



Expert Tips to grow your group sales

The **5** critical differences between selling to **consumers & groups**



Short sales cycle: Consumer travelers may dream about a destination for years but when the time comes to book, they will do so without an interview or site visit.

Long sales cycle: Once planners are aware of your business, they will want to meet you and visit your property before they book their first tour. Ultimately, relationships drive sales.

Lower dollar amount per booking because consumers purchase only for themselves.

Higher dollar amount per booking because planners purchase on behalf of many guests.

Large, hard-to-define market, that includes every person who might possibly visit your area, requires broad marketing campaigns.

Small, focused market of tour-planning professionals allows for smaller but laser-targeted marketing campaigns.

Low loyalty = low repeat sales: "Been there, done that" mentality drives consumers to look for new experiences next time they travel.

High loyalty = high repeat sales: Risk-averse planners will always return to a proven supplier. Even if there are multiple options in an area, planners will stick with suppliers that understand groups.

Emotional: Buying decisions are more likely to be influenced by online reviews, social media trending, word of mouth or even whimsical reasons. Consumers are more likely to be impulsive or change their plans at the last minute.

Rational: Buying decisions are based on tour logistics and financial imperative to package profitable tours that consumers will buy. Planners are cautious and are more likely to respond to traditional media and trusted sources.