

TOP FIVE TIPS for Effective Packaging



Are you looking for ways to refresh your business, sharpen your competitive edge, attract more customers in the shoulder seasons and extend the reach of your marketing? Try packaging your tourism product, either on your own or in partnership with other operators and businesses. Creative packaging can make your product

seem fresh and new again to consumers. It can drive shoulder season traffic and may also inspire travel trade and travel media to take another look at your business. Consider the following tips as you begin designing your packages, collaborating with partners and preparing for more guests.

1. CREATE A HOOK

Travellers have countless choices when it comes to shopping for vacation packages. To stand out among the competition, you need a hook – a unique or enticing service, attraction, event, program or activity that will appeal to consumers and give them a primary reason to purchase your package. If you are feeling really creative, consider additional incentives to make your vacation bundle even more exclusive and attractive.

2. PROVIDE A UNIQUE CUSTOMER BENEFIT

Wherever possible, offer your customers a benefit that they can only receive by purchasing the complete package. Consider providing a discount on a specific service such as a spa treatment, or offering a free or exclusive feature such as a complimentary equipment rental – cross-country skis, skates, bicycles, golf cart, etc.

3. PLAN CAREFULLY

Plan at least six months in advance to ensure that no important features or potential problems are overlooked and to allow time for promotion. Ensure that your package is properly matched to the needs of the market you are trying to attract (couples, families, food aficionados, outdoor enthusiasts, etc.). If you are working with local partners, thoughtful planning and co-ordination are required to ensure availability and align components with the package theme.

4. PRICE YOUR PACKAGE COMPETITIVELY

Your package price must be competitive, and it must be affordable to your target markets. Ensure that the price does not exceed the total cost of buying the package components separately. To help determine price, research comparable travel bundles.

5. KEEP YOUR PACKAGE PROFITABLE

Ensure that your profit is large enough to make all your effort worthwhile. Be careful not to lose money on your free items by accounting for their value at cost.