



marketing toolkit

group tours/motor coach groups readiness

tips

- Be sure your group rates are on your website and in promotional material
- If the group is larger than your facility can accommodate; consider working with a nearby attraction who may be interested in taking half of the group on a tour of their site, then you can switch
- Reserve parking for the coach/bus. The driver will need enough room to turn the coach around. Keep in mind they are driving a big rig and need extra room
- Admission for the coach/bus driver and the tour escort should be comped/no charge
- Offer to take a group picture

Direct questions to:

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