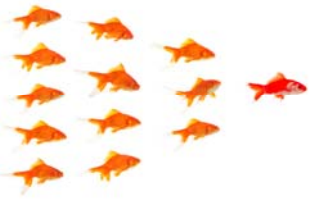

Groups: Finding a Pied Piper

Main Points from Presentation

What is a group? A group is defined as a set number of passengers that are traveling together.

Two types of Groups

1) Affinity groups: groups that have some sort of connection and or know each other
2) Speculative Groups: groups where you block group space and then fill it with FIT passengers, their only connection is you!

Pied Piper

Affinity groups need a Pied Piper; the person within the group that will promote it and be the center of influence.

Qualifying your Group

To help you identify viable groups, you need to ask seven important questions.

1. How many people are in the group?
Building a group is a like party it is all about who's organizing it and who is going.

2. How long have they been a group?
You want a track record of activity.

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

4. Have they gone on this product before?
Helps to identify the groups' expectations.

5. Have they had to cancel?
Are they consistently unable to get it together?

6. How often does the group meet?
Helps to see how engaged the members are within their group.

7. Do they have a communication network?
You'll want to advertise through their existing communication network.

Desirable group characteristics

What should you be looking for?

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

Your Notes