



PURSUING THE GROUP TOUR MOTORCOACH MARKET



WHAT IS THE MOTORCOACH GROUP MARKET?

Definition:

Pre-planned, multi-day or single-day tours using chartered buses



WHY THIS MARKET MATTERS

- One booking = 35 - 55+ visitors
- Groups plan far in advance
- Strong repeat business
- Travel midweek & off-peak
- High Economic Impact per tour



THIS MARKET DELIVERS VOLUME, PREDICATIBILITY & LONG-TERM VALUE

WHO YOU ARE SELLING TO

- **Tour Operators**
- **Group Leaders**
- **Travel Planners**
- **Associations & Clubs**

YOU'RE NOT SELLING TO INDIVIDUALS - YOU ARE SELLING TO PLANNERS



WHAT TOUR OPERATORS CARE ABOUT

- Reliability
- Clear pricing & policies
- Easy logistics

- Professional communication
- Memorable guest experiences



ARE YOU GROUP-READY?

- Motorcoach parking
- Restrooms on arrival
- Fast check-in process
- Group Rates & Comps
- Staff trained for large groups



GROUPS ARE LOOKING FOR STRUCTURE, SPEED & HOSPITALITY

DESIGNING A GREAT GROUP EXPERIENCE

- Fits into a schedule (1.5 - 2 hrs)
- Offers something exclusive
- Keeps guests engaged
- Feels welcoming & organized

- Step-on Guides
- Tastings/demos
- Behind the scenes access



WHERE TO FIND TOUR OPERATORS/PLANNERS

- **National Conferences such as ABA, NTA, OMCA**
- **Circle Wisconsin Midwest Marketplace**
- **Sales Missions**
- **Familiarization Tours (FAMS)**
- **Partnering with your local DMO/CVB**



THE PITCH

- **Why you're a great fit for their tour**
- **How you can make their job easier**
- **Why guests will talk about you after the visit**

WE'RE BUILT FOR GROUPS. WE KEEP THINGS SMOOTH. YOUR GUESTS WILL LEAVE SMILING - AND FULL.



FOLLOW-UP THAT BUILDS REAL RELATIONSHIPS

- Personal thank-you email
- Fast responses (24 - 48 hours max)
- Send your group info sheet
- Stay in touch year-round
- Follow on social media



COMMON MISTAKES (AKA TOUR OPERATOR TURN-OFFS)

- **We've never done groups before....**
- **Slow replies**
- **No group pricing or special discounts for groups**
- **No parking plan**
- **Treating groups like FIT travelers or meetings**

IF YOU SAY “GROUPS ARE A HASSLE” - THEY HEAR “DON’T BOOK US”



HOW CIRCLE WISCONSIN HAS YOUR BACK

- **Connects you with tour operators/planners**
- **Hosts Midwest Marketplace & Sales Missions**
- **Provides sales tools & training**
- **Promotes Wisconsin and our members as a group-friendly destination**

BUSINESS
SALES

YOU ARE NOT DOING THIS SOLO - YOU'VE GOT A TEAM



BENEFITS OF YOUR MEMBERSHIP

- **Website Listing**
 - **Review yearly – can be updated anytime**
 - **Up to 10 images can be included**
 - **Link to Profile Sheet**
 - **Add a link to a Special Event/Holiday Experience**
- **Tour Planner Listing**
 - **Update in 3rd Quarter includes logo**
 - **Advertising (optional)**
- **Premier Members have access to leads & prospects**
- **Reduced registration for the Circle Wisconsin Midwest Marketplace**

