



DETROIT
METRO
CONVENTION
& VISITORS
BUREAU

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The Secrets of Travel Packaging Development & Design

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I. Hyper-Local Travel Packaging:

1. The Detroit Metro CVB Travel Packaging Initiative:
2. Travel Trends & Market Intelligence for the Hyper-Local Market:
3. Benefits of Travel Packaging:
4. The Travel Packaging Process:

I. Hyper-Local Travel Packaging:

5. On-line Packaging Portals:

- Digitizing Products & Services
- Bundling & Posting Packages
- Metro Detroit CVB Package Portal

6. The Pathways of Packaging

- The Packager
- The Partner
- The Customer
- The Detroit CVB

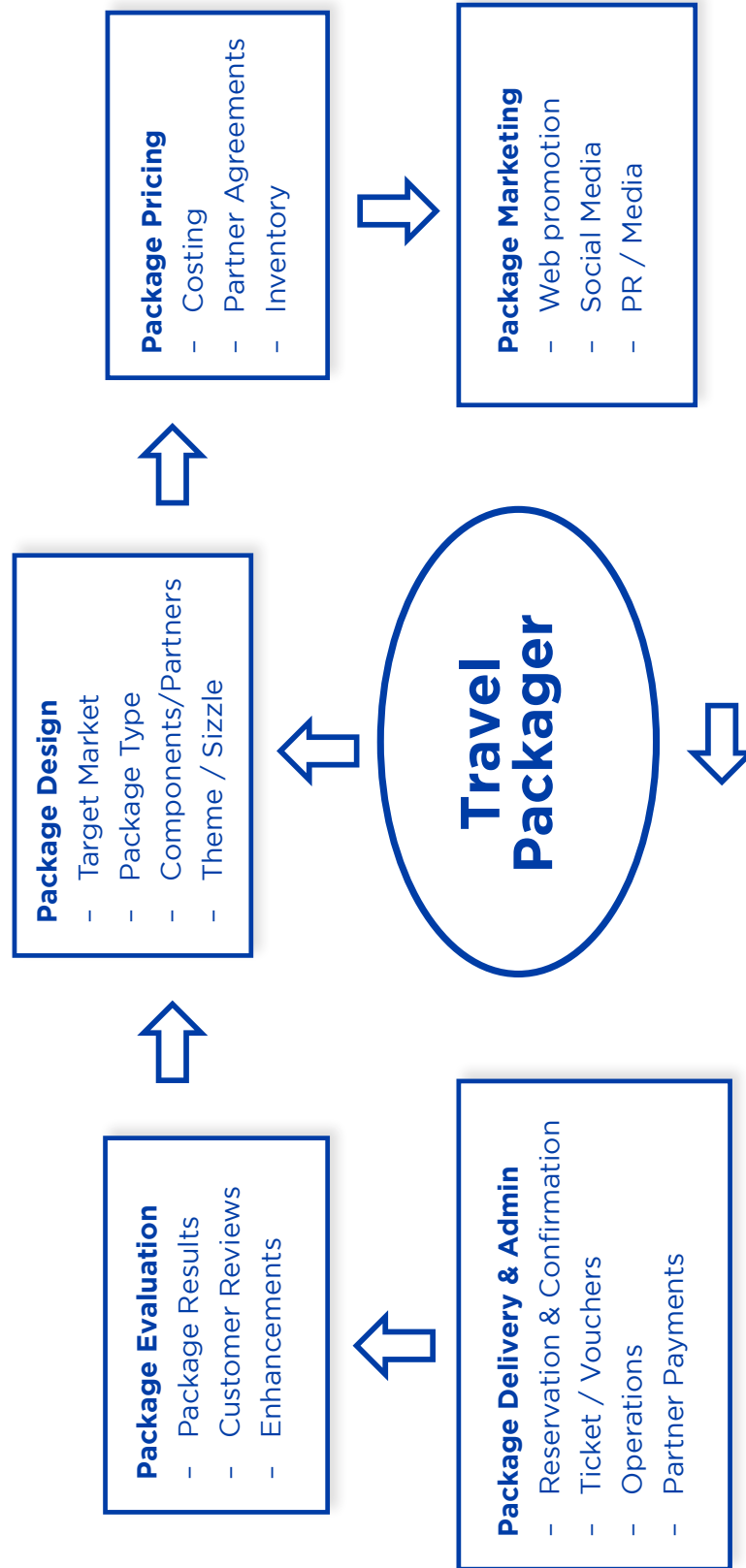
7. Your Packaging Premise:

- Your Time Frame
- Your Target Market (Geography)
- Customer Segments

8. Business Partnerships to drive Packaging success:

II. The Process of Travel Packaging:

The Travel Packaging Process



III. Hyper-Local Customers:

Driving Business with Packaging:



What are your target destination areas locally, in state and regionally for Hyper-Local customers?

IV. Consumer Travel Packages:

1. The People:

A.) Hyper-Local Leisure Travellers

- Local/Regional Drive Market

B.) Trends:

- Safety
- Relax & Connect
- Family & Friends
- Outdoors & Touch free
- Wellness

2. Package Travel Products:

A.) One Day Visits / Product Partnerships

B.) Get-Aways

C.) Hub & Spoke Packages

D.) Family & Multi-Generational Packages

V. Package Components:

1. Primary Elements:

- Accommodations / Hotels, B&Bs / Lodges, etc.
- **Major Attractions, Adventure Activities, & Cultural/Heritage Components**
- Transportation Services

2. Value Added Elements:

- Attractions
 - Tickets
 - Programs
 - Value-Adds
- Restaurants & Meals
- **Evening Activities & Entertainment**
- Guided Visits, Micro-Entrepreneurs & Local Flavor, Local Products

3. Lagniappe:

- Pre Trip Guides, Information & Mobile Apps
- Arrival / Welcome Gift
- Departure Gift

VI. Creating Package Sizzle:

1. Package Sizzle & The 4 Ts:

- Themes (i.e. Gardens, Parks, Culinary):
- Threads (i.e. Destination Connections):
- Trends (i.e. Niche Segments, Lifestyle):
- Traditions (i.e. Culture, Heritage & History):

2. Pandemic Package Sizzle

3. Detroit CVB Package Themes:

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VII. Travel Packaging Worksheet:

1. Packaging Ideas:

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2. Possible Package Partners:

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3. Sample Packages:

Package I

- Target Market _____
- ___ Days / ___ Nights
- Theme:
- Title:
- Lodging:
- Components:

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-
-
-
-

Package II

- Target Market _____
- ___ Days / ___ Nights
- Theme:
- Title:
- Lodging:
- Components:

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-
-
-
-

VIII. Your Packaging Action Plan:

Packaging Ideas:

To Be Completed By: