



PRODUCT & RATE INFORMATION

Trade shows are a forum to meet key industry players and develop or enhance business relationships. They are an excellent opportunity to meet with a large number of targeted clients in the one place at the one time.

SALES/REFERENCE KITS

Have one kit as a reference during your appointments then email it to the buyer following the event. This is a good opportunity to reconnect with them after the event. Your kit should include:

- Brochure
- Product fact sheets
- Company profile
- A collection of images
- Online tools such as podcasts and vidcasts
- PowerPoint or social media presentation

POWERPOINT AND SOCIAL MEDIA PRESENTATION

Presentations need to be engaging and make the product stand out. Presentations shouldn't be full of copy or images of hotel rooms or coaches, make them as interactive as possible. If you are using images ensure they are focusing on the experience rather than the physical product. You only want to present for approximately 20% of your allocated appointment time so keep your presentations short, sharp and focused, providing a product overview and a feel for what you offer.

RATES AGREEMENT

Traditionally the rates agreement should form part of your follow-up rather than providing the rates during trade show appointments. Use the appointment time as an opportunity to enhance the business relationship and to also gain product and market feedback.

The more information that you provide on your rates agreement the easier it will be for your distribution partner to load your product efficiently into their system ready for sale.

Rate validity dates

Rates for the international market need to be valid 01 April – 31 March and need to be guaranteed and final.

Gross (retail) and nett rates

List both the gross and nett rates and the commission level percentage. Be clear – are your rates per person, per room, per vehicle? Use Tour Codes where possible.

GST

Clearly indicate if rates are GST inclusive or exclusive and any further additional charges that may apply.

Contact details

Include address, phone, mobile, email and website. Include specific contact details for bookings, marketing and accounts.

Cancellation conditions

Explain cancellation charges based on the time cancellation occurs prior to travel. Ensure your cancellation conditions are in line with industry standards as well as meeting your operational needs.

Amendment charges

Explain amendment charges based on the time amendments occur prior to travel. Ensure your amendment charges are in line with industry standards as well as meeting your operational needs.

Child/infant

Advise age ranges and then provide actual rates on your rate sheet. For example – infant is under 2 years, child is 2 to 12 years inclusive. If you also offer discounts, such as a Seniors Discount, include this and the identification required.

Group conditions

For example how many days prior to the tour or accommodation booking do you require a group rooming list? What is the minimum number required to access group rates if provided?

Free of charge (FOC) policy

Stipulate that this applies to groups only and advise how many rooms need to be booked or how many passengers on tour. For example it is usually 1 FOC for every 15 paying passengers or 1 FOC room for every 10 rooms booked.

Inclusions and exclusions

For example National Park Entry Fees, meals or room inclusions i.e. breakfast, newspaper.

Minimum night stays

Ensure these are listed, if they are only over peak periods list the specific peak period dates.

Minimum and maximum guest capacity on tours

Advise any minimum numbers to make a booking.

Block out periods / seasonal rates / days not operating

These need to be advised at the time of contracting, not after the rate agreement has been issued.

Bedding configuration

Include maximum capacity per rooms and any additional bedding charges (e.g. rollaway bed)

Departure information

Dates, times, points and any specific details to assist your customers in finding your tour departure (e.g. include a map).

Payment policy and banking details

Explain when the payment is due for each booking and how payments should be made. Also state that if a trade distribution partner is going to be on an account basis (for example invoiced every 30 days) that they need to complete a credit application form and a credit check will be undertaken.

Special conditions

For example, if photography is not allowed on tour or that the tour may not operate in certain weather conditions, or if it is an all-weather activity. Be careful to cover inclusions on your tour, for example guests will have the opportunity to spot whales, however sightings cannot be guaranteed.

Additional relevant information

For example, check in/check out times, what passengers need to bring on tour, if passengers need to arrive at a set time prior to departure, what they need to wear (e.g. long pants for safety), what level of fitness they may require etc.

Damages and responsibilities

This clearly needs to state who is responsible for any damages. You may also include that you recommend that all passengers have travel insurance.

This is to be used as a guide only. You should seek professional legal advice for your own business, especially to ensure all your terms and conditions are covered to protect your business.