Profit with Partnerships

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Profit with Partnerships

1 + 1 = 3

- Increase “heads in beds” & other revenue outlets (1)
- Remarket - Your own guests!
- Increase visitation
- Capture new market niches
- Reduce or augment marketing costs
- Increases your partner’s revenues (1)
- Increase exposure and boost brand image
- Educate - increases the value quotient
- Enhances your guests’ experience = (3)
Partners Come From Many Sources

- Your own products or services
- Your own talented staff
- Local vendors or businesses
- Competitors
- Local Chamber or Visitor’s Bureau
- Out of the box collaborations
- Creative use of your space
Elements of a Good Package Partnership

- Timing - When do I need the business?
- Customer type - Their needs & wants
- Package partner type - Are you two the best fit?
- Physical assessment - What can I provide? What is missing?
- Does it educate extended value to the customer?
- Is it newsworthy?
- Presentation of the package elements
  - Is it easy to explain to the customer?
  - Easy to administer?
  - Does the process enhance a guest experience?
  - Can your destination manage the experience or event?
Lodging-Sample Package Options

- **Celebration Packages**
  - Birthday, Anniversary, Babymoon, Honeymoon, Girlfriends Getaway

- **Romance Packages**
  - Wine Lover’s Package, Valentine’s Day/Month

- **Seasonal Packages**
  - Spring/Summer - Beach, Golf, Fall - Foliage, Winter - Skiing

- **Packages Unique to Your Area**
  - Winery/Brewery/Distillery Tours
  - Amish Tours, Historical Venues, Sporting Events, Local Attractions

- **Special Events**
  - Murder Mystery Dinner, Cooking Classes, Wellness Retreats
  - Theater or Music
Partners may come from many sources

Case Study: Competitor

An innkeeper, who was British, had a passion for British Cars. He wanted to do an event that would help fill his (then 6 bedroom) inn right before the New England Fall Foliage Season but needed an area to show off the cars for the weekend. He went to a competitor to ask if they could jointly market this and use his competitor’s field. A few other inns in the area were lukewarm with his idea.

20 years later: Check out the result:

http://www.gostowe.com/british-invasion
Package Using Local Chamber or Visitor’s Bureau
Jasmine Bigelow, Mad River Valley Chamber of Commerce

Vermont Bed & Brew Package

- It combines two popular elements of Vermont
  - Vermont B&B’s
  - Vermont Microbrews
- It is topical and newsworthy
  - Micro brews are very popular
  - 3 of the top ten micro brews in the World are in Vermont
- It hits a passionate, core market
  - It is a fast growing segment of the millennial market
- It is weather proof
  - Tours are designed for indoors - no season for beer drinking
Come for the Craft Beer. Stay for the Valley.

- 2 nights at a lodge or bed & breakfast in the Mad River Valley
- Private Saturday tour of 3 to 4 craft breweries with special tastings of Vermont beers en route and purchasing opportunities
- Local retailers reserve Lawson’s Finest Liquids and Heady Topper exclusively for purchase by Bed & Brew guests!
- Local and knowledgeable “beer guide” and friendly party bus driver
- Mad River Valley 6oz. tasting glass with free tasting at each brewery
- Opportunities for lunch, snacks, and shopping along the route

Vermont Bed & Brew Package

- 55 businesses are mentioned in this package - great exposure potential!
Pricing the Vermont Bed & Brew Package

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Opportunity</th>
<th>Revenue Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room for 2 nights with breakfast</td>
<td>$277.40</td>
<td>Sell Upgrade - $25 per night</td>
<td>327.40</td>
</tr>
<tr>
<td>Brewery Tour on Saturday</td>
<td>$235</td>
<td>Brews &amp; Chews Package in Room upon arrival</td>
<td>$25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>featuring local beers</td>
<td></td>
</tr>
<tr>
<td>PACKAGE PRICE</td>
<td>$512.40/couple (plus tax &amp; gratuity)</td>
<td></td>
<td>$352.40</td>
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</tbody>
</table>
Special Events

Elopement Package

- Lodging for two nights for bride & groom
- Full breakfast following morning
- On site wedding ceremony space
- Minister to perform the ceremony
- Flowers for bride & groom
- Wedding cake for two
- Sparkling beverage
- Growing niche market
- Can help increase off season and weekday business
- Great way to test the waters with weddings
- What else special for this couple? (Couples massage, sleighride for two, private wine tasting, sunset cruise on Lake Champlain, special handmade furniture or pottery for couple?)
Packaging Tips to remember

- Be consistent and clear on your package pricing descriptions
  - Per person or per couple
  - Are tax & gratuity included or not?
- Don't be afraid to markup components from other vendors
  - Adds a little money to your pocket
  - Helps offset the credit card fees
- Take your time into consideration and charge for it
- Simplify your room packages - one price for a group of rooms
  - Have your suites as upgrades for the package
- Your partners are an extension of your customer service - choose wisely!!
- Packages are NOT discounts! - There is a premium for convenience!
- Education is an important component - even if they don't buy the package
Attraction & Destination Partnerships

- Develop relationships with lodging properties
- Create special programs for lodging guests
- Create a trail, day trip or special experiences with like minded businesses in your community or region.
- Establish a cooperative marketing program promoting your destinations to our visitors or a niche market
- Use your “campus” creatively to hold special events and experiences
- Get to know tour operators offering day trips, special tours, group tours and niche experiences and GET on their radar and itineraries
- Partner with and take advantage of opportunities offered through your association memberships; through VDTM and locally
Creative partnerships at Attractions
Discover Waterbury Map, Itineraries, Website

Amy Weller

Ben & Jerry's Ice Cream Factory
VAA member Sara Granstrom of Lincoln Peak Vineyard was instrumental in the development of this trail.
Vermont Marble Museum Miles of Museums promotion

Orpheus and Euridice Opera Performance

Linda Doty
Vermont Marble Museum
Josh Palace
Lake Champlain Cruises Aboard the Spirit of Ethan Allen

Spirit of Ethan Allen

Destination Champlain and Must See VT

Explore Vermont’s Natural Wonders

Visit Rock of Ages & Birds of Vermont
Cold Hollow Cider Mill and Boyden Valley Winery

Boyden Valley Winery tasting room is located in Cold Hollow’s Apple Core
The Shires of Vermont Brochure Rack Program
Profit with Partners
$1 + 1 = 3$

Presented by:
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