



DETROIT
METRO
CONVENTION
& VISITORS
BUREAU

visit**detroit**.com

The Secrets of Package Marketing & Operations

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P.O. Box 692359

Quincy, Massachusetts 02269

Phone: 617-786-9096 | Fax: 617-786-1081

joe@venetocollaboratory.com | www.venetocollaboratory.com

I. Hyper-Local Travel Packaging:

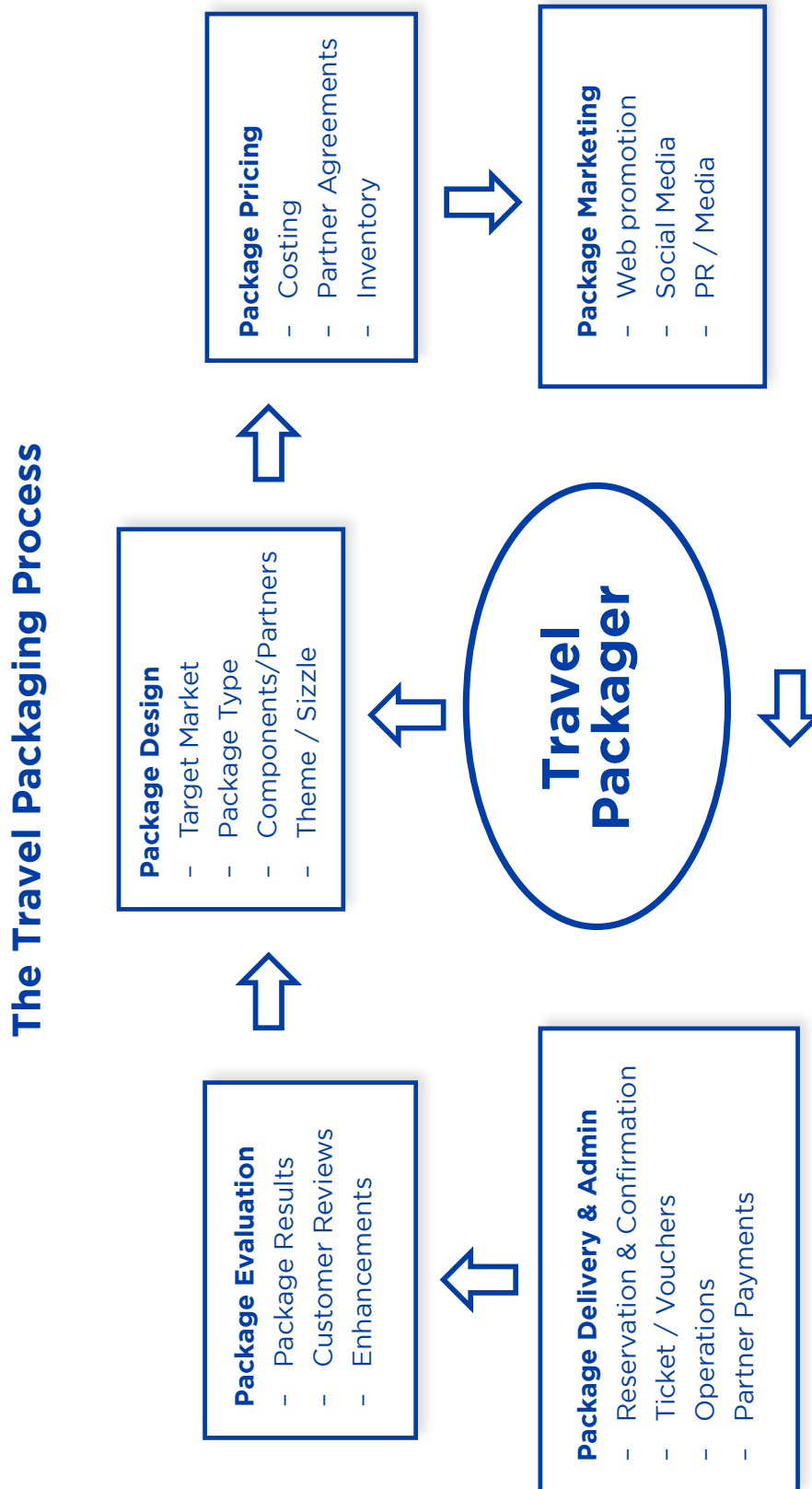
1. The Detroit Metro CVB Experiences Program:

2. The Travel Packaging Process:

3. Partner Activities for Packaging Success:

4. Sample Detroit Experiences Travel Packages:

II. The Process of Travel Packaging:



III. Package Administration

1. Booking Procedures

- On-Line Package Posting
- Availability & Inventory
- Package Reservations
- Deposits & Payments
Inventory Costs
- Cancellations & Changes
- Tracking, Measurement &
A Call to Action

2. Package Operations:

- Confirmations
- Pre-Trip Materials
- Advance Reservations
(Spa, Golf, etc.)
- Vouchers & Tickets
- Managing Inventory
- Payments to Partners
- Customer Service Issues
- Insurance & Liability

IV. Package Distribution Channels:

1. Direct to Consumers

- Current & Past Customers
- New Customers
- Referrals from Past Customers

2. Destination web sites – Posting

- VisitDetroit.com
- Michigan.org
- Third Party websites & directories

3. Travel Package Partner websites

4. Third Party Distribution

- Gift & Gift Certificates
- Package as a value add give away
- Incentive or Bonus

5. Travel Agencies & Auto Clubs

V. Travel Packaging Marketing:

1. Websites
2. Social Media Channels
 - Instagram
 - Facebook
 - Twitter
 - Trip Advisor Reviews
 - Content Calendar
3. Blogs
4. Influencers
5. Customer Communication
 - E-newsletters
 - Podcasts
6. Videos
7. Public Relations
 - Press Releases
 - Detroit Media

VI. Your Packaging Action Plan:

Your actions to create Packages for the 2021 Summer Travel Season:

Packaging Actions:

To Be Completed By: