

Review the most common types of travel discounts

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The word "**discount**" - the most powerful magnet that attracts customers different vendors: from the street, offering on the cheap Chinese uhochistki of the centennial of the company to respectable Sales managers are ready to provide a discount when buying a large batch Boeing. Naturally, and in tourism have a discount, heating and soul bereguschie pocket. Only you should be able to find them and use them.

This has, it has, but this ...

The question of whether to give the customer a discount, in turotrasli is one of the most acute. Funny? Not at all, if you know the inside of business. The point is that the average profitability in tourism - 10%. Therefore, after you 5%, the agency loses half its profits. In the group of 50 people (about a week, so send a modest company), paid an average of \$ 500, lost \$ 1250 - for a small company this is a very decent money.

There is a problem and a psychological aspect: the reduction, consider the professionals discourage the client. "A man who is ready to constantly use the services of one company interested in discounts least, - said director of Inter-Vand neshnl Tatyana Vand - he needs service and quality. For a few dollars usually break those who are at the first opportunity goes to another agent . And then, the discount - it is a drug. get it once, the tourist will require more and more, and, ultimately, his orders will be unprofitable for the company. " By the way, the monitoring specialists insist should be concessions to those who are left to rest for \$ 250-300. Revenue from these customers, and so small, but with a "subsidy" and even ridiculous.

But totally abandon the discount is not possible, because, despite everything, a discount has been and remains the most effective way to attract tourists.

Discount for beautiful eyes

In the midst of a domestic tourist market, three or four years ago, the discount for the beautiful eyes ", that is, for the mere appearance in the office, gave easily. At that stage the main task was to "spin", to form a range of clients, ideally - permanent, but because even the advertisement promised: "Every customer - 5% discount! During that fight, and the fact naporolis: Tourists have been quick to claim subsidies from the door, threatening in case of refusal "to go to another." Quite a long time it worked.

But times have changed, the agency obrosli continuous business and no longer want to lose money on those who caused them the first visit. There is an understanding that the real income more important than the number of outgoing tourists. Accordingly, for the seat adjustment for the beautiful eyes "have other more advanced types of discounts. According to the same scheme of work in young companies, which every tourist - the new one.

Consistency is the money

Almost always, customers receive a discount - to include all those who are drawn to the company not the first time. The second "run" is usually estimated at 2-3%, the third - in the 5-6%. This all usually ends, or rather, change: "affectionate" customers are encouraged other, less expensive ways to travel agencies. For example, a call, when there are interesting special offers, send flowers to the birthday gifts, or when purchasing tour something nice (like the dolls in national dress, or a bottle of wine).

However, profitable or not today be a regular customer - a contentious issue: it is known that some companies have abused the confidence of tourists, put them frankly inflated prices.

Himself a travel agent

It is well known in the West system of friend-to-friend (bring a friend - get a discount) is only just beginning to operate in Russia - still mostly in sports clubs. As tourism is accepted, so to speak, a private form of promotion:

Company vtihuy give rollback (3-5%) so, on whose advice in the office, new clients.

" Sundress Radio is the best advertisement, so they pay "key aunts, neighbors who are willing to talk up the company, quite logically, the more so as to settle accounts after the" advertising "worked out" - rightly one of the tourist industry who wished to remain unnamed.

Only a few companies make no secret that priplachivayut those who brought in new clients. For example, a bus company Krugozor formally gives the tourist, who had eight people free travel on any route (but only with the departure of the bus directly from Moscow, who as a bonus chose a combined tour bus + rail " for the ticket on the train to pay themselves). "Optovik from time to time for a job well done gives retailer a free tour - for the agent or his clients - said the commercial director of the" outlook "Igor Tarabtsev. - So why not use this form to people who actually performs the same function?"

In general, if you find a Travel Agent talent and advertising agency, enter the familiar and get discounts and bonuses, but do not forget to ask the manager's pre - softly-softly - if a company is prepared to pay for your services, and if so, how much she appreciated their .

Discounted Alliances

Quite to the taste of consumers has been discounted to the global system like the Countdown: a person buys the card for 25-30 dollars, which can get a discount at various shops, sports facilities and, among other things, the travel companies. Typically, these systems collect cheap vintage establishments where even the modest 3-5% of items discounts save quite a decent amount.

Company is pleased to enter into such clubs as, in the words of director Alexander FIT Kurmacheva, is "a good investment in branding: The name appears in a number of tourist brand and attract customers secured. And for the tourists of "systemic" card - an additional guarantee of discounts:

Even if the tourist suddenly refuses to comply with discounted obligation will provide a discount system.

Discharge from major

Above it was rather on the psychological than the cost of the discounted case. However, in some cases, discounts are better than large-scale - if the company urgently needs to be to get a group, or download flight. It is a fresh example: Company $\text{D}\text{c}\text{e}\text{N}\text{f}\text{D}\cdot\text{D}\mu\text{D}\frac{1}{2}\text{D},\text{D}\text{D},\text{N}\bullet$ Tour "to visit, starting on 2 and 9 June, to lower the costs of children's ticket to ... \$ 220, that really is the price of the ticket. The calculation is simple: a child usually flies with both parents, and two trips paid in full, albeit with a free "doveskom", will bring us more revenue than the sale of "hot" rounds with a 50% discount. Another example: "Lanta-Tur Voyage" at the end of May has offered to travel to Italy for the usual \$ 579, but ... together. However, as the head of the department's sales Galyna Bukreeva, such discounts are unpredictable and are advertised in a narrow range of proven customers. " Inure to the direct consumer sale of dangerous: then just do not want tourists to buy a standard ticket.

Hooked

Experience has shown: that a tourist is promised free (tour, transfers, a night at the hotel) has it no worse than "the long

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ruble," or rather, short the dollar. Tourism enjoy it and often offer additional discounts instead of free services, in most cases the tour. But do not deceive ourselves: the case, especially for large-scale resorts, under the guise of a shopping excursion fed banal, when, for example, a bus turning twenty minutes near any attractions. Then stop at the shopping center (as a rule, it is zashtatnogo or roads), where travelers granted free time. Naturally, tourists there devastate their purses, for which the organizers have a good commission from the sellers. Such a scheme encouraging often leaves an unpleasant residue in the soul, not only from voyazherov. "I do forbid their Turkish counterparts to make free tour - said the head of the firm" ALVES + Elena Barinova - and then the tourists in the first or second day after arrival napokupayut doroguschih dublenok gold or bad, then, to understand the situation, claims firm .

However, there are really attractive and useful for the client applications are free. " However, it is not that they always use. For example, the winter tourist companies that specialize in Andorra, as a bonus, often include a visit to the thermal complex Kaldea "in the capital, Andorra la Vella. Alone "but" - paid time starts at 9 pm, when public transport is not working. So tourists living near or willing to spend on a taxi, can still enjoy the free service, but most skiers staying in the suburbs or on the remote countryside, to the "gift" just do not get.

What seems more achievable set of discount travel services purchased. In particular, if the client immediately on arrival at the resort is buying the whole "ammunition" for tours, one company can pay for itself. "When a tourist takes one or two trips, while the other defers order on the next" most likely he did not carry out his intention. So, giving him a discount for the wholesale, in fact we can still earn more, "- said the general director of Le Monde Tours Andris Kalnins.

Tourism

Often the price of the tour is reduced for certain categories of citizens. The most famous - newlyweds, discounts which reaches 10-15%. Grounds for such generosity is quite pragmatic. First, tour the happiest in life is rarely cheap, and thus earning tourist too high. Secondly, people who buy such a ticket in a company, often become regular customers. And, thirdly, the couple did not skimp on holiday and will be happy to shell out even the most exotic extra services, like flying a helicopter over the jungle.

Cheaper travel for pensioners, however, a maximum of 5-6%. Here too, everything is clear: older people are more likely renounce travel than saving, and therefore the company is not trying to support the most effective, but still an active audience.

There are travel agencies that engage in amusing discounts for various categories: for example, "Dvin tour is willing to cede part of its profits to owners of vehicles in an amount equal to the volume of motor vehicles (from 0.9% and more), as well as customers, bought a round of their sign of the Zodiac (2%).

But most of all on the part of the military discounts are lucky with the sons and the household: for grants of their travels, there is a special art budget of the Ministry of Defense. Dimensions payments are staggering: for example, for a two-week tour to Spain in 4 * hotels civilian lay out about \$ 900, and the military - only \$ 397. For members of the family discount is smaller, but still very, very much. However, with the endowment clients was only one company - "FAC-Tour", a procedure permits, according to Director General of the company, Yuri Kuznetsov, stretched at least monthly, but it has already cost "sekretonositelstva.

In short, you can get discounts in many ways, more important, as they say, the place to know. So read the "W & G", choose your method of achieving the reductions - and more! After all, cheap holiday as pleasant as the rest is beautiful!