

TIPS TO GO WILD WITH GROUP SALES

CHECKLIST FOR AQUARIUM/ZOO



- A map that geographically positions your attraction and shows access to major roadways, cities and other tour regions, destinations or attractions.
- Operation hours and program schedules for the upcoming 12-18 months.
- Escort notes/guide speak for accurate tour narration of your attraction.
- Information regarding handicapped-accessible facilities.
- Reserved or block seating at park events or programs to allow the tour group to be together. Also, have information on barrier-free facilities.
- Private, “insider” or special interest tours of your facility.
- A designated group entrance to expedite tour movements with a motorcoach-accessible area reserved for bus parking.
- Blackout periods when special events or conventions may preclude a tour from using your attraction. Also, advise the operator of any construction/renovation or traveling exhibits that might affect the tour group’s overall experience.
- Multi-tiered pricing with net, tour operator rates to entice the Tour Operator’s business.
- Complimentary or special considerations for the escort, driver or group.
- A definitive reservation/deposit/refund policy for tour group admissions and a billing policy.
- Examples of promotional brochures that can be sent to the Operator. Multilingual brochures should be available.
- Availability of transparencies, prints, separations, or logos for the Operator’s use in the tour promotion.