost?

• Time

- Before they arrive
 - Marketing: Fam tours, Advertising, Reservations
- While they are here
 - Guiding, Servicing, -tour type dependant

• Product, cash commissions or incentives

- Basket of fruit
- % of sales - \$ per person/bus
- Samples or tasting
- Group confusion security problems
- Personal values

How well does it pay\$?



**What is the motivation?
Admissions vs Commissions?**

- Are coach tours the focus of your business or just a portion of it?
- Biggest and best often conflict when FIT and incentive travelers meet
- Is your business focus marketing an experience or selling products

Only part of the business	Focus of the business
Best quality experience	Fast growth important
Profit margins over gross sales	Gross sales over net margins

ADMISSIONS COMMISSIONS

How do we deliver

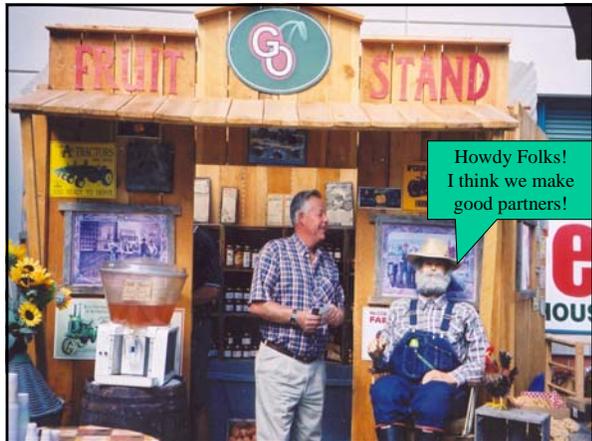
- **Welcome aboard Big Als tours**
- Tour variations at Gatzke's

- 7 min "round the block tour"	freebee
- ½ way around walk home	\$25
- ½ way & fruit sampling	\$ variable
- ½ way & PYO	\$ variable
- True Agritourism	\$40/hr



Marketing hints for group tours

- **Partnering**
 - Tourist associations. TOTA TBC NTA
 - Chambers of commerce, (*multiple*)
 - Marketing clusters (*wine, culinary, accommodations*)
- Incentives, commissions, freebees
- Familiarization tours
- Customize tours to match clients itinerary
- Locally active groups identify locate and pitch
- Booking agents or head offices
 - *Pound the pavement*



Tour group differences

- **Inbound**
 - Language maybe different and need translation
 - Customs very different (frontline sensitivity)
 - Currency exchange acceptance and rate policy
 - Travel or "carry on" packaging
- **Local Tours**
 - Good opportunity for return FIT's
 - Advertising value
 - Often lower budget travelers
 - Less cultural conflict potential

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