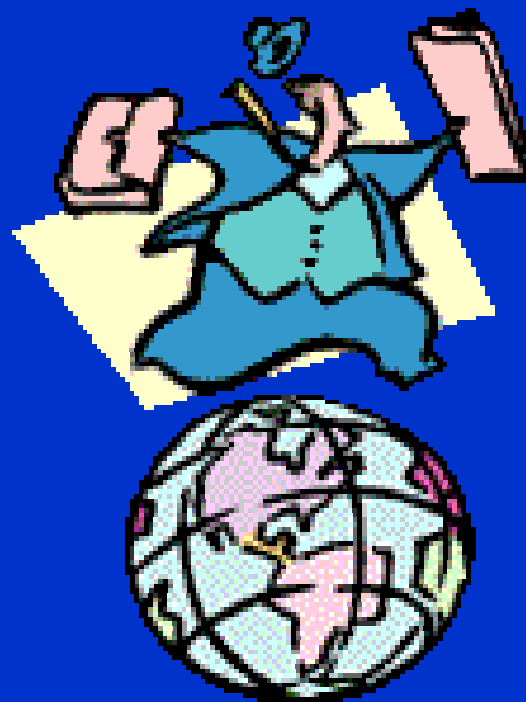


The Do's & Don'ts of Fam Tours

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What is a Fam Tour?

FAM (familiarization) tour: a free or reduced-rate trip offered to travel professionals to acquaint them with what a destination, attraction or supplier has to offer

Why do we do them?

- Best way to showcase to a client
- Create a tour experience
- Provide ideas for itinerary building
- Opportunity for relationship building

Who participates in Fams?

- Tour & Travel
- Meeting Planners
- Writers & Journalists

Qualified Participants

- Qualifications

- Where to find participants

 - Databases of professional organizations

 - Leads from trade publications

 - Sales & trade show activity

 - Referrals

 - Pre/post trade show nearby

 - Travel company (wholesaler)

Planning Considerations

- Time
- Total length of time
- Resources
- Number of participants

What to show and sell

Depends on the audience(s) and their clients, their particular needs. Show things that are bookable.

- Group planners
- FIT product managers/travel agents
- International
- Meeting Planners
- Writers
- Journalists

Who pays – and for what?

In Louisiana, generally, goods and services are provided on a complimentary basis as an expense of securing more business.

- Gratuities
- Registration fees
- Transportation
- Alcohol
- Motorcoach munchies

Fams by committee

- Protects political interest
- Can be a valuable planning tool
- Division of labor
- Different areas of expertise and knowledge
- Repercussions and decisions do not fall on one individual.
- Strength in numbers

The Role of the Escort

Tour guide, trivia expert, nurse, timekeeper, interpreter, mom, hostess, bus keeper, peacekeeper, diplomat, flight attendant, baggage clerk, babysitter, teacher, entertainment director, photographer, navigator, climate control manager, shepherd.

The Role of the Escort

- Ties all segments together
- In control at all times
- Fair and impartial
- Familiar with all aspects of the trip
- CVB person or local step on service
- Homework
- Legal responsibilities

Timeline Checklist

The Devil is in the Details

6 to 5 months before fam

- Name and theme
- Bid process
 - Bid solicitation
 - Bid selection
 - Bid confirmation
- Tentative itinerary
- Design an invitation

4 to 3 months before fam

- Book a motorcoach
- Mail invitations
- Forms
 - letter
 - descriptive itinerary
 - registration form
 - tour & travel profile
- Follow up
- Confirmations

1 month before fam

- Flight manifest
- Rooming lists
- Reconfirm all itinerary items & step-ons
- Directions
- Menus
- Profiles to host
- Final itinerary with contact information

2 weeks before fam

- Personally call all operators again
- Final details
- Create an evaluation form

1 week before fam

- Reconfirm itinerary and directions
- Decorations
- Buy snacks
- Name badges and luggage tags
- Make packets for each operator

Information packets

- LA Tour Guide and LA highway map
- Final itinerary
- One-page map with route highlighted
- List of other operators on bus
- Luggage tags
- Evaluation form
- Any free time vouchers

Tips during fam tour

- 5 minutes prior to arrival
- Operators are your guest
- Worry about time and logistics so that your guests don't have to
- Always count heads before departure
- Evaluation
- Document any accidents, no matter how minor
- Be aware of bathrooms
- Be a host

More tips.....

- Room keys
- Luggage
- Complement information provided by the step-on
- Group picture
- Tip collection
- Interact with and get to know the operators

Day after fam

RELAX...you deserve it!

1 to 2 weeks after fam

- Thank you notes to the hosts
- Thank you notes to the operators
- Calculate results of surveys

6 months or 1 year after fam

- Survey operators to determine who has brought or plans to bring business to Louisiana.

Supplier Perspective

What is the benefit?

- Cheapest, easiest way to market
- Shake every hand, kiss every cheek
- Show how you complement local itinerary

Supplier Perspective

- Make the most of time allotted.
- Show off “bookable best”
- Follow up, Follow up, Follow up!

Question and Answer

Does anyone have any questions or comments

Thank you for coming!