

Guidelines & Suggestions for Hosting a Successful Tour



- Please be prepared.
 - Make sure your staff is prepped, ready and happy to see the tour group arrive.
- Please be flexible. The best laid plans often go wrong. Things happen that often cannot be helped. Please be understanding and accommodating when this happens. The tour director tries very hard to keep the timing, but some things are beyond anyone's control.
- Greeting the coach is expected. Often, the tour director will call each venue about 10 minutes out and state the expected time of arrival to help you to be prepared.
- Step onboard the coach to offer brief welcoming comments. Explain what your guests should expect and the process to follow once they disembark. If you make it easy for them to navigate your facility and maximize their experience, they will remember you!
 - Plan what you will say.
 - Explain what the group will see and why it is important. No one should depart your property saying, "What was that all about?"
 - Owners/managers, please focus on the tour operators. These are professional tour operators who travel with groups all the time. The tour operators are your future/repeat business.
- Maine humor is often misunderstood by non-Maine residents. Please don't try to use it with a tour group.

Success at Lodging Facilities

- Ensure that the parking area designated is large enough for a full-sized coach and the required room for maneuverability is available.
- Plan an onboard welcome upon arrival of the coach. Often, the tour director will call about 10 minutes out and state the expected time of arrival. Your first impression will be made by default and opportunities lost if you fail to greet the group.
- If a walking site tour is part of the plan, be certain to wait for the entire group to gather before speaking.
- Please pre-key. Have key cards prepared with names written on the outside of each card. This saves time and makes for a simple check in process. If the group is a late arrival, placing the key cards, alphabetically on a table, makes it easy for each person to pick up their own key as they arrive in the lobby.
- Please make an alphabetized list of the tour participants and their assigned room numbers available to the tour directors in case of an emergency.
- Lodging sales people, managers or other key staff should be available to talk with tour operators and answer questions about your property. This is a sales opportunity. Hand out business cards, rate cards and whatever else might be helpful to them.
- If possible, step on the coach to say "good-bye"; thank the group for coming and encourage them to come back.

Success at Attractions

- Ensure that the parking area designated is large enough for a full-sized coach and the required room for maneuverability is available.
- Plan to welcome the coach onboard upon arrival. Often, the tour director will call about 10 minutes out and state the expected time of arrival.
- If you do not greet the group, the group will scatter within a few seconds and your first impression has been made by default and opportunities have been lost.
- In the onboard welcome, remember to offer tips and suggestions that will make their visit most productive. Remember that they have never been here before and are not from Maine.
- Ensure that all volunteers and staff are completely prepared and briefed regarding this group so that they can welcome the tour group, even if the management has to step away for a short time.
- If a walking tour is part of the plan, please be certain to wait for the entire group to gather before speaking.

Success at Restaurants

- Ensure that the parking area designated is large enough for a full-sized coach with the required room for maneuverability.
- Plan to welcome the coach onboard upon arrival. Often, the tour director will call about 10 minutes out and state the expected time of arrival.
- In welcoming, let the group know what type of service they will have, where they will be seated, where the rest rooms are located and anything else that is important to the overall experience. Explain the lay-out so that nothing is missed by the group. Then lead them to their section of the dining room for seating.
- You will be informed about how much time is available for your stop. Please plan enough staff to accomplish the entire meal efficiently so that the group does not have to leave without a portion of their meal.
- When staff is joining the group for a meal, immediately introduce yourself to someone and seat yourselves with the group. Otherwise your opportunity to mingle with the group is lost as they will fill in all the seats.
- Owner/staff interaction with the group is great, but make sure to allow them time to eat once the food arrives.



Contact

Maine Motorcoach Network
info@mainemotorcoachnetwork.org

Maine Office of Tourism
Hannah Collins
(207) 624.7456
hannah.collins@maine.gov