



BC's Largest Group Skiing & Boarding Tour Specialists

DESTINATION Snow

Tips for Group Organizers

Responsibility of group organizer's:

- 1) Communicate details of trip to your group using the promotional package
- 2) Collect deposits and full payments from your group.
- 3) Complete the rooming list

Tips that make it easier to organize your group:

- 1) Generating interest (group activities are all about momentum - the more people that sign-up, the more desirable the trip)
 - Get a core group of people committed early to generate momentum
 - i. Big initial push including posting flyers, email, "talking it up" - i.e. everyone is going, etc.
 - ii. If you use the sign-up sheet, post with a half dozen names or more already on it
 - iii. Communicate any additional benefits - i.e. company sponsorship, etc.
 - Final push a few days prior to deposit deadline
 - i. Create a sense of urgency - i.e. last chance to guarantee your spot on trip
- 2) Collecting Payments
 - Deposits
 - i. Use the deposit deadline as reason to pay - i.e. pay by the deadline and your spot is guaranteed with no late sign-up charges and full payment is not due until 30 days prior to trip. Demand full payments from anyone joining trip after deposit deadline, this will save you time
 - ii. Use accommodation as reason to pay - better room, bed, etc. especially in condo's for depositing early
 - iii. Use convenience of credit card - i.e. give your Visa or Master Card number and it's done
 - iv. Make Destination Snow the "bad guy" - i.e. DS needs commitment by deposit deadline or there is no guarantee of available space on trip
 - v. Little to loose - i.e. deposits are non-refundable but you can transfer deposit to someone else in the group, if you choose not to go or can't go

• Full Payments

- i. Remind group of deadline and payment options. Usually there are no issues with collection because they are committed to go with deposit already paid

3) Completing Rooming List

- Use the rooming list form to keep track of rooms and payments
- When depositing it's not a must to assign to a room. However, the more you put into rooms at deposit time, the easier it is for you at full payment time
- Condo's - ensure that people are aware of pre-assigned beds and rooms (avoid confusion later on trip)
- Hotel rooms - people usually sign-up in rooms - i.e. two to four at a time. However, make it the responsibility of singles that want to pay a double rate to find their match (assist in finding matches but let them agree to share a room)

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