

## 2009 PRODUCT DEVELOPMENT DAY - PACKAGING SECRETS REVEALED

Are you interested in converting more customers and distinguishing your offerings in today's competitive travel market? Do you want to give your guests a compelling reason to select your product? *The Secrets to Travel Packaging Success* will provide the insight, ideas and tools you need to create innovative travel packages which will resonate with your customers and set you apart in the marketplace.

You will learn proven techniques, package pricing, on-line trends and successful models that can easily be translated to your business. You will leave the session with an action plan so that you and your travel partners can develop appealing packages for your clientele.

The Tourism Division of the Department of Tourism, Culture & Heritage is pleased to offer this free workshop with facilitator, Joe Veneto of Opportunities Unlimited. With over 25 years of travel industry expertise with some of the largest tour operators and wholesalers in North America, he has also partnered with DMOs and travel suppliers throughout North America. Mr. Veneto is sure to provide an informative and valuable session that will take your business to the next level and generate results for the upcoming season.

Wednesday, April 29, 2009  
8:30 a.m.-5:00 p.m.  
Museum of Industry  
Stellarton, Nova Scotia

Please print.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Should you require accommodations, a block of rooms has been held at:

Comfort Inn (\$89-99) 755-6450

Country Inn & Suites (\$90) 928-1333

Holiday Inn (\$99) 755-1020

Please book reservations directly with the properties and be sure to mention the Tourism Product Development Day.

**Deadline for event registration is Wednesday, April 22, 2009.**

Please take a moment to complete the following questions.

How would you define a travel package?

Do you currently offer a travel package?                      Yes                      No

If so, what elements are included in the package?

What are some of the attractions, activities or experiences unique to your region that may serve as a component of a travel package.

What are your expectations for the 2009 Product Development Day?

Would you like to be included in an e-mail contact database to receive further information about this event?                      Yes                      No

Are you interested in carpooling with people from your area?                      Yes                      No

If yes, as:                      Driver                      Passenger

If you are interested in carpool driving how many passengers can you accommodate?

A carpool list will be generated and circulated by April 27, 2009 to those who have indicated an interest in carpooling. **Please note that your e-mail address will be included on this list so carpoolers can connect with you.**