

Packaging for the Heritage Tourism Market



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What is Packaging?

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- **Traditional Packaging** is putting together a core destination product with additional services desired by the visitor.
 - **Dynamic Packaging** is technology driven: ‘Build your own holidays with our flight and hotel deals’
 - **Bundling** involves combining a variety of similarly themed products and experiences and promoting their collective consumption.



Advantages of packaging

– To the consumer

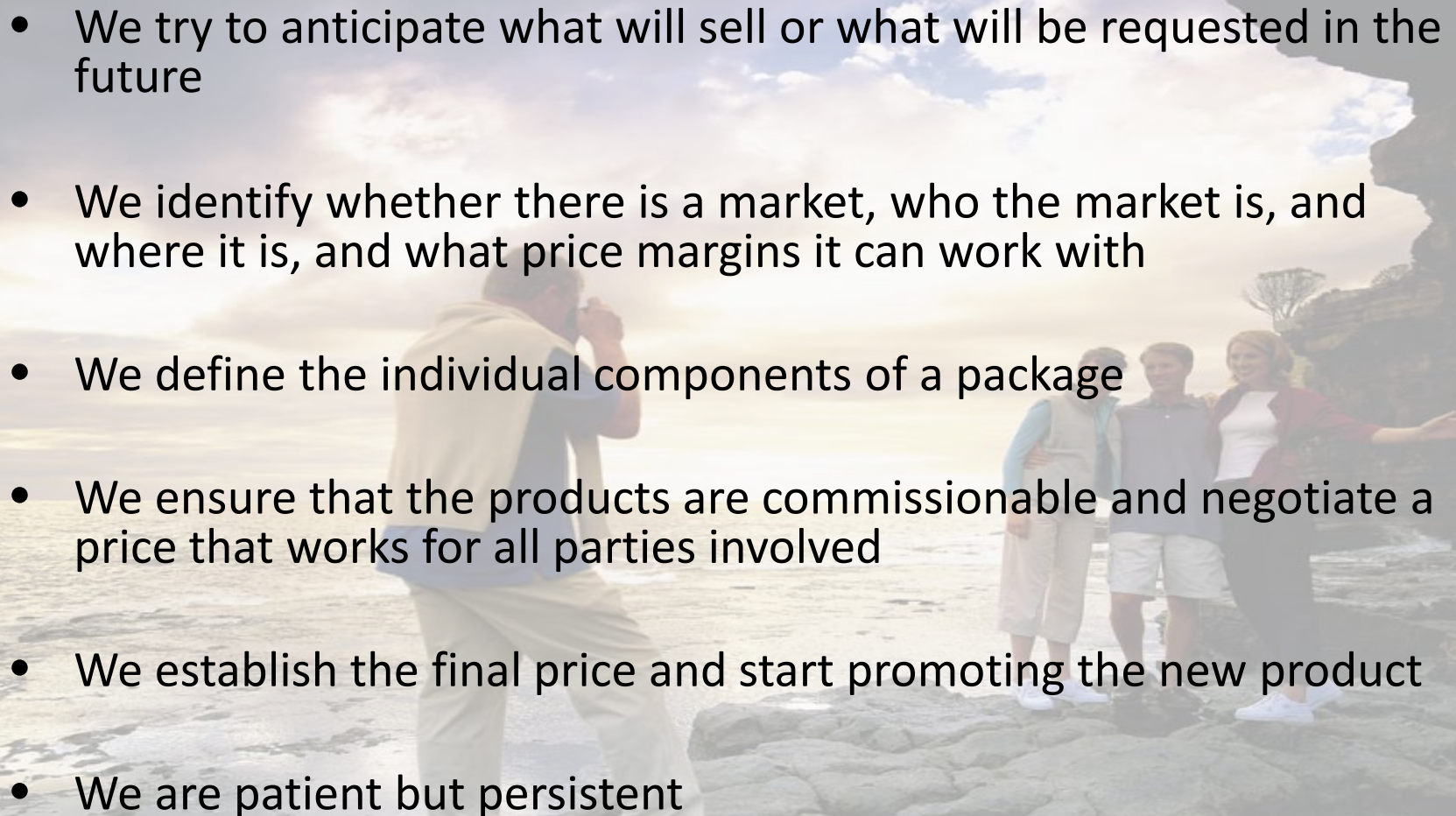
- Ease of purchase
- All products and services relate to their area of interest (themed package)
- Lesser price risk

– To the operator

- Brings focus to your region in creating a theme
- Easier for tour wholesalers to take up your product
- Opens new sales channels



How do tour operators package?

- We try to anticipate what will sell or what will be requested in the future
 - We identify whether there is a market, who the market is, and where it is, and what price margins it can work with
 - We define the individual components of a package
 - We ensure that the products are commissionable and negotiate a price that works for all parties involved
 - We establish the final price and start promoting the new product
 - We are patient but persistent
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How do YOU get packaged?

- Fit into a theme or create your own theme
- Be in the right location or create your own location
- Bundle with other operators and **Package Yourself**



Examples of Packaging in Heritage Tourism

- **Kokoda Trail**
 - *‘Our trips offer an innovative and safe educational travel experience, focusing on interaction with the local communities and developing a greater understanding of a diverse and rich cultural heritage.’*
- **Private Heritage Tours**
 - *‘You are invited to experience the magic of some of the world’s most exciting destinations with an authenticity of experience and insider access normally unattainable.’*
- **Group Heritage Tours**
 - *‘Our journeys offer intrepid travellers diverse cultural experiences, history at the very site and setting, scenery that must be seen to be understood and genuine contact with people from all over the world.’*
- **Heritage Train Journeys**
 - *‘A range of rail journeys featuring NSW’s most beloved heritage trains, from Sydney and suburbs, to far-reaching areas of NSW and interstate.’*

The DO's and DO NOT's

- **DO** – price for commissions
- **DO** – host famils - if you need to charge at all only charge your minimum cost
- **DO** – attend as many networking opportunities as you can, there is always somebody of interest
- **DO** – think creatively and see how you can bundle yourself with others to make it easier to become packaged
- **DON'T** – expect that people come to you simply because you have a good product
- **DON'T** – expect to get much return in year one of being in the program of a tour operator
- **DON'T** – put all your eggs into one basket, look at different ways of getting packaged
- **DON'T** – let your product become stale, keep it fresh and on the radar of the industry