

THE “5P” BUSINESS SURVIVAL WORKSHOP for small scale tourism operators



To support new small scale tourism operators in surviving the crucial early stages of business development, and to help struggling existing operators fortify their businesses, Papua New Guinea Travel and Tourism Consulting has designed a one week training workshop covering these five key areas:

1. Product Design and Development
2. Pricing and Commissions
3. Payments, Bookings and Cancellations
4. Packaging and Value Adding
5. Promotion

The 5P workshop is designed for:

- Small property owners (eco-lodges, village guest houses, local beach resorts)
- Tourist attractions (eg cultural centres, small museums and nature parks, festivals)
- Local day-trip operators and travel agents

5P WORKSHOP TOPICS:

1. PRODUCT DESIGN AND DEVELOPMENT

- MARKET RESEARCH AND IDENTIFY POSSIBLE PRODUCTS
- DESIGN A PRODUCT THAT IS UNIQUE AND MEETS MARKET DEMAND
- PRODUCT SWOT ANALYSIS AND DEVELOPMENT

2. PRICING AND COMMISSIONS

- PRICE SETTING
- COMMISSION LEVELS
- CURRENCY EXCHANGE
- DISCOUNTING

3. PAYMENTS, BOOKINGS AND CANCELLATIONS

- BOOKING SYSTEMS AND PROCEDURES
- PAYMENT METHODS
- TERMS AND CONDITIONS, CANCELLATION POLICY

4. PACKAGING AND VALUE ADDING

- HOW PACKAGING WORKS
- ADVANTAGES AND PITFALLS OF PACKAGING
- DESIGNING AND PRICING A PACKAGE
- VALUE ADDING

5. PROMOTION AND MARKETING

- WEBSITES AND SOCIAL MEDIA
- INTERNET AND EMAIL MARKETING
- TRAVEL AGENTS AND BOOKING ENGINES
- INDUSTRY NETWORKING
- PARTNERING WITH TOUR OPERATORS

KEY WORKSHOP TAKE-AWAYS:

PRODUCT DESIGN AND DEVELOPMENT

- What is a “tourism product”? Definition and examples (eg accommodation, excursions, cultural shows, tour packages)
- How to assess current and future demand in the world tourism market
- How to select and design and tourism products that cater to demand, are relatively unique, sustainable, acceptable to the local community and make best use of local resources.
- How to do a SWOT analysis of a potential new tourism product
- How to further develop a product to stand apart from competitors and be attractive to consumers and travel agents

PRICING AND COMMISSIONS

- How the travel distribution system works
- How to calculate and set nett rates, commissionable rates, gross rates, rack rates and discount rates
- How to correctly convert pricing to foreign currencies for overseas sales
- How to add bed tax or sales tax if applicable
- How to calculate quotations and booking deposits
- How to offer commissions to travel agents
- How to offer discounts to secure bookings and increase sales

PAYMENTS, BOOKINGS AND CANCELLATIONS

- How to communicate with customers and agents using correct words
- How to accept and confirm tourist bookings
- How to quote and invoice customers and travel agents
- How to collect booking deposits
- How to encourage pre-payment to improve cash flow
- How to set booking and payment conditions
- How to set cancellation policy and refund procedure
- How to accept payments through bank account, Western Union, Paypal, credit cards, booking agents
- How to pay refunds for cancelled bookings and un-used services

PACKAGING AND VALUE ADDING

- What is a tourism package? Definition and examples. Advantages and disadvantages.
- How to offer packages to increase bookings and increase profit-per-booking
- How to design accommodation and tour packages that strike the right balance between up-selling and over-selling
- How to plan and construct a package itinerary (timing, sequencing, presentation)
- How to specify package inclusions and exclusions
- How to use a spreadsheet to calculate package prices
- How to add commission margin and contingency margin to package pricing
- How to price and quote packages for different group sizes
- How to price packages for groups with tour leader free (n + 1)
- How to calculate single supplement
- How to add “free” extras to accommodation, tours, packages etc without losing money (value-adding)
- How to discount packages without losing money

PROMOTION

- How to choose and register a suitable business name
- How to identify and reach the target market or consumers and specialist travel agencies
- How to set up a smart but modest website or FB page at minimal cost and get it shared on Facebook and listed on Google and third party tourism websites
- How to do a basic e-mail promotion campaign
- How to get bookings from online travel agencies and internet booking engines
- How to network with other local and regional tourism businesses
- How to partner with an inbound tour operator

WORKSHOP PROGRAM:

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	WORKSHOP DAY ONE	WORKSHOP DAY TWO	WORKSHOP DAY THREE	WORKSHOP DAY FOUR	WORKSHOP DAY FIVE
8.30–9.30	REGISTRATION & HOUSEKEEPING	2. PRICING	4. PACKAGING	5. PROMOTION	WORKSHOP SUMMARY
9.30–10.30	INTRODUCTION	2. PRICING	4. PACKAGING	5. PROMOTION	FORUM DISCUSSION
10.30–11.00	Tea and discussion	Tea and discussion	Tea and discussion	Tea and discussion	Tea and discussion
11.00–12.00	COVID-19 ISSUES	2. PRICING	4. PACKAGING	5. PROMOTION	FORUM DISCUSSION
12.00–1.00	Lunch	Lunch	Lunch	Lunch	Lunch
1.00–2.00	1. PRODUCT DESIGN	3. PAYMENTS	4. PACKAGING	5. PROMOTION	CLOSING AND PRESENTATION
2.00–3.00	1. PRODUCT DESIGN	3. PAYMENTS	4. PACKAGING	5. PROMOTION	INDIVIDUAL CONSULTATIONS ON REQUEST
3.00–3.30	Tea and discussion	Tea and discussion	Tea and discussion	Tea and discussion	
3.30–4.30	1. PRODUCT DESIGN	3. PAYMENTS	4. PACKAGING	5. PROMOTION	

Sessions are presented in lecture format with multimedia projector, including some group discussions and practice tasks. Questions and comments can be written on paper and submitted during breaks and will be addressed at the start of each new session.



WORKSHOP PRESENTER:

Finally, a tourism workshop run by an experienced travel and tourism professional from the region who knows what he is talking about! “Mr Eco Tourism” **AARON HAYES**:



- ▶ 30 years experience operating inbound tours in PNG and Solomon Islands
- ▶ Director of travel companies Ecotourism Melanesia and South Pacific Tours
- ▶ Principal consultant of PNG Travel and Tourism Consulting
- ▶ Former executive of the PNG Tour Operators Association
- ▶ Qualified trainer (former teacher at KGVI School and Waimapuru NSS)
- ▶ Entertaining presenter, speaks PNG and Solomons pidgin

ASSISTANT PRESENTERS:



Wesley Momen (from Milne Bay PNG)

- current operations manager, Ecotourism Melanesia
- expert birding and wildlife guide
- former ranger at Port Moresby Nature Park
- owner/operator of Trobriand Eco-tours



Glynn Iruru (from Central Province, PNG)

- former operations manager, Ecotourism Melanesia
- experienced tour organizer and leader
- owner/operator of Melanesian Safaris



Jane Toleitau (from Milne Bay PNG)

- senior tour escort, Ecotourism Melanesia
- former TPA officer
- former TNT lodge manager



**Ecotourism
Melanesia**

Papua New Guinea & the South West Pacific



SOUTH PACIFIC TOURS

