Increase Tourism Revenue together

The future role of inbound and outbound Tour Operators

EastguidesWest

Training - Consulting - Connecting
Sustainable Connections

Outbound Tour Operator

Trustworthy partners

Inbound Tour Operator
Importance of Cooperation

The Silk and Spice Routes
Stakeholders:
How to balance expectations?

Interests & Benefits
Social & Sustainable goals
Increase Revenue

Tourists / Guests

NGOs
Inbound & Outbound Tour Operators
Local residents: Tour Guides Suppliers
Government

https://www.howandwhat.net/stakeholders-tourism-development

EastguidesWest
#1 Question of inbound Tour Operators is:

“How can we get …

a) more Western tourists?
b) better Western tourists? (+€ $ € $)

Our Circle of Service Excellence© is

To-the-point
Interactive
Impactful

Rating:

NO FLUFF
VERY EFFECTIVE

EastguidesWest
Quality Assurance for ALL parties involved
Quality Assurance

Quality Assurance for ALL parties involved

Outbound Tour Operator

Inbound Tour Operator

Linking Pin Tour Guide
We are talking about your money

Form small groups and discuss:

- Is cheap good?
- Is expensive good?

Next

Write down in single words why:

- Cheap is (not) good
- Expensive is (not) good
Why Cheap is **NOT** good

- **Mass Tourism:**
  - Nature and nurture of cultural authenticity are under stress

- Earning a “*quick buck*” means:
  - Quick to come and quick to go …

https://greenglobaltravel.com/how-mass-tourism-is-destroying-destinations/#TOURISM%20IN%20EUROPE
Why *adding value* is the way to go

Tourism “leakage” lies between 75-90%!!!

Direct revenue comes from money spend:
- Directly at and inside the accommodation,
- Directly with local suppliers:
  - Shops, restaurants, activities, rental, transportation, and …
  - *Locally guided tours***!!!
Increase Tourism Revenue together
1st Quarter
Your Company profile

2nd Quarter
Market Segment Preparations

3rd Quarter
How to support your Operations?

4th Quarter
How to get Referral and Repeat Business

www.EastguidesWest.com
We are caring about our mutual future in tourism

1. What do outbound tour operators buy/want from you?

2. What do you, as an inbound tour operator, want from them?

3. New tour operators – Reaching out to your future partner
Consulting for Tourism Professionals

Hands-on Solutions!
- In remote regions
- At individual resorts
(Re-)Packaging Tourism Offers

Does this look like *the* solution?

What is not right here?
Training
Consulting
Connecting

EastguidesWest certified Tour Leaders

DMCs / NTBs
LOCAL EMPLOYABILITY
Cooperation with Local Suppliers
In all regions, cities, musea and more…

EastguidesWest

World of Mouth
Thank you!