BENEFITS OF BEING A GROUP TOUR ORGANIZER

1) FREE TRAVEL

2) YOU SET THE HOURS YOU WISH TO WORK

3) EXPERIENCE A NEW AND EXCITING PROFESSION

4) SPECIAL GROUP PRICING IS BELOW REGULAR INDIVIDUAL SELLING PRICES
5 Steps to Becoming a Group Tour Organizer

1) Affiliate yourself with a reputable travel agency.
   The agency you are dealing with should be fully bonded and insured.
   They should be a member of:
   - American Society of Travel Agents (ASTA)
   - Cruise Line International Association (CLIA)

   The travel agency must provide you with guidance in choosing the best possible itinerary
   and pricing along with strong support in promoting the chosen tour.

2) Networking.
   Your immediate circle of business colleagues, friends and family can provide the nucleus of
   a very successful group tour. Your church, synagogue, social clubs or organizations to
   which you belong also provide a good basis for potential customers. Everyone you are in
   contact with should know that you are a group travel organizer.

3) Promote both yourself and the company you represent.
   Be actively involved in community activities, Chamber of Commerce events,
   local fundraisers, etc.

4) Establish a solid reputation as a tour organizer.
   Travel is about being a sales person – a dream maker. Be sure you actively
   listen to your client base – knowing their travel needs and what trip will best
   meet their requirements.

5) Be Fair – Be Consistent – Be Reliable.
   Deliver what you promise. In a sales position, your word is your bond. Be
   certain that you as the group organizer and your travel agency of choice
   deliver a high standard of service.

REMEMBER, YOUR GROUP TRAVELERS HAVE A CHOICE
MAKE SURE YOU ARE THAT CHOICE
IDEAS FOR GROUP TRAVEL

1. **REUNIONS** – HIGH SCHOOL, FAMILY
2. **AFFINITY GROUPS** – Church Groups, Dance Groups, Fitness Groups, Collector's Groups, Culinary Groups, Alumni Groups, Student Groups, Active Adult Retirement Communities
3. **SPORTS CLUBS** – Golf Club, Football Fans, Bowling Leagues
4. **Professional Organizations** – Business Leaders Groups
5. **COMMUNITY, FUNDRAISING & NON-PROFIT GROUPS** – YMCA, VFW, Volunteer, Charities
6. **FRIENDS** – Girls Getaway, Guys Getaway
7. **FAMILY TRAVEL**
8. **DESTINATION WEDDINGS**
9. **INCENTIVE TRAVEL**

**WHAT IS NEEDED FOR GROUP RATES:**
- 8 Cabins For A Cruise (at dbl. occupancy = 16 people)
- 10 Hotel Rooms For A Land Package
- 10 Seats Out Of The Same Airport For Group Air
- 20 – 30 People Minimum For A Motorcoach Tour
Group Travel

Benefit from the experience of Boscov's Travel when planning your Fundraising, Incentive or Group Travel Events.

✓ Knowledgeable Staff ~ Over 38 years of planning group tours.
✓ Customized Tour Planning ~ Create an itinerary according to your preferences.
✓ Travel Resources ~ A wealth of travel information is at your fingertips regarding customs, documents, currency, and destination information and maps.
✓ Hassle-Free Payment Collection ~ Payments are made directly to Boscov's Travel by cash, check, Boscov's credit card or Visa/MasterCard.
✓ Use of an experienced Boscov's Travel Tour Director ~ you have the option to include one of our experienced tour directors to escort your group.
✓ 24 Hour Emergency Service ~ A representative of Boscov's Travel is on call 24 hours a day for emergency situations ~ This is not an answering service.

Here's how Boscov's Travel helps you promote your Fundraising, Incentive or Group Travel Events.

Electronic Postcard  Boscov's Travel will design an electronic postcard to be sent to your email list. This will help notify your travelers of your upcoming tour as well as remind those who have not yet registered.

Print Media  Boscov's Travel will design posters, envelope stuffers, and postcards for your distribution. Cost of postage is not included.

Destination Previews  Boscov's Travel will present a preview of your tours to your group of travelers at your location or a Boscov's Store near you.

Website Link  A link on your website will be linked to an exclusive page on Boscov's Travel's website. Your travelers can view the details of your vacation and register online.

Webinars  A presentation of your trip that can be viewed from your own computer in the comfort of your home or office.

Boscov's Group Travel  ~ 4500 Perkiomen Ave.  ~ Reading, PA 19606  ~ Phone: 610-370-3750
http://www.BoscovsTravel.com  Cynthia DeWald-Group Sales Manager  - cdewald@boscovs.com