

# Finding the Pied Piper



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Hello and Welcome!

Please silence your cell phones.

There are no stupid questions,  
just some that are easier to  
answer.

Please raise your hand.



# **In the next hour, we will cover:**

- ➔ What a group is
- ➔ Where to find a group
- ➔ How to qualify your group
- ➔ What you can add

**What is a group?**

We are “joiners”

Three Primary Types









A word on Speculative Groups...

<b>Cruise Line</b>	<b># of Full Fare Passengers</b>
Celebrity	16
Crystal	12
Cunard	16
Holland American	16
Princess	16
Regent	10
Royal Caribbean	16
Silversea	10

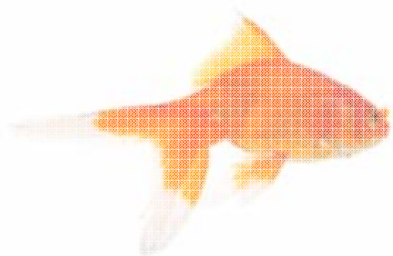
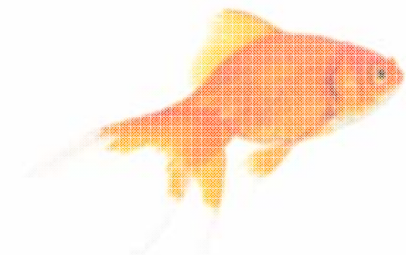
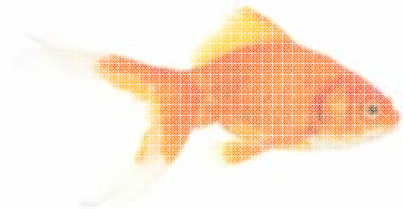
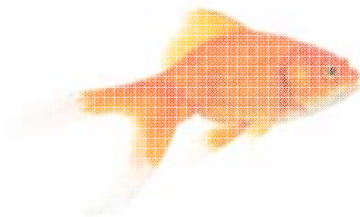
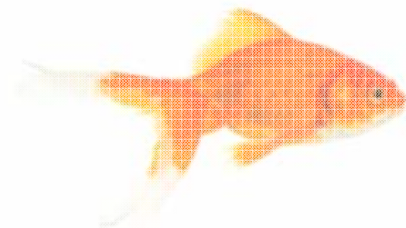
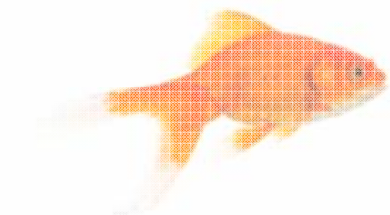
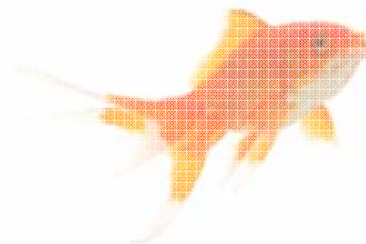
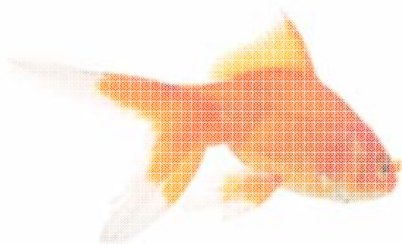
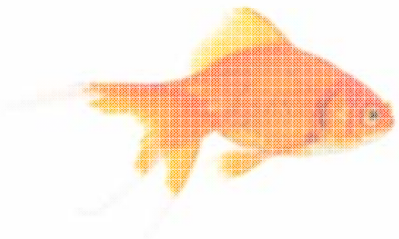
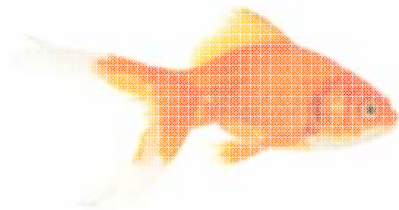
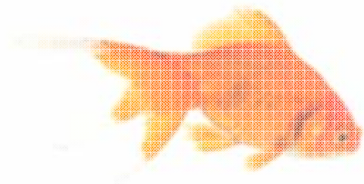
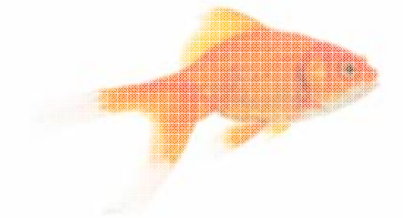
<b>Tour Supplier</b>	<b># of Passengers</b>
Classic	10
Globus	8
Tauck	10
Travel Bound	10
Travel Impressions	10
Viking River Cruises	10/16

# Why sell groups?

Increase

- Visibility
- Client Base
- Range of Services
- Repeat business





# What makes a good Pied Piper?

- People with a following
- Center of influence
- Outgoing personality
- Natural magnet

**Now you have a Pied Piper,  
but how's the group?**



1 . How many people?

2. How long have they been a group?

3. Have they traveled together before? Where? How long?

4. Have they gone on this product before?

5. Have they had to cancel?

6. How often do they meet?

7. Do they have a communication network?

**What's most important?**



# Desirable Group Characteristics

- ➔ Established track record
- ➔ Lack of price sensitivity
- ➔ Current mailing list
- ➔ Strong commonality



# Now what?

- Details, details, details
- Marketing strategy
- Group leader compensation

# What can you Add?

- Pre/post party
- Pre/post night
- Transfers
- Photo album
- Group photo
- Onboard credit

# Final Thoughts

→ "Do Groups"

→ Average of 5 tries for a group to go



