



Selling Internationally

WHAT IS AN FIT?

Foreign Independent Travelers

- Couples, Friends, Families, Individuals – NOT motorcoach arrivals
- Cancelations are rare
- Will arrive at a property ANY day of the week
- Tend to travel around a destination for 2-3 weeks.
- Spend more on F&B, attractions, etc.

HOW DO I GET THEIR BUSINESS?

**Get your property / product known to
international tour operators!**

Tour Operator vs. Receptive Operator

Tour Operators

- Based internationally
- Sell to travel agents and/or direct to consumers
- Sell through catalogues, direct mail, reader offers and web
- Buy hotel rooms and services through **Receptive Operators**
- May contract hotels directly if enough volume

Tour Operator vs. Receptive Operator

Receptive Operators:

- Based in the United States
- Offer North America or specific regions only
- Provide one-stop shopping to international Tour Operators
- Sell globally or to specific international market
- Sell through sales missions, trade shows and word of mouth

Advantages of working with a Receptive

For the International Tour Operator:

- Receptives have the most comprehensive and up to date knowledge of a particular destination
- Receptives organize the program; select destinations, properties and attractions
- Receptives negotiate the contracts and handle all payments with local suppliers

Advantages of working with a Receptive

- Ease of booking hotels and attractions through Receptive's booking engine
- Tour Operator has one contact for a destination rather than tens or hundreds

Advantages of working with a Receptive

For Properties and Other Vendors:

- A receptive markets and sells properties in its Tariff through trade shows, sales missions and other marketing approaches

TourMappers:

Trade Shows

BIT, Milan

ITB, Berlin

DNE Summit, New England*

Int'l PowWow, US

World Travel Market, London

Sales & Training

France

Germany

Ireland

Italy

UK

Advantages of working with a Receptive

- Exposure
- FITs are not limited to busiest weeknight patterns
- F&B revenue
- Cancellations are rare
- Vendors deal with one local company

Advantages of working with a Receptive

VIRGIN HOLIDAYS CATALOGUE Fly-Drive Itinerary

2011/2012

41

Flydrive tours Eastern USA

Great Lakes, 12 nights

Follow the Mississippi River to some of America's greatest villages, towns and cities, all of which offer a massive and diverse range of attractions from bargain shopping to the freedom of the great outdoors.

Chicago, Illinois

1 night at Palmer House
Arrive in Chicago and drive to your comfortable downtown hotel. You've plenty of time during the afternoon to explore the Windy City with its myriad attractions, including Sears Tower, the John Hancock Centre and the Amoco Building. After a walk along beautiful Lake Michigan, try some famous Chicago-style pizza and then head to a smoky nightclub to hear your fill of jazz and the Chicago Blues!

Chicago – Ephraim, Wisconsin (258 miles)

2 nights at Eagle Harbour Inn
Head to the charming town of Ephraim in Wisconsin, your base for the next 2 nights. There's plenty here to keep you busy including hiking and biking in Peninsula State Park. Also in the park is an 18-hole championship golf course with great views over Eagle Harbour and the bluffs of Green Bay.

Ephraim, Wisconsin – Spring Green, Wisconsin (249 miles)

1 night at House on the Rock Resort
Continue across Wisconsin, America's freshwater playground to Spring Green in the River Valley. A unique and welcoming town, it's a lovely place to relax with antique shops and malls to browse in.

It's the world-famous architect Frank Lloyd Wright's home and you can visit his house, set within 600 acres of land! Another architectural gem is the House on the Rock, designed by rival Alva, Jordan Jr.

Spring Green, Wisconsin – Winona, Minnesota (147 miles)

1 night at Alexander Mansion
Winona is a historic island city, nestled between the covered limestone river bluffs that rise 500ft and the mighty Mississippi river. Founded in 1851 by a steamboat captain, the lumber industry helped it to grow quickly and by 1900 it had more millionaires per capita than anywhere else in the USA! Today, it is a charming place to visit with extensive shopping, art galleries and restaurants. There are also state parks for hiking, biking, horse

riding and fishing and museums such as the Minnesota Marine Art Museum for culture lovers.

Winona, Minnesota – St Paul, Minnesota (123 miles)

1 night at Covington Inn
Further along the Mississippi River is St Paul home to some great shopping including the Mall of America, the largest shopping and entertainment complex in the USA. There's also Summit Avenue, the longest avenue of Victorian mansions in America and St Paul's Cathedral, equally as impressive as its London namesake! Underwater Adventures Aquarium will also delight, no matter what your age.

St Paul, Minnesota – Bayfield, Wisconsin (209 miles)

2 nights at Rittenhouse Inn
Head to Bayfield today, back in Wisconsin, the gateway to the Apostle Island National Lakeshore, a magnificent natural wilderness region. You have 2 days to explore, perhaps taking a cruise among the islands of Lake Superior, the largest freshwater body in the world. Take a short ferry ride to Madeline Island to discover Big Bay State Park with its old trading post and Indian burial grounds.

Bayfield, Wisconsin – Marquette, Michigan (206 miles)

1 night at Landmark Inn
Cross the state line once again into Michigan via the picturesque Beaver Peninsula. Stop at historic Fort Wilkins en-route as well as the DeSautels Copper Mine and the L'Ansoe Indian Reservation before reaching the historic town of Marquette.

Marquette, Michigan – Mackinac Island, Michigan* (173 miles)

2 nights at Grand Hotel
Take the scenic State Route 28 to Munising, stopping at Pictured Rocks, which was celebrated in Longfellow's 'Song of Hiawatha'. Onto State Route 123, enjoy lunch at St Ignace before taking the ferry to the timeless resort island of Mackinac, where cars are prohibited in favour of bicycles and

horse-drawn carriages. Enjoy stunning views of the island from Fort Mackinac, perched on a bluff overlooking the harbour.

Mackinac Island, Michigan – Grand Haven, Michigan (267 miles)

1 night at Boyden House
It's time to grab your sun hat and head for the beach – after all, Grand Haven has been voted one of the top 5 in America! There's also a lovely boardwalk to wander along and an historic downtown that can be conveniently explored by trolley. Fishing expeditions for trout and salmon are popular. At night, the world's largest musical fountain is a spectacle not to be missed!

Grand Haven, Michigan – Chicago, Illinois (170 miles)

Another chance to explore the fabulous city of Chicago before heading home with many treasured memories.

*Please Note: Mackinac Island cannot be visited between 01 Jan-30 Apr '11 and 01 Nov '11-31 Mar '12 due to seasonal hotel and ferry closures. Park Place Hotel, Traverse City, Michigan will be used as a replacement.

Tour operated by Tour Mappers.
Please note: Hotels are subject to change.

The Great Lakes

Year only code 1437
Purchased from 2009
Standard Tour
The prices in this panel are only meant as a guide and may change. Please refer to page 11 for more information.

	Adult	Adult	Child	Inf
	12-19	20-29	30-39	40+
01 May '11-19 May	1439	858	858	836
20 May-23 Jun	1599	912	912	886
24 Jun-29 Jun	1339	949	949	1026
30 Jun-11 Aug	1759	949	949	1026
22 Aug-31 Oct	1519	925	925	996

Price is a 12 per person based on Virgin Holidays flights (operated by American Airlines), 2 adults sharing a room and includes fuel and other of 2009 Virgin Holidays (211 American Airlines) per person (incl. taxes) or increase may apply at time of booking and on the Children under 12 years sharing a room with 2 adults per Chicago child (12 years and over) may not occupy a single room. Prices correct at time of printing - they are subject to change and will be confirmed at time of booking. Prices will vary with date based depending on departure date. For full details of our pricing policy and booking conditions, please refer to page 11 and 200-208.

Password Protected Booking Engine



Friday 21. January 2011

Online Reservation



North American

Registered Tour Operator Login

This site is for licensed Tour Operators.

For further information please contact your licenced Tour Operator, or call TourMappers on +1 617 236-1236.

User name:

Password:

Breaking In to the FIT Market

- Participate in FAMS
- Understand and adhere to tiered pricing structure:

Consumer

Travel Agent



Tour Operator



Receptive Operator



What does a Receptive Operator Need from a Vendor?

- Room Allotment or Free Sell
- Wholesale Net Rates
- Minimum number of date / rate periods
- Minimum number of blackout dates
- Direct Bill

What does a Receptive Operator Need from a Vendor?

- Have rates ready in March for following year

FIT calendar year is April 1 – March 31

Rates delivered in March, 2011 should be for period

April 1, 2012-March 31, 2013

Drive Business

Be creative !

- Offer Value Add-On

 - Breakfast included

 - Tickets to area attraction

 - Bicycles on-site for use

- Make your property a destination

 - Offer unique programming:

 - Culinary Classes

 - Wine Tastings

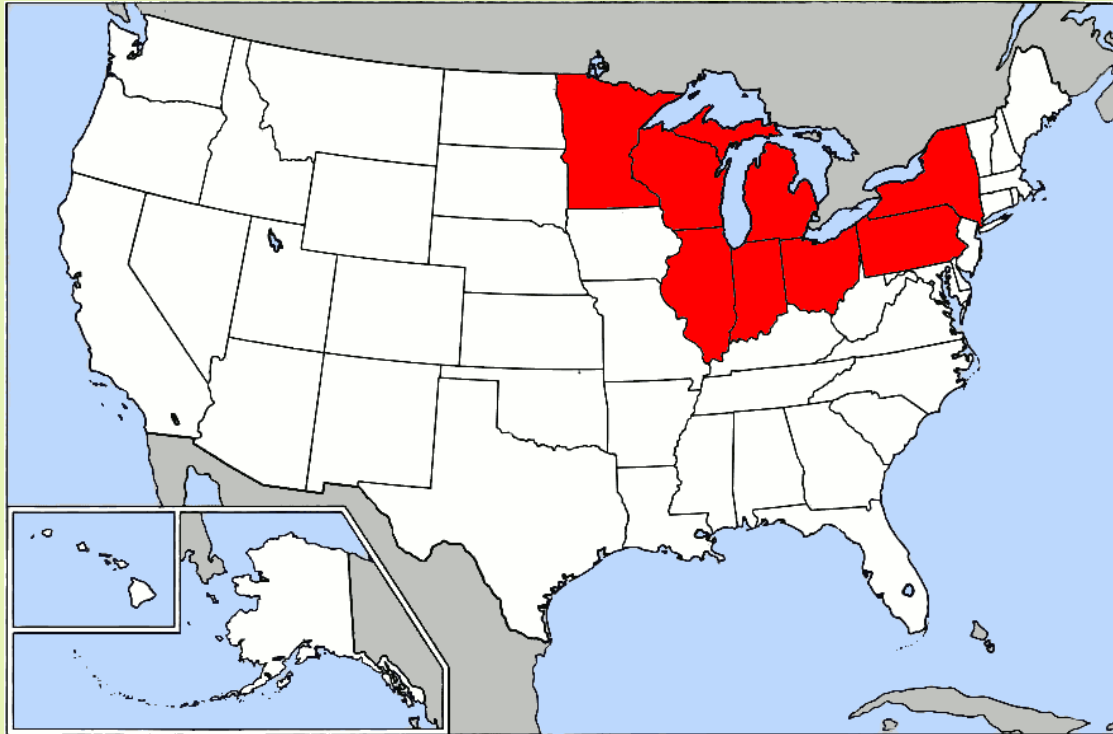
Be Prepared

- Make sure ALL staff is apprised of FIT procedures:
 - receiving vouchers
 - NO receipt to guest showing room rate!
 - blind folios only!**
- Have basic literature in foreign languages
- Multi-lingual Staff

As a Result....

- Global Exposure
- Increase in number of reservations during low seasons / days of week
- Increased Annual Revenue

GREAT LAKES



Minnesota

Wisconsin

Illinois

Michigan

Indiana

Ohio

Pennsylvania

New York

(Ontario, Canada)

MICHIGAN PROPERTIES

Illinois

CHICAGO

Conrad Chicago (Superior +)



Rooms: 311

Hotel Amenities: 2 restaurants, 1 Lounge/Bar, Fitness Center, Complimentary Wifi, 24 in room dining, Pay Self Parking and Valet Parking

Hotel Description: A downtown Chicago luxury Hotel, residentially inspired with contemporary sophistication, and tailored amenities. The Conrad hotel in Chicago lies on the Magnificent Mile, just off Michigan Avenue, a prestigious location offering easy access to The Shops at North Bridge shopping corridor and adjacent to Nordstrom.

CHICAGO

Essex Inn (Superior +)



Rooms: 254

Hotel Amenities: 1 Restaurant, 1 Indoor Pool, Fitness Center, Sauna, Rooftop Garden, Internet Access, Business Center, Complimentary Michigan Avenue Shuttle

Hotel Description: Situated in downtown Chicago on the Michigan Avenue Cultural Mile, the steel and glass lobby of this hotel offers panoramas of Grant Park, the Museum Campus and Lake Michigan. The newly renovated, contemporary rooms have floor-to-ceiling windows and up to date amenities

CHICAGO

Palmer House (Deluxe)



Rooms: 1639

Hotel Amenities: 1 Restaurant, 1 Bar, 1 Lounge, 1 Indoor Pool, Fitness Center, Spa, Business Center, Concierge

Hotel Description: This iconic, world-class downtown Chicago hotel is at the gateway to Chicago's rejuvenated Loop scene. A modern Chicago grand hotel, the Palmer House is within walking distance of some of the best attractions the city of Chicago has to offer like Millennium Park, Grant Park, Lake Michigan, the Art Institute of Chicago, the theater district, and the Magnificent Mile.

Michigan

ALLEN PARK

Best Western Greenfield Inn (Moderate)



Rooms: 209

Hotel Amenities: 1 Restaurant, Spa, Indoor Pool, Whirlpool, Sauna, Fitness Center, Internet Access, Parking

Hotel Description: This full service hotel, centrally located in Allen Park offers guests convenient access to all local attractions including the Henry Ford Estate, Greenfield Village, and the Ford Rouge Factory Tour.

DETROIT

Motor City Casino Hotel (Deluxe)



Rooms: 400

Hotel Amenities: 4 Restaurants, 3 Bars, Spa, Fitness Center, Business Center, Casino

Hotel Description: Motor City is one of the select few AAA Four Diamond hotels in the Detroit area. With 400 custom suites and rooms, Motor City Casino Hotel is a fusion of art and luxury, offering unrivaled elegance with the latest in technology and amenities. An experience of quality and indulgence that must be experienced to be understood.

GRAND HAVEN

Boyden House (Superior)



Rooms: 8

Hotel Amenities:

Hotel Description: An historic, Victorian B&B offering eclectic and contemporary décor set in a vibrant beach community. The Inn is situated on a quiet, residential street, walking distance to both the lively village of Grand Haven and beautiful Lake Michigan beach. Three seasonal porches available for relaxing and watching the world go by.

MICHIGAN PROPERTIES

Michigan

HILLMAN

Thunder Bay Golf Resort (Superior)



Rooms: 8 Hotel Rooms, 12 Villas, 4 Chalets

Hotel Amenities: 1 Restaurant/Bar, Hot Tub, Golf, Tennis, Elk Viewing

Hotel Description: Located in northern Michigan and situated next to an Elk preserve, Thunder Bay offers suites and villas, all with fireplace. Part of the experience is the horse drawn carriage or sleigh ride over the river and through the woods to the Elk preserve where guests can get a close up look at herds of majestic elk. An included gourmet dinner and wine tasting complete the experience.

MACKINAC ISLAND

Grand Hotel (Deluxe)



Rooms: 385

Hotel Amenities: 3 Restaurants, 3 Bars, Golfing area, Spa, Outdoor Pool, and Fitness Center.

Hotel Description: Grand Hotel was named by the National Trust for Historic Preservation as One of a Dozen Distinctive Destinations. It embraces its rich history with original architecture and charm and a relaxing ambiance. Today, the hotel has been tastefully preserved while guests enjoy modern amenities. The 660 ft. front porch and formal attire dining room make this truly a Grand hotel.

MACKINAC ISLAND

Lake View Grand (Superior)



Rooms: 85

Hotel Amenities: 2 Restaurants, 1 Indoor Heated Pool, Whirlpool, Sauna, Concierge

Hotel Description: In the heart of the historic village and just steps away from the ferry to Mackinac, it is the oldest continuously operated hotel on the island. Its Victorian-style atmosphere and nineteenth-century resort architecture lend itself to the flavor of the island, yet updated rooms offer modern day comfort, conveniences and amenities.

Michigan

MARQUETTE

Country Inn & Suites (Superior)



Rooms: 84

Hotel Amenities: Indoor Heat pool and Whirlpool, Fitness Center, Internet Access, Business Center, and Complimentary On-site Parking

Hotel Description: Centrally located with easy access to beautiful parks and historic locations. Each of the spacious hotel rooms features a cozy, country-style décor and a versatile array of personal comforts and professional conveniences

MARQUETTE

Landmark Inn (Superior +)



Rooms: 62

Hotel Amenities: 2 Restaurants, 1 Lounge, Free internet Access

Hotel Description: Restored to its original splendor, the historic Landmark Inn is welcomes travelers with a combination of old-world charm and modern-day convenience. Located in the historic downtown it is a short walk to shops, restaurants and the shore of to Lake Michigan.

MARQUETTE

Ramada (Moderate)



Rooms: 112

Hotel Amenities: 1 Restaurant, 1 Lounge, Free WiFi, 1 Indoor Heated Pool, Whirlpool, Sauna, Business Center, Parking

Hotel Description: A full service hotel located in historic, downtown Marquette close to all sightseeing and recreational activities, from kayaking to hiking and snowmobile trails.

MICHIGAN PROPERTIES

Michigan

TRAVERSE CITY

Grand Beach (Superior)



Rooms: 98

Hotel Amenities: Heated Indoor Pool, Hot Tub, Heated Indoor Spa, High Speed Wireless Internet access, Fitness Center

Hotel Description: The Grand Beach Resort and Sugar Beach Resort Hotels are waterfront lodging facilities nestled side by side on beautiful East Grand Traverse Bay. Each hotel comfortably sits on over 600' of sugar sand beach, perfect for enjoying water sports, or watching evening sunsets over the lake. All rooms are very spacious and have all the important extras, including private balconies.

TRAVERSE CITY

Place Park (Superior +)



Rooms: 140

Hotel Amenities: 1 Restaurant, 1 Lounge, Fitness Center, Indoor Pool, Sauna, Free WiFi, Parking

Hotel Description: This Hotel offers fabulous views and easy access to the Grand Traverse region. Rich in history, this elegant hotel is steps from downtown shops, restaurants, nightlife and beaches, and minutes from the area's golf, wineries and other attractions. Rooms are warmly appointed and the rooftop bar offers breathtaking views of the Lake Michigan coastline.

TRAVERSE CITY

Sugar Beach (Superior)



Rooms: 98

Hotel Amenities: Heated Indoor Pool, Hot Tub, Heated Indoor Spa, High Speed Wireless Internet access, Fitness Center

Hotel Description: The Sugar Beach Resort and Grand Beach Resort Hotels are waterfront lodging facilities nestled side by side on beautiful East Grand Traverse Bay. Each hotel comfortably sits on over 600' of sugar sand beach, perfect for enjoying water sports, or watching evening sunsets over the lake. All rooms are very spacious and have all the important extras, including private balconies.

Michigan

WHITE HALL

Cocoa Cottage (Superior)



Rooms: 4

Hotel Amenities: 1 Restaurant, Free Internet Access

Hotel Description: An authentically restored, 1912 Arts & Crafts bungalow, uniquely furnished with artistic touches, antiques and of-course CHOCOLATES! Stay at this cozy B&B and have easy access to Lake Michigan's local beaches, golfing, antiquing, and area sights.

Minnesota

BRAINERD

Madden's on Gull Lake (Superior +)



Rooms: 287

Hotel Amenities: 5 Restaurants, Indoor Pool, Tennis Courts, Croquet, Fitness Center, Kids Programs, Trap Shooting, Bike Rental, Spa, Golf Courses

Hotel Description: 81st year of providing gracious hospitality to families, vacationers and golfers. Madden's offers more recreational offerings than any resort in the Midwest...truly something for everyone's age, ability, and desire. Or simply escape to a quiet place among our 1000 acres and miles of Gull Lake shoreline.

BRAINERD/NISSWA

Grand View Lodge (Superior +)



Rooms: 400

Hotel Amenities: 2 Restaurants, 1 Bar, Pool & Waterslide, Spa, Golf

Hotel Description: Grand View Lodge is spread across several hundred acres with lodging located in select areas to provide the maximum privacy, enjoyment, scenic views. One Bedroom Cabin accommodation

GREAT CITIES OF THE GREAT LAKES



14 DAYS / 13 NIGHTS

CHICAGO

GREEN BAY

MARQUETTE

TRAVERSE CITY

DETROIT

TORONTO

NIAGARA FALLS

NEW YORK CITY

GREAT LAKES INN-SIDER



13 DAYS / 12 NIGHTS

CHICAGO

EPHRAIM / DOOR COUNTY

SPRING GREEN

WINONA

ST PAUL

BAYFIELD

MARQUETTE

MACKINAC ISLAND

GRAND HAVEN

OUTDOOR EXPLORATION



14 DAYS / 13 NIGHTS

ST PAUL

BRAINERD

BAYFIELD

MARQUETTE

MACKINAC ISLAND

HILMAN

WHITEHALL

CHICAGO

T***ourMappers***

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