



PLANNING THE BUDGET

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**LET'S
BEGIN!**



What do you think?

What does it mean to
calculate a tour?

SLIDO



TO CALCULATE THE TOUR...



1

to determine costs of
all services

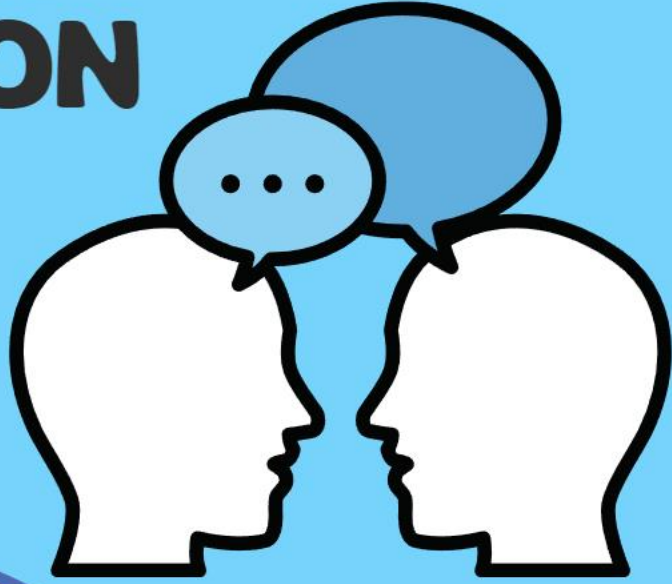
2

to create profit for the
tour operator

3

to set a price of the
tour

TIME FOR DISCUSSION



What do you think? Is the price of a tour the deciding factor for customers?



SLIDO



TIME FOR DISCUSSION



Is the price of a tour
deciding factor for
customers?

For a lot of customers Yes!
- we have a **BUDGET**

What does it mean...to have
some **BUDGET??**

to have a limit = price ceiling
that we want/ are able to pay
for the tour

WHAT DOES IT MEAN FOR THE TOUR OPERATORS?

DO THEY THINK OF CUSTOMERS' LIMITS?

Who should be my customers?

Who am I creating a tour for?

Families with children?

Students?

Young people?

Entrepreneurs?

Clients without limits?





DO A MARKET RESEARCH

price offers of competitors

RIVAL PRICES?

Are very important for us....why???

PROBLEM - try to solve it!

Our competitors have lower prices than we.

MENTIMETER



RIVAL PRICES?

Are very important for us....why???

Our competitors have lower prices than us

What should I do?

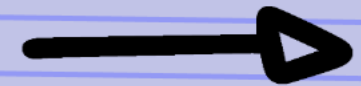


to
change
prices ??

different
offer??



IF Not



I can lose my
clients

TASK FOR YOU...



Try to write:

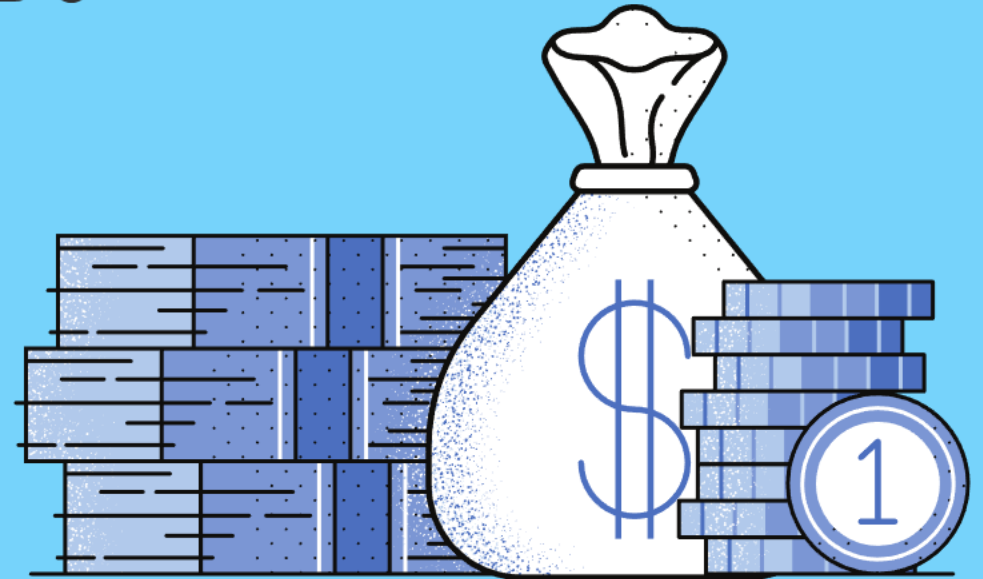
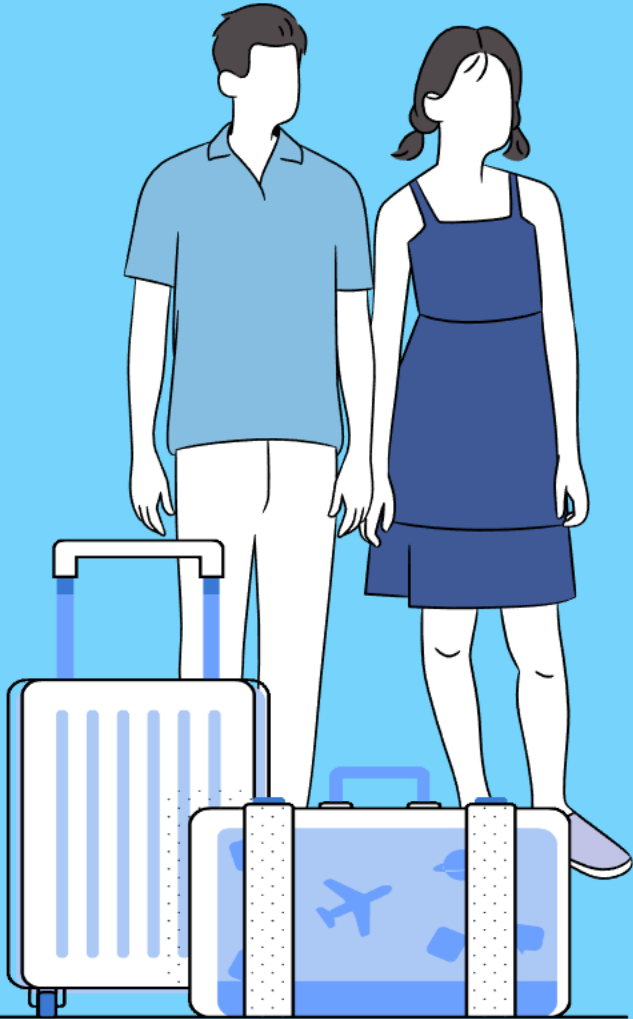
What type of services can be included into the tour budget when you are creating a tour?



Time: 5 minutes



LET'S PLAN A TOUR BUDGET!



Transport



How to calculate BUS transport?

- type of bus - size = number of seats
- price for services- is calculated by the bus carrier- based on the order

- **What should I write to the order?**

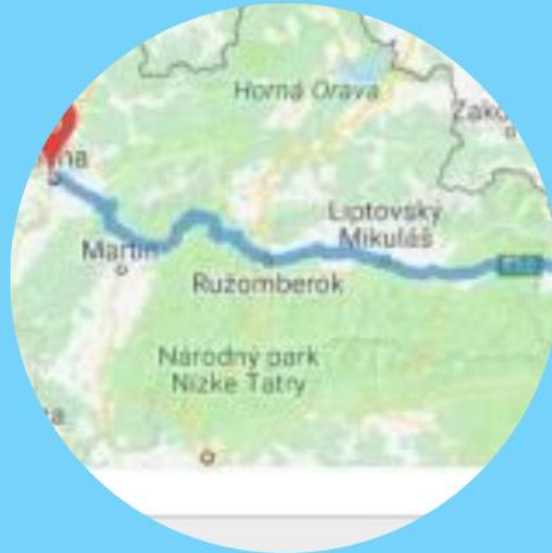


WHAT SHOULD I WRITE WHEN I WANT TO ORDER A BUS TRANSPORT AND TO FIND OUT THE PRICE OF THE TRANSPORT ??

BUS TYPE
REQUIREMENTS



ROUTE
DESCRIPTION



PROGRAMME
DESCRIPTION



SERVICES
FOR THE
DRIVER





THE LAST ONE... WRITE AN ORDER TO SEVERAL CARRIERS

Compare offers !
Choose the best !

not only price, but
also services...



Accommodation



costs



How to calculate a price for the accommodation?

- we have suitable accommodation
- price for a double room??



Accommodation

costs



WE are a tour operator. What are our OPTIONS?

- find the price on the hotel´s webside/booking portal
- call/ write to the hotel and try to obtain a group discount

30% less from the price for tour operator





Food and beverage costs



How to calculate food and beverage costs?

Questions for us:

- should it be included in the price?? or not?
- do we have accomodation with some type of food??
- can we have some discout for a group?
- to call/to write -to ask for a same group menu for special price



Other services

- sightseeing costs = entrance fees
- activity costs
 - skipass, tickets
 - wellness





Other services



WHAT CAN WE DO AS A TOUR OPERATOR?

- call/ write to the services provided and ask for
 - a special group price
 - a group reservation





Guide services

Is there any difference among tourist guides?



TYPES OF TOURIST GUIDES



Local guide- sights of the city



Tour guide- during the journey and throughout the trip



Cultural monument guide- cultural and historical monument specialist



Mountain guide- nature and alpine terrain



Guide services

- what type of guide do we need??
- special guide?
- does he stay with us during the whole trip?
- what does he have to do during the trip?



Guide costs and guide salary



The tour operator arranges for a guide:

- transport
- accomodation
- food

150€/day-tour guide



These costs are mostly for free = a group with 15-20 participants



SURCHARGE OF A TOUR OPERATOR

Profit

indirect
costs
and fixed
costs

- to cover other costs
- to make profit



**30%
added to
the price**

**Tha last one...compare
your final tour price with
the price of similar tours
of my competitors**



Finding????

- my price is lower then...**
- my price is higher then...**

What can I do???



**LET'S OFFER
AND
SELL THE
TRIP!**





THE CALCULATION SHEET



**WHAT IS IT?
HOW TO FILL
IT OUT?**



THANK

YOU



END!

NICE DAY