



ABORIGINAL
TOURISM ASSOCIATION OF BC
our story. your experience.

Working with the Travel Trade

Overview of Presentation

- Why working with the Travel Trade?
- Who are the Travel Trade partners?
- How does Travel Distribution work?
- Travel Trade Commissions and Pricing
- How to build relationships with the Travel Trade?
- Is your product Export-Ready?

Why should you be working with the **Travel Trade**?

Why Working with the Travel Trade?

- Diversifies your markets
- Access to new distribution channels
- Easy access to your experience and product

Example



CRD Wohnmobile Mietwagentouren Bahnreisen Busreisen Natur Aktiv Unterkünfte Winter Kreuzfahrten

Städtereisen

Ob als Kurztrip oder zur idealen Ergänzung Ihrer Traumreise

► Unsere Städtereisen

Resorts und Lodges

Ausgesuchte Unterkünfte, die Ihnen ein besonderes und individuelles Urlaubserlebnis garantieren.

► Westkanada

► Ostkanada

► USA

Newsletter

Der CRD-Reisennewsletter informiert Sie einmal im Monat über unsere aktuellen Top-Angebote

► Newsletter abonnieren

Buchung & Beratung

Tel.: 040 / 300 616-70

E-Mail: info@crd.de

► Angebot anfordern

► Kontaktformular

Tsa-Kwa-Luten Lodge H 004

Quadra Island, British Columbia
ab EUR 65,-

Von "First Nations" geführte Lodge

Ideal für Angelfreunde und Naturliebhaber

Die von Cape Mudge Indianern geführte Lodge liegt direkt am Strand Quadra Islands mit herrlichem Blick auf die Discovery Passage. Ein idealer Ausgangspunkt für Angelfreunde und Naturliebhaber. Mit etwas Glück sehen Sie eine der zahlreichen Robben, die sich in Ufernähe tummeln. Lernen Sie die maritime Flora und Fauna sowie die mythenumwobene Kultur der kanadischen Ureinwohner kennen.

Beschreibung

Nur eine zehnminütige Fahrt von Campbell River entfernt erreichen Sie die Lodge auf Quadra Island. Sie haben die Möglichkeit zu begleiteten oder unbegleiteten Angelausflügen, zu Wanderungen oder Sie machen eine Tour mit dem Mountainbike. Natürlich können Sie auch einfach nur die Idylle der Umgebung genießen.

Tailor Make your perfect holiday with our Specialist Consultants



Call: 0800 988 5887

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Exploring British Columbia Accommodation



Tsa Kwa Luten Lodge

Cape Mudge, Quadra Island

PRICE BAND

Tsa-Kwa-Luten Lodge offers privacy and seclusion within a 1100 acre forest located on beautiful Quadra Island, one of British Columbia's premier recreation destinations. It is a magical place and is one of the few lodges featuring authentic Pacific Coast native architecture, art and culture based on traditional Kwagiulth historical values. The Lodge exudes the warmth of west coast wood construction and features the design of a Kwagiulth "Big House" as the main foyer and lounge area. All guest rooms offer ocean views of historic Discovery Passage and the mountains of Vancouver Island. Surrounded by stunning scenery the island provides numerous possibilities for exploration including sea kayak tours, marine tours, hiking trails, cycling, sport fishing, diving, grizzly tours in the fall and much more. The local community is rich in arts and culture and local artisans display their crafts in a variety of galleries and other locations.

From £475 per person, twin share including 3 nights accommodation, meals, activities and return transfers from Campbell River.

To book or find out more call
0800 988 5887



Why Working with the Travel Trade?

- Promotion in markets you may not be able to reach
- Longer Booking Lead Time = Better Planning
- Minimized impact of changes in the regional or a single international market

Who are YOUR Travel Trade Partners?

- The **Travel Trade** is a network of businesses whose job is to distribute and sell your travel experiences to other buyers and /or consumers
- Travel Trade is a collective term for tour operators, receptive tour operators and travel agents

Tour Operators

- Tour Operators come in all shapes and sizes



Tour Operators

- They buy ground and air services from a Receptive Tour Operator or they contract directly with Suppliers
- There are inbound tour operators (located in Canada) and outbound tour operators (located outside of Canada); both sell tours within Canada
- They sell through Travel Agents or direct to the Consumers

Receptive Tour Operators

- Receptive Tour Operators (RTO) are 'business to business' Canadian-based Tour Operators who contract products and services with Canadian Suppliers
- RTOs sell to Tour Operators or Travel Agencies



Receptive Tour Operators

- RTOs may specialize in particular markets:

- JTB => Japanese Market



- Jonview's => Europe and Australia



- Dominion Tours => Spanish-speaking Markets



Key Point



- When working with Receptive Tour Operators it is important to understand their distribution and target markets
- Ensure they understand how your product fits into their offerings

Travel Agents

- **Online Travel Agents** specialize in online distribution and sell directly to the consumer
- They buy from Receptive Tour Operators, Tour Operators or directly from Suppliers

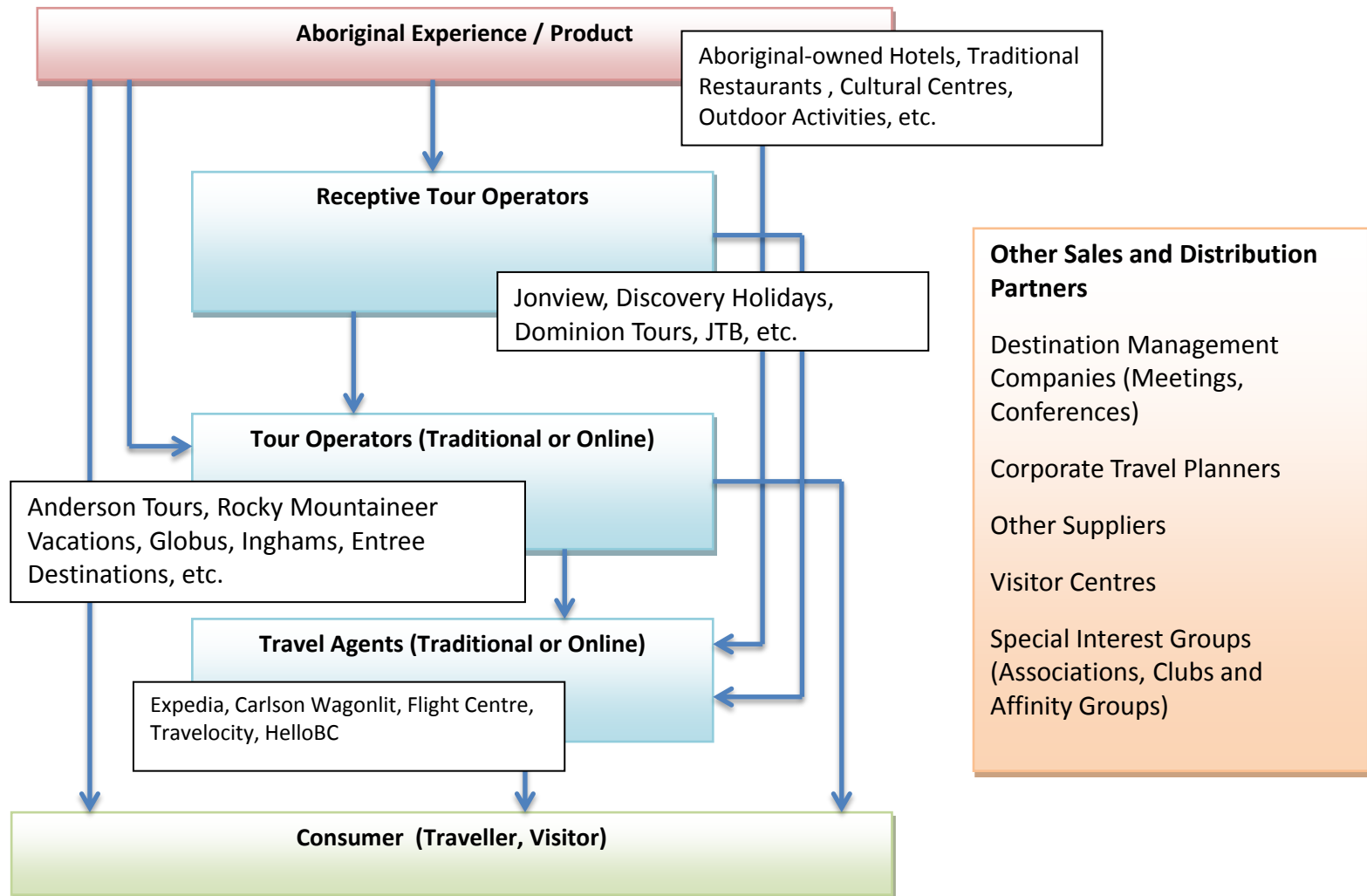


Traditional Travel Agents

- **Traditional Travel Agents** sell in storefront locations, a convenient place for travellers to buy holidays
- They buy from Receptive Tour Operators, Tour Operators or directly from Suppliers



Travel Trade Distribution Chain



Key Points



- Take time to understand the structure and relations of the distribution channels in the market you are targetting

Travel Trade Commissions and Pricing

When dealing with the travel trade it's important to understand the difference between a **retail** rate and a **net** rate.

Retail Rate

- **Retail Rate** = Net Rate + Commissions
- The retail rate is the rate the consumer pays and should be the same through all distribution channels
- For example, consumers should pay the same rate if they book directly through you, via the internet or via a storefront travel agency
- If you offer a better price for direct purchase, the travel trade will not market and sell your product

Net Rate

- **Net Rate** = your cost plus your profit margin (minus commissions)
- Net rates are generally given to Receptive Tour Operators and Tour Operators who then mark up the price to cover their commissions
- Often your product is part of a package therefore mark-up is hidden
- Net rates should be kept confidential

Key Points

- Rate consistency is important to maintain good business relationships
- Provide guaranteed rates for at least one year
- State terms and conditions with your rates
- Show high and low season rates
- Keep track of your business partners and the rates and the rates you have given them
- Update rates when they expire

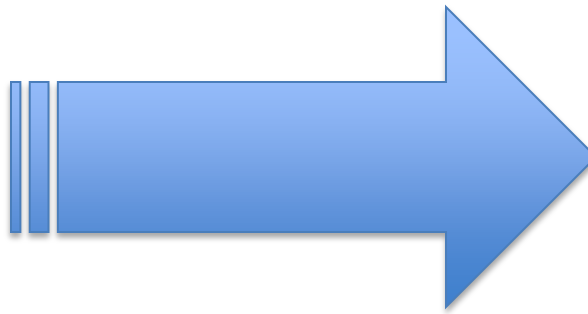
Expected Commissions

Distribution Channel	Commissions	Comments
Receptive Tour Operator	30%	You will provide a net rate based on a 30% margin.
Tour Operator	20%	You will provide a net rate based on a 20% margin.
Online Travel Agent (Expedia)	20-30%	You will provide a net rate based on a 20-30% margin.
Traditional Travel Agent	10%	A travel agent charges the retail rate and retains 10% commission.
Consumer Direct	0%	The consumer pays the retail rate which should be the same as provided by the other channels.

This table is intended as a guide and commission levels may vary by market and business.

Travel Trade Commissions and Pricing

Pricing



**Distribution
Channels**

Why Tiered Commissions?



= \$100 (Retail Rate)



Consumer Direct = \$100

Tour Operator = \$80

Receptive Tour Operator = \$70

Travel Agent = \$90

Tour Operator = \$80

Travel Agent = \$90



Consumer = \$100



Consumer = \$100

Key Points



- The travel trade provides valuable distribution that would be too costly to secure on your own
- You only pay commission once a sale has been made

Building Relationships with the Travel Trade

- It's about building relationships with the travel trade partners who can most likely bring you business
- Patience and persistence is key! Your time will be your investment.
- They will need to experience your product - usually first-hand before your product / experience is promoted and sold

Group Activity – 10 Minutes

Talk about ways how you can build relationships with the Travel Trade. What activities can you do to get the word out?

1 person per group will present your top 3 ideas.

How to Build Relationships with the Travel Trade?

- The best way to build relationships is in person
- Connect with the travel trade by scheduling meetings with tourism businesses in Vancouver or other areas
- Engage and interact with your extended Sales Network

How to Build Relationships with the Travel Trade?

- Your extended Sales Network:
 - Local Destination Marketing Organization (DMO) - e.g. Tourism Victoria, Tourism Whistler, Tourism Vancouver, Go Haida Gwaii
 - Regional DMOs - e.g. Kootenay Rockies, Northern BC Tourism, Vancouver Island
 - Sector Associations - e.g. Aboriginal Tourism BC, Adventure Travel Trade Association
 - Canadian Tourism Commission
 - Tourism BC
- Keep your travel trade partners and your extended Sales Network informed and updated
- Provide them with your Sales Tools

How to Build Relationships with the Travel Trade?

- Offer familiarization tours of your product to your targetted travel trade partners (free or at reduced cost)
- Prepare professionally written copy about your experience and product
- Offer professional images and videos of your experience and product
- Maintain an online presence of your product, which reflects the personality of your business and clearly showcases your experience and its unique selling point
- Produce brochures or flatsheet (depends on market)

How to Build Relationships with the Travel Trade?

- Attend networking events your extended Sales Network is organizing (e.g. AtBC's travel trade networking event tonight!)
- Attend local or international tradeshow, if budgets permit
- If your budget does not allow this kind of investment, find out when your sales network is participating in tradeshow. Send them your materials and information before the tradeshow.

Key Point



- Successful travel trade marketing requires a large time investment
- It is based on establishing and maintaining business relationships
- You may have to be persistent over several years before you see any pick-up
- Show your appreciation when business comes in!

Is Your Product Export-Ready?

- Is your business already established?
- Do you have a booking system in place? (You'll need to offer same day booking confirmation.)
- Do you understand the travel distribution system?
- Are you familiar with the commission structure?
- Do you understand the concept of pricing?
- Do you know how consumers can access your products?

Is Your Product Export-Ready?

- Have you done your target market research? How does your product fit?
- Do you have procedures in place to deliver an outstanding experience and customer service?
- Do you have a quality assurance program in place?
- Are you working with your local Destination Marketing Organizations and other partners in your extended sales network?

Resource

- Tourism BC's and AtBC's export-ready criteria can be found here:
- Tourism BC's corporate website -> go to Industry Resources
- http://www.jti.gov.bc.ca/industryresources/Documents/planningresources/Market_Ready_Standards.pdf



Thank You!

**See you at the AtBC Travel Trade networking
event this evening!**

Companies Registered For Event

- Angel Destinations
- APT Vancouver
- BELL TOURS
- Big Bus
- BC Ferries Vacations
- Canada Swan International Travel Ltd.
- Cantrav Services Inc.
- Creative Western Adventures
- Dominion Tours
- Entree Destinations
- Jonview Canada Inc.
- JTB INTERNATIONAL
- Living Earth Eco
- Tours Mandate Tours
- Ministry of Tourism, Culture and the Arts
- MLI (Muskoka Language International)
- MYK Enterprises
- OAK Language Camp
- Pacific Coastal Airlines
- Rare Indigo
- Rocky Mountaineer
- Silkway Travel & Cruise Inc.
- The Vancouver Trolley Company
- Vancouver Terminal Club
- Tours of Exploration
- Uniglobe Specialty Travel Ltd. DBA Club
ESL & Discover Canada Tours
- Venue West Conference Services Ltd.
West Coast Rail Tours
- West Coast Sightseeing
- West Trek Tours
- Victoria Royal Vacations Inc.