



**OMCA Destination Marketing Organisation (DMO)
Group Tour Travel Trade Readiness Checklist**

Suggestions	Check
Defined group travel trade strategy in marketing/destination plan	<input type="checkbox"/>
Clear group tour target markets	<input type="checkbox"/>
Dedicated staff or liaison for travel trade	<input type="checkbox"/>
Inventory of group ready tourism products, experiences, services, menus	<input type="checkbox"/>
Local businesses understand group needs (pricing, hours, amenities)	<input type="checkbox"/>
Group-ready packages (suggested itineraries, themes, seasonal offerings)	<input type="checkbox"/>
Consistent commissionable products (typically 10–20%)	<input type="checkbox"/>
Travel trade group-ready sell sheets, fact sheets, profile sheets	<input type="checkbox"/>
High-resolution, rights-cleared images, videos available	<input type="checkbox"/>
Travel trade-friendly website section (PDFs, contact, itineraries)	<input type="checkbox"/>
Attendance at travel trade shows	<input type="checkbox"/>
Relationships with Travel Trade Group Tour operators	<input type="checkbox"/>
Familiarization (FAM) tour hosting opportunities or sites available	<input type="checkbox"/>
Budget for joint marketing with regional/provincial/national partners (if able)	<input type="checkbox"/>
Education for tourism partners on group tour readiness and expectations	<input type="checkbox"/>
Easy-to-reach travel trade contact with 24–48hr response time	<input type="checkbox"/>
Inquiry follow-up process in place (CRM, lead tracking)	<input type="checkbox"/>
Transportation options for motor coach parking, idling rules	<input type="checkbox"/>
Knowledge of local tour guides, step-guides if applicable	<input type="checkbox"/>
Group destination welcome (bags, cards, personal on coach welcome)	<input type="checkbox"/>

A standard 56 seat motor coach typically measures around 13.72 meters (45 ft) in length and 2.59 meters (8 ft 6 in) in width, a height of approximately 3.81 meters (12 ft 8 in).
The average radius needed for a coach to turn is 10-14 meters, 35-40 feet.