

Take Ad-Vantage.

Tanner Young Publishing Group
Your Partner in Tourism

How Not To Promote a Change in Service *By Steve Crowhurst*

You know there are some great product and service upgrade ideas ready to be launched. Many of these ideas get no further testing than a quick round-robin at the Monday sales meeting. Mind you, an experienced team plus a little historical fact, a dash of competitive “it’s worked for them” research, a fair wind and a large bankroll and this idea will make it. Or will it? To make the point, a light-hearted one at that, but with a serious message – I give you our national airline’s new B.Y.O.F. food service.

What a great idea it is. B.Y.O.F. Bring Your Own Food. Our trusty travel agents will have to make sure they are on top of all the rules and recipes so they can advise their clients what’s cooking at 33,000 feet. It suggests an opportunity for meal service suppliers to wave a “Food-On-The-Fly” banner and that all hotels had better have snacks in the lobby ready for those pax who did not know about the in-flight change.

If the flight time is between one hour and 45 minutes and three hours and 30 minutes, passengers get to participate in the B.Y.O.F. plan. Isn’t that wonderful? No more “Chicken or lasagna?” decisions. No more waiting and straining for feeding time to arrive. You have to hand it to the airlines and their suppliers. They have over the years done an excellent job at watching our diet on the fly. It’s hard to imagine the planning and logistics that go into preparing food for a couple of thousand people coming and going in any given hour, arranging special meals and more. But times have changed along with the menu. It’s a new C.I.Y. – cook-it-yourself – era.

There’s just one thing. I’m in the dark about how this new service actually works. I am a Aeroplan member but so far no one at the airline has made contact with me to advise me of the change in food service. Luckily, I’m tapped into travel and tourism daily news.

So what can we expect now that inflight feast or famine is the concern of the traveller? Let’s follow one such piquant flyer as they get to the airport ready to fly Air Canaloni 222 flying from here to there. My overactive mind conjured up these images:

Our traveller has made it through the two-hour line up which equaled the ATM line up and is now checking in.

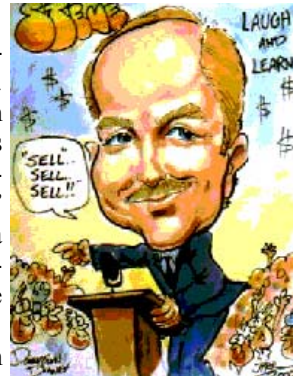
“Hi...did you pack these bags and sandwiches yourself, sir?”

“Yes I did.”

“Are you fully aware of their contents?”

“Yes I am.”

“Have you left your bags or food unattended or has anyone asked you to hold the



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Volume 1, Issue 3

Aug/Sep 2003

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Dear Reader,

Welcome to this, the third newsletter of this series. The Take Ad-Vantage newsletters were designed to help give you a different slant on how you may be marketing your company.

Get the vital edge for your business by attending Steve's tourism boot camp this September 23rd, 2003. Enjoy a fast-paced fact-filled day on how you can prosper, in what has become a year to remember in the tourism industry.

Please note the change of date for the Boot Camp, which will be on Tuesday September 23rd.

I look forward in seeing you there.

Regards

Rob Tanner

President

TANNER YOUNG
PUBLISHING GROUP

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mayo', change the contents of your sarnie or carry something on board?"

"Nope...."

"Are you carrying a wireless toaster, mixer, sandwich maker, cappuccino machine, barbeque or laptop cooker?"

"Yes, I have the latest Pie-In-The-Sky mixer and maker."

"You do? Wow! I hear they're great."

"Yes they are, and actually I only had to redeem 250,000 points to get one!"

"Okay Mr. Gourmet, you're cleared for eating. Gate E21, at 2:20. Low heat and thanks for eating on Air Canoloni – have a great bite!"

After that, it's a walk through security. Metal pans will set off the alarm. Something could be hidden in the custard pie. No one will bother checking your laptop anymore –

The Creative Tourism Marketing Boot Camp

For the Travel, Tourism, Accommodation, Airline and Leisure based Businesses.

This series of one-day workshops targets tourism-based business owners and managers. There is something for everyone—whether a 100-room hotel, a small coffee shop, an attraction or an independent self-employed consultant working from home...each boot camp will boost your creativity and your business to the next level.

Spend a day with Steve Crowhurst of SMP Training Co. Find out how to use what you knew, what you know, and what you've got to build/rebuild your business and at the same time prepare for any additional downturn in the mid-to long-term.

Each camp will be fast, upbeat and energetic, set in a fun-based no-stuff and little theory environment. A workbook will be provided. Just bring an open mind, a sense of humour and a willingness to participate.

Get back to basics and fast-forwarding to new ideas you can implement tomorrow with topics that cover:

- Can you support what you sell? Is your service promise being fulfilled?
 - Is your marketing plan based on the Fire! Aim, Ready...oops missed(!) concept?
 - Learn the cycle of Expecting The Unexpected and The Importance of Risk Management Marketing and how to prepare for future downturns.
 - Get to grips with Thinking INSIDE The Box and do more with less.
 - Are your D & E & F-mail marketing activities in alignment?
 - It works for Hallmark Cards and it can work for you – try Emotional Marketing.
 - Clients do business with YOU. Are you Friendship Selling?
 - Is it Customer Relationship Management or Managing Customer Relationships that increases business?
 - Find out how to capture B2B, B2C & U2ME business.
 - Permission based marketing, e-mail verifiers and extractors.
 - High Impact e-mail, puzzles and e-cards.
 - Using the ShowYouKnow program to excite your clients.
 - Using simple Slogans to drive more business.
 - Web site reviews.
 - Tele-selling, tele-marketing, tele-surveying.
 - How to instantly acquire 30,000 points-of-sale
- ...and much more.*

This is a WORKshop so come prepared to get involved, share your knowledge and make tons of notes.



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they'll be wondering what's in the lunch bucket. If you see a security person eyeing your lunch as they don a rubber glove – hand it over and run!

Imagine the variety of foodstuffs; the size and quantities, and of course, the smells. And what about the various feeding times according to the body clocks of 200 people? This is going to be fun. You need the toilet and your aisle seat buddy has just set up a Concord style feast. In a flap 'n' flourish, a white linen cloth is snapped over the tray, a battery powered candle-stick sets the mood, a wine cooler and then the first of a four-courser...deep fried Camembert. Using vintage plastic cutlery too, circa early yesterday. You – you've got a cheese sarnie, two dills, a toothpick and a weak bladder!

With all the different feeding times, how and when will the flight attendants do the garbage run? Or will it be a dump your own trash program? No, can't be. Two-hundred people milling about trying to get to the garbage pail...perhaps a jump shot from five rows back. "Hey pizza guy in 16A — catch this wil'yer? Pass to natchos gal in 2B, she's in direct line. Go! Go!"

I'm thinking we might even be seated by food type. "Thank you for waiting ladies and gentlemen...we'll have general boarding in about 15 minutes – at this time we'll conduct pre-boarding for people that require a little more time wheeling their food trolley, picnic hampers and of course passengers travelling with children carrying MacDougals Fly-Happy Meals." Then general boarding. "Thank you for waiting, we'll commence general boarding now by row number. All burgers 'n' fries, salads and nut cakes seated in row 25 to 40." Pause, while the gate agent controls a laughing fit. "Okay, let's carry on. Pizzas, pasta, low-fat-double-cap-no-whip and specialty green teas please board now." Everyone's on-board except one guy. "Hey...you haven't called bread, rolls or baguettes!" "Sorry sir, we're full aaaaaaand *you're toast!*"

The moral of the marketing story is this. If you change your service in anyway for better or worse, tell your clients. Market the fact. Demo the fact. Do not let them find out from anyone else other than you. And never never allow them to conjure up or fantasize about the outcome of your change in service all by themselves.

Marketing *is* all about perception. Believe it. Point in case: I did actually ask someone what they thought about the change in food service and their immediate response was, "Think of the combination of smells...ugh!" When you market a change in service, go deep. Tell me how it really works.

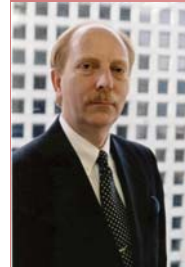
To learn more about being the real deal - sign up for the Tourism Marketing Boot Camp.

Addendum

The previous two newsletters have given the date of September 27th, 2003 for the first Marketing Boot Camp. The actual date is Tuesday, September 23rd, 2003.

Please turn to page 4 for booking information.

About Steve Crowhurst



Steve Crowhurst.
SMP Training Co.

Steve has been in travel & tourism since 1965.

Through his company SMP Training, he offers over 50 training programs for tourism-based firms but his first love is the creative side of marketing.

To that end he continually researches new ideas, concepts, tips, techniques, gadgets, gizmos, slogans, e-marketing...learning all the time how to generate new business.

You will enjoy his upbeat, fast paced presentation style along with his first hand anecdotes and sense of fun.

SMP Training Co specializes in creative profit and productivity training for the tourism industry.
www.smptraining.com.

There will be three Marketing Boot Camps in all, held on September 23rd, 2003 and again in January and April, 2004. For costs and bookings, please see the next page, or contact Marie at (780) 465-3362.

