



ON THE RIGHT PATH FOR GROUPS

CHECKLIST FOR DMOs/CVBs



- A map that geographically positions your destination and shows access to major road-ways, attractions, cities and other tour regions or destinations.
- Suggested itineraries for tours including points of interest, attractions and side trips. Itineraries should include trip time, mileage and note special information, such as road conditions, restrictions and parking.
- Escort notes/guide speak for accurate tour narration of local points of interest, sights, attractions, customs and history.
- Dates and descriptions of local events, festivals or activities to enhance an Operator's tour product. Also, highlight value periods/shoulder seasons when tour services are readily available.
- Blackout periods when special events or conventions may cause difficulty in securing services for operating a motorcoach, e.g., Mardi Gras, Rose Bowl, Rodeo Days.
- Knowledge of attractions, restaurants and lodging seeking motorcoach business and able to meet the needs of the Operator and tour passenger. Be able to describe local attractions, operation schedules and fees.
- A reference list of step-on guides and/or receptive operators that serve your area.
- A list of local service facilities for diesel repair, sanitary dump stations, bus wash racks, fuel stations and short/long term bus parking.
- Knowledge of local laws, regulations, ordinances or fees that affect the operation of a motorcoach within your city, state or province.
- Examples of promotional brochures and tour-planning guides that can be sent to the Operator. Multilingual brochures should be available.
- Availability of transparencies, prints, separations, logos, videos or preprinted brochure shells for the Operator's use in tour promotion.
- Accessibility of cooperative advertising funds to help the tour company promote your destination.
- Information regarding FAM trip opportunities.
- A schedule of media advertising (forecasted 12-18 months) that may motivate a Tour Operator to promote your destination.