



# Expert Tips to grow your group sales

By Group Tour Media, publisher of *Group Tour* and *Student Group Tour* magazines

## Top 5 Tips for Success with Groups

# 1

**Avoid policy poison pills:** Demanding non-refundable cancellation policies or large deposits more than six months in advance is too much risk for many tour planners. Work with the planner to find solutions that give peace of mind to all parties.

# 2

**Be the local expert:** Know the other group-friendly options in your area and be ready to share your knowledge with planners. A chart of the relative distance to local group-appropriate lodging, dining and entertainment options will make you sound like a pro.

# 3

**Offer group catnip:** Catch the attention of planners with features like a greeter or docent; a place for the group to muster (with seating); a gift shop; food options; or a special group entrance. Walk the planner, step by step, through everything the group will experience.

# 4

**Don't fib about your facilities:** If you don't have adequate restrooms on site, state this upfront and be ready with suggestions for other places the group can legitimately stop before they arrive. This strategy will also work if you lack food service or catering options.

# 5

**Treat the group like they are VIPs:** If the people on a tour walk away raving about how great you treated them, the tour planner will take notice and make sure you're on the next itinerary. Always point out the group's "special access" so they can brag about it all the way home.