

Sample City Profile

OMCA 09

www.yourcity.com
steve@yourcity.com

Contact Name: Steve Smith

Phone: 555-555-5555

800 #: 800-000-0000



Discover the Sample City / Key Branding Message

(what is your tagline?)

Features/ Fun Facts

/Amenities/What makes you special?:

- Whatever you think would stand out to the tour operator
- Major points of interest!
- Have fun with this.
- You could even have profiles that target different markets – one for student operators, one for seniors' operators. The more targeted the information the better.

Driving Distances:

	Kilometres	Miles
From Toronto	906	566
From Windsor	906	566
From NYC	906	566

Average Temperatures:

	Fahrenheit	Celsius
January		
February		
March		
April		
May		
June		
July		



Hotels and Attractions:

Should include information on things in their area, not just the amenities / services at their actual sites. This gives tour operators more of a reason to attend.

See page two for notes about pricing and black-out-dates.



Sample City Profile

OMCA 08

Key Points to Mention:

- **Historic Connections** – this could be an area describing any historic connections where tour operators could build itineraries around.
- **Major Attractions** – this area could be used to highlight attractions that are a major draw to tour operators.
- **Major Festivals** – this area could be used to highlight major festivals.

Services for Tour Operators / Leisure Trade Assistance:

- You could highlight what services you provide for tour operators.
- Do you offer slides, itinerary planning, FAM tours, Promotional Videos, whatever you think the tour operator needs to know about the services you offer.
- You could give tour operators other websites that would assist in your area.
- DMOS could provide links to your major hotels and attractions websites.

Why is Three Hole Punching Important:

- Tour operators are given a binder where they put all of their information, with alphabetical tabs. You want them to slip your information into their binder so they have it for easy reference. Some tour operators tell us if the information is not three hole punched they throw it away.

Hotels / Attractions Payment Policies / Blackout Dates:

- For hotels, attractions, food services ensure that you include payment policies and blackout dates. Tour operators need to know that they can actually use your property when they want to.
- Be sure to communicate everything that tour operators will need to know about booking your property.
- Breakdown of rooms, where coaches can park, dumping facilities that are close.
- Information on accessibility for disable guests.

www.yourcity.com
steve@yourcity.com

Contact Name: Steve Smith

Phone: 555-555-5555

800 #: 800-000-0000

Use pictures to make your city visually appealing and create “white space” so a tour operator isn’t overwhelmed by text!

