

How to create a Tourism Package

What is a Package?

A package features one price, but includes a combination of individual products that can be purchased by the consumer in one transaction.

Why create a Package?

- to add value to your basic product
- to reward customers
- to make it easier for your customer to book multiple activities
- to add excitement to your experience
- to encourage longer stays
- to satisfy your customers 'intangible needs' such as 'unwind' 'escape' 'discover'
- to entice your customers during a particular period eg Mother's Day, Darwin Cup, etc.

How do you create a Package?

Before creating a package you need to consider who the package is for, what is motivating the consumer to purchase your package, what will the package include and how you plan to promote the package.

Package component examples:

- accommodation
- welcome treats such as cheese, wine, chocolates
- attraction, tour or event tickets
- meal upgrades or inclusions (eg continental breakfast upgraded to full breakfast)
- airport transfers
- souvenir(s)
- food & beverage credit for your venue or another venue
- picnic hamper
- Day Spa credit or voucher
- Extra inclusions that you don't normally include ie professional photo at sunrise/sunset.

Where to promote your Package

- website (your company and external suppliers of packaged components)
- social media platforms
- visitor information centres
- brochures/flyers
- newsletters (yours, schools, sporting clubs, tourism organisations)
- direct mail
- letterbox drop
- press

For more information

If you would like to discuss further please email distribution.tourismnt@nt.gov.au and one of our team will be in touch.



Package Examples

Organisation Type	Hotel	Tour	White Goods	Hairdresser
Name of Package	Midweek Romance	Mindil Markets Munchies and Merch	Wash your worries away (cashback offer)	Luscious Locks
Inclusions	Overnight Accommodation in a King Suite Couples Massage Two Course dinner for two including a bottle of wine with reserved ocean view seating Chocolates on pillow and turn down Late Checkout	Pick up & drop off transfers to Mindil Beach Markets \$20 voucher to spend at any food stalls \$20 voucher to spend at any retail stalls Professional photo with sunset	7kg Front load washing machine \$150 cash back offer Free 2 litre OMO washing detergent Extra 2 years warranty on top of normal warranty	Cut Colour Style
Price	\$335	\$99	\$440	\$99
Promotion Method	website, social media, database, electronic newsletter	website, social media, database, electronic newsletter, visitor information centres, hotel concierge	website, social media, database, electronic newsletter, catalogue, direct mail	website, social media, press, letterbox drop

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Package pricing & planning sample

Business name: Cozy Cabins

Package name: Midweek Romance

Package objective : Generate mid-week bookings

Target audience:

- Northern Territory residents seeking a romantic indulgent getaway
- Couples wanting relaxation, indulgence & rejuvenation
- Self-Drive
- No dependent children / no children
- Like good food, wine, massages
- Fly in – Fly out, shift workers

Inclusions	# of pax allowed	Regular Price	Package Price	Commission Allowed	If No – Extra Cost associated** at 10%
1 night accommodation in a king room	2	\$150	\$100	Y	
2 Course meal	2	\$35 x 2 \$70	\$60	N	\$6.00
Wine	1	\$30	\$25	N	\$2.50
Couples Massage	2	\$90 x 2 \$180	\$75 x 2 \$150	Y	
Chocolates on pillow. Turn down	2	-	-	-	-
Late checkout	2	-	-	-	-
Total		\$430	\$335		\$12.50**

***Note this is the extra cost to you if commission is paid on the sale of the package where there is no commission normally paid*

Conditions of use:

- Bookings only available Monday through Thursday
- Subject to availability
- Not available during NT school holidays.

Operational Notes:

- Guests will be issued with a voucher on arrival for use with external suppliers
- Guests will be asked to make a reservation for dinner quoting their room number
- Reception will offer to book in guest's massage and dinner reservation
- Cleaning staff will be notified of late checkout and chocolate on pillow turn down.

Package Promotion Plan

Method	Cost	Sales Target	Responsible	Due By
Own Website	\$100	30 packages	WWW.com	ASAP
Electronic Direct Mail Campaign	\$0	10 packages	Me	30 June
Day Spa Electronic Direct Mail Campaign	\$0	10 packages	Me/Day Spa GM	ASAP
Company Newsletter	\$50	10 packages	Me/Social Club	30 June
Total	\$150	60		

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Package pricing & planning template example

<p>Business name: <u>Your business name</u></p> <p>Package name: <u>Catchy name</u></p> <p>Package objective: <u>Reason for creating the package</u></p> <p>_____</p> <p>_____</p>	<p>Target audience:</p> <p><u>Bullet point a category profile.</u></p> <p><u>Likes, expectations, affluence, etc.</u></p> <p>_____</p> <p>_____</p>
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1 night accommodation in King Room	2	\$150	\$100	Y	
Total					

***Note this is the extra cost to you if commission is paid on the sale of the package where there is no commission normally paid*

Conditions of use:

State any conditions

- 2
- 3
- 4
- 5
- 6

Operational Notes:

List all operational issues to consider

- 2
- 3
- 4
- 5
- 6

Package Promotion Plan

Method	Cost	Sales Target	Responsible	Due By