



Inspired Tourism Solutions

Bundling and Packaging

Mackay Tourism

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Packaging & Clustering

What is a package?

A package is a set of individual products that are combined under one price. The package can then be purchased by a consumer in one transaction.

Creating a Tourism Package – Before you start

1. Who is the package for?

Know your target market. Understand what motivates them to travel. Often they are motivated by intangible needs such as 'indulgence', 'exploration', 'serenity', 'romance', 'cultural engagement'. Also, know where they come from, their demographics.

2. What should the package include?

Only include components that your target market wants. Include something that will stand out (wow factor). Provide value for money, but not necessarily cheap components.

3. How will the package be promoted?

Know what promotions are available to you to reach your target market. What can you afford?

Organisation	The Good Guys	At Hotel Group	Kmart Tyres	BWS
Name of package	Sports Pack	Valentines Day Gateway	RJR Lightning wheels	Marlough Wine Bundle
Inclusions	65" Panasonic TV Panasonic Surround Sound System 6 months foxtel including sports package	2 nights accommodation in spa penthouse Bottle of Moet on arrival Daily al a carte breakfast for 2 Chocolates In house massage x 2	4 x 16" RJR Lightening wheels 4 x Maxxis tyres	4 bottles of sauvignon blanc Bonus 2 bottles of sauvignon blanc
Price	\$1800	\$700	\$999	\$30
Method of promotion	Catalogue, press, internet	Newsletter, internet, facebook	Internet, catalogue	Internet, newsletter, facebook, woolworths dockets

Why create a package?

1. To provide a better or more exciting experience
2. To add value to your 'base' product
3. To encourage longer stays
4. To reward consumers
5. To better meet consumer's intangible needs

Example promotional mediums

1. Internet
2. Travel books
3. Media
4. Facebook
5. Flyers
6. Wholesale brochures
7. Newsletters, direct email
8. Shop-a-dockets

Example package components

1. Accommodation
2. Picnic hamper
3. Car/bike hire
4. Massage
5. Gifts
6. Dinner/lunch/morning tea
7. Movie/theatre/event tickets
8. Breakfast upgrade
9. Airport pick up service
10. Theme park or local attraction
11. Souvenir
12. Tour
13. Extra night free
14. Any other component that adds value to the customer's experience

Package Planning Chart

Use this example to assist you to complete the blank chart to plan your package

Name of Business: <u>Classic Coastal Cottages</u>	Package name: [Give it a catchy name] <u>Spoil Yourself Rotten</u>
Target Market(s): [Describe your target market in as much detail as possible] <u>Adelaide residents seeking indulgent getaways. 25 - 45 y/o couples wanting relaxation, indulgence and rejuvenation. Limited time available to take longer breaks. Self drive. No children or independent of children. Internet savvy. Discerning. Like good coffee, good wine, shopping, relaxing with view of coast. Shift workers.</u>	Objective of Package: [Why create this package?] <u>To generate mid-week bookings to fill spare capacity.</u>

A Inclusions	B No of pax allowed for	C Regular price	D Package price	E Commission allowed?	F If 'not' what cost to package at 10%?
Accommodation night 1 (includes breakfast)	2	\$180	\$120	Y	
Late check out 12.00	2	-	-	-	-
Main course plus dessert at The Silver Spoon restaurant (walking distance)		\$32 x 2 \$64	\$63	N	\$6.40
Picnic hamper lunch (provided by local café)	2	\$24	\$20	N	\$2.00
12 month magazine subscription (6 editions) to Conde Naste magazine	1	\$60	\$50	N	\$5.00
Extra night (optional)	2	\$150	\$90	Y	
Total		Value \$328	Price \$254		\$13.40 **

** Note: Col F is the extra cost to you if commission is paid on the sale of a package where the supplier of that component gave no commission allowance.

Conditions of use: [State any conditions] <u>Bookings only available Mon – Thurs.</u> <u>Subject to availability.</u> <u>Not available during SA school holidays.</u>	Operational Matters [List all operational issues to consider] <u>1. Payment of suppliers will be made via a voucher issued to guests on arrival</u> <u>2. Magazine subscription will be organised on behalf of guest after checkout</u> <u>3. Cleaning staff roster must be notified of late check out</u> <u>4. Order picnic hamper upon booking confirmation.</u> <u>5.</u>
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Promotional plan:

Method	Cost	Sales target	Due by	Responsible
<i>Own web site – get webmaster to add</i>	\$100	30 packages pa	ASAP	<i>Me</i>
<i>Own database direct mail campaign</i>	\$50	10 packages	April 30	<i>Me</i>
<i>Own brochure next print run</i>	\$0	15 packages	End of year	<i>Me</i>
<i>RAH staff newsletter etc</i>	\$25	10 packages		<i>Me</i>
<i>SAPOL staff newsletter etc</i>	\$25	5 packages	June 30	<i>Me</i>
Total	\$175	70		

Package Planning Chart

Name of business:	Package name:
Target Market (s): (describe your target market in as much detail as possible)	Objective of Package: (why create this package?)
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Inclusions	No of pax allowed for	Regular price	Package price	Commission allowed?	If 'not' what cost to package at 10%
Total		Value	Price		

** Note: The last column is the extra cost to you if commission is paid on the sale of a package where the supplier of that component gave no commission allowance.

Conditions of use: (state any conditions)	Operations Matters (list all operational issues to consider)
	1.
	2.
	3.
	4.
	5.

Promotional plan:

Method	Cost	Sales target	Due by	Responsible
Total				