Marketing
Your Travel Program and Your Tours

JumpStart Tutorial
Educational Travel Conference

Moderator:
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Presenters:
Jennifer Bohac, Association of Former Students, Texas A&M University
Scott Gerloff, National Trust for Historic Preservation
Lisa Hill, Santa Barbara Museum of Art
• What is Marketing?
• Market Research
• The Plan
• Relationship Building
• List Management
• Results
What is Marketing?

- Creates and Builds Brand Awareness – presents and differentiates your travel program.
- Everything you do to put your tours in front of a potential travelers.
- Sells specific tours by highlighting its most important assets.
- Supports the marketing efforts of your tour operators.
The Basics

- “Time to Market” is everything
- Clear, consistent and persistent
- Speak like you speak
- Respect your audience
- Use your channels, especially the ones your travelers use
- Create a plan – for this year and beyond
Market Research

• Talk to your tour operators, many have done extensive research into our markets and our travelers

• Watch Major Group Tour Operators

• Know the Educational Travel Community -- the conference will help with this
Market Research

- Networking with other travel planners – listen and share
- Conduct a survey
- Listen to your travelers
- What they want versus what they will do
The Plan - Your Toolbox

Website

Print options:
- Brochures
- Magazine Ads and Articles
- Travel Catalogs and Newsletters
- Postcard

Events
- Travel Reunions
- Pre-trip Gatherings
- Class Reunions
- Club/Chapter Meetings
The Plan – Your Toolbox

Email and E-newsletters

Social Media
- Facebook
- Twitter
- Instagram
- Blogs
Relationship Building

- One to One
  - Make it special for them
  - Treat them like they are special to you

- Recognize their participation

- Take advantage of one-on-one time to learn about their interests

- Use your knowledge of their habits and interests to attract others
Creative Opportunities

Leverage relationships
- Class affiliations
- Interest groups
- Chapters, Clubs and Networks

Use channels already in place
- Organizational PR
- News stories
- Promote interactions

Find partners in your organization
- Membership
- Athletics
- Development Office
- Parent Groups
- Other Support Groups
Database Management

- Your Database is your **KEY** asset
  - Keep it: Clean, current
  - Find out who “owns” it in your organization and what fields are in it.
  - How can the valuable information contained in it help you market your travel program and engage your travelers.
  - How can you add your travelers and their contact back into the database

- Your tour operators are counting on you – this is where you add value

- Smart marketing, not more marketing – find the right combination

- Don’t market to them if they are not receptive – opts outs
List Management

Past Travelers
- 50% + of your travelers

Inquiries
- They saw something they liked
- They requested information on a trip

Prospects
- Right demo, not just peaking their interest

Future Prospects – already engaged or not
- Members, athletic travelers, donors, event participants
Last step - Results

• How did you do – what produced the results and what was a waste of time? Was your audience the correct one?

• What could you tweak to do better?

• Look around, what works for others like you? Networking and industry contacts help here.

• Remember, it can all change quickly – just because it worked last year, does not guarantee success this year.
  – The landscape changes quickly – just like the technology and population does.
Remember…

- Know your organization and your brand
- Find the right marketing mix for your organization, your program and your travelers
- Don’t be afraid to be creative using tools that are unique to your situation
- Protect your reputation and build your brand

Thank you!