

BERMUDA

TOURISM AUTHORITY

PRESENTS:

THE SECRETS OF TRAVEL PACKAGING SUCCESS

BY:



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I. THE ESSENCE OF TRAVEL PACKAGING:

1.) TRAVEL PACKAGING & BUSINESS BENEFITS



2.) THE PACKAGING PROCESS

3.) YOUR PACKAGING PREMISE

4.) DISTRIBUTION CHANNELS TO ACCESS CUSTOMERS

5.) SECRETS FOR TRAVEL PACKAGING SUCCESS

II. YOUR BUYERS' PERSPECTIVE:

1.) CONSUMER FORCES & PACKAGE TRAVEL



2.) THE VALUE EQUATION

3.) WEB TRENDS - WHAT'S UP ON LINE?

4.) ON-LINE - TRAVEL PACKAGING MODELS

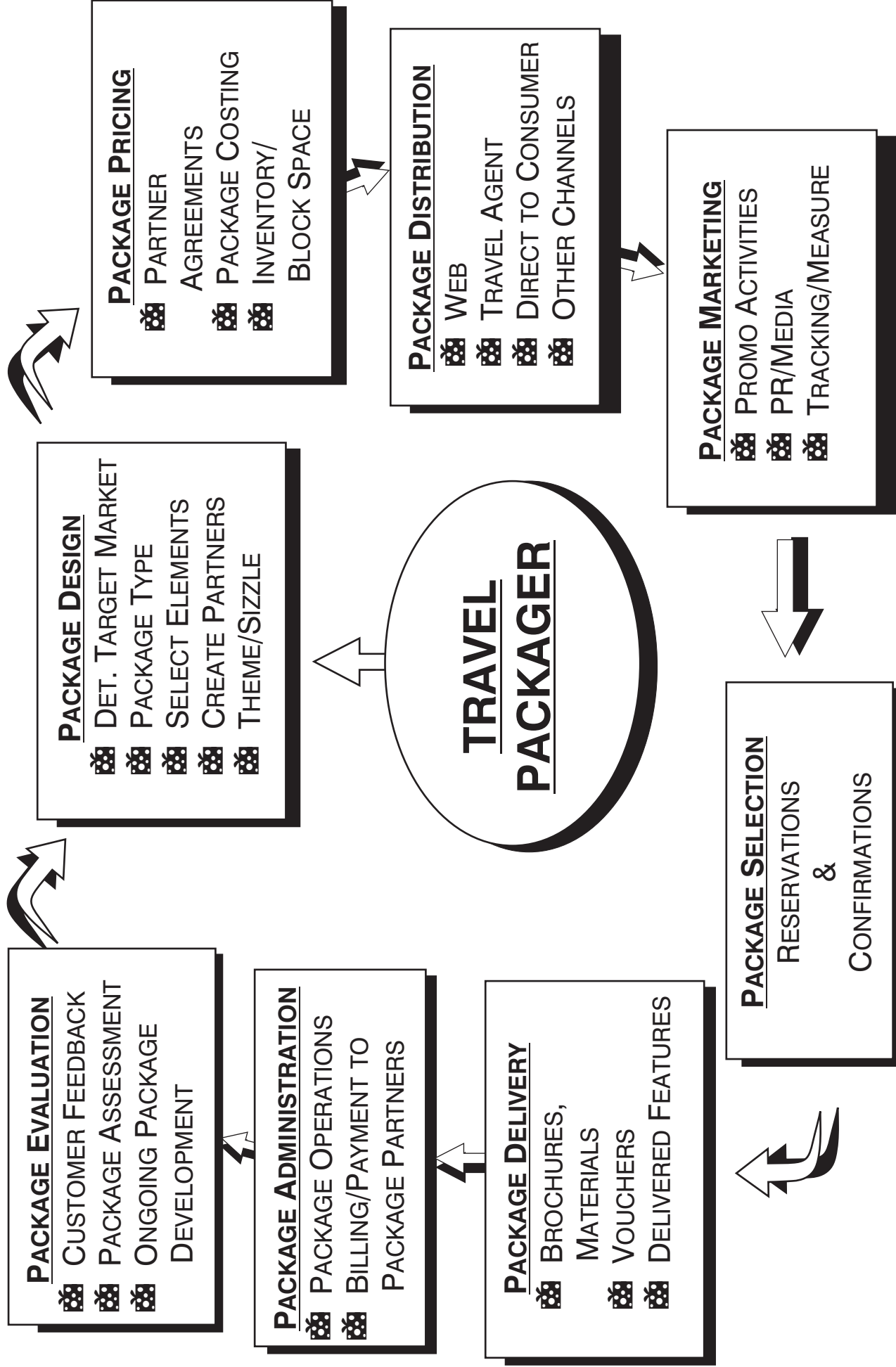
A.) POSTING

B.) OUTSOURCING - MERCHANT MODEL

C.) DYNAMIC PACKAGING



III. THE PROCESS OF TRAVEL PACKAGING



IV. CONSUMER TRAVEL:

1. PACKAGE TRAVEL PRODUCTS:

A) ONE DAY VISITS, PRODUCT PARTNERSHIPS
AND FESTIVALS & EVENTS



B) GET-AWAYS

C) FAMILY & MULTI-GENERATIONAL PACKAGES

D) PRE/POST PACKAGES



V. CREATING PACKAGE SIZZLE:

THE 4 TS & EVENTS:

1. THEMES (I.E. GARDENS, THEATER):
2. THREADS (I.E. DESTINATION CONNECTIONS, ENTERTAINMENT):
3. TRENDS (I.E. NICHE SEGMENTS):
4. TRADITIONS (I.E. CULTURE, HERITAGE & HISTORY):
5. EVENTS

YOUR PACKAGES:

1. THEMES
2. THREADS
3. TRENDS
4. TRADITIONS
5. EVENTS



VI. PACKAGE PLAN & NEXT STEPS ...

PACKAGING ACTIONS:

TO BE COMPLETED BY:

