

Product Development

Objective

Develop brand new destination product line

Methodology

- Identify desired product and positioning
- Select appropriate airlines
- Select desired hotels
- Negotiate rates and contracts with airlines, hotels and ground operators
- Obtain all artwork and hotel descriptions for brochure production
- Train product development team and reservations staff

Client

\$100 million
worldwide tour
operator

Contact

President

Results

- Bookings accepted within weeks of project conclusion
- Product launched one season sooner than expected
- First year sales of \$2 million above expectation
- Product line generated over \$5 million in its third year



Length of Engagement

3 months

Output

New product line completely developed with appropriate selection of hotels and superior rates; all artwork ready for brochure layout and production.



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