



SUMMER 2023

VALUE OF TOURISM CASE STUDY

MOTORCOACH DAY TRIP

THE  OF ONTARIO™
HAMILTON • HALTON • BRANT

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This report is a snapshot into the economic impact assessment of hosting a travel trade group at a tourism business for a one-day visit. Gain some insight on the features and experiences you can offer, and learn the benefits to tourism businesses.

ABOUT THE OPPORTUNITY



An Ontario-based Tour Operator planning a day trip to The Heart of Ontario destination offers an excellent opportunity for SME to earn revenue in one single day.

The overall investment for the tourism business operator is ensuring ample staff is on site that can deliver on the service and product experience, in a professional manner - especially as you promote your brand.

Ensuring that you are visitor-ready is the base component of being ready in B2B sales - visitor ready, market ready, and finally trade/export ready. To advance your readiness, be sure to explore the elements of being ready for the travel trade market to be export-ready.

Take a journey with us and explore the opportunity for your business and learn how you can tap into this market effectively.

ARE YOU READY FOR TRAVEL TRADE?



Are You Travel Trade or Export-Ready?

Safety Standards:

- Our company has been in business for at least one year, and has a proven track record for safe and professional operation.
- We carry adequate insurance, including liability insurance (A minimum of \$2 to \$3 million liability insurance for an adventure product supplier is recommended).
- Our company meets provincial and federal health and safety regulations.
- We have current business and operating licenses.

Marketing:

- We have an adequate budget and marketing plan that includes both domestic international tourism operators.
- We understand the roles played by receptive tour operators (RTOs), tour operators/travel wholesalers (domestic and international), and retail travel agents.
- We understand rack or retail pricing, agent commissions, and wholesale net rates at each pricing level.
- We are willing to include Receptive Tour Operators in our marketing and sales plan, we are willing to provide them with contracted wholesale net rates.
- We are able to provide travel trade and travel media clients with images or video of the product or operation, for use in brochures, promotions and/or editorials.
- We provide support (free or reduced rates) for international and domestic media and travel trade familiarization tours.

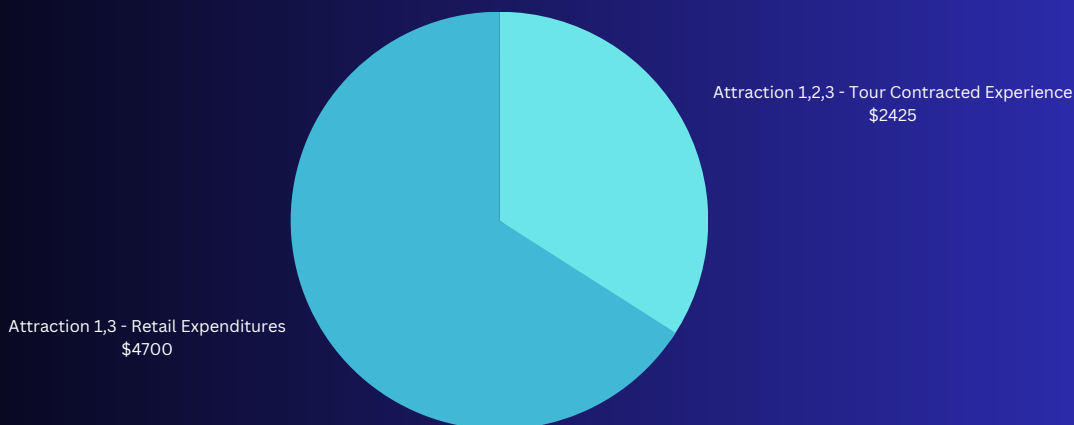
IMPACTS AND BENEFITS

Q REGIONAL REVENUE GENERATED: \$7,125

An Ontario-based Tour Operator packaged a day trip to The Heart of Ontario. 50 motorcoach passenger/guests visited our region on a packaged experience sold through retail channels to experience three unique stops.

- Guided Attraction Tour with Lunch: 50 x 35.00 per person , stop at the retail gift shop
- Step-on Guided Tour of local outdoor demand generator
- Craft/culinary Tasting Experience - 50 x 7.50 per person, visit to the retail shop

Contract Package Experience: \$2425.00 + Retail Expenditure: \$4700.00 = \$7125.00
revenue that was generated from this day trip visit.



Q INVESTMENT AND EXPANSION

- Have ample and capable trained staff in market expectations and needs
- Deliver what you promise, at the minimum
- Consider your product beyond the experience itself by exploring every opportunity to build your brand - consider what you can offer in your retail side of your business operation to maximize the visit and generate additional revenue.



SUMMER 2023 THE VALUE OF TOURISM

**TO BE TRADE READY,
CONTACT BEV SCOTT
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