



## What is Motorcoach Friendly?

Many businesses in Maine would like to host motorcoach business, but it is important to understand from a tour operator's perspective what is necessary for a successful visit. Let's face it, if the first visit does not impress, it is unlikely that there will be a second opportunity. Review this list to see if your business meets the standards. If not, prioritize now to make necessary improvements so that you can enter this market in the future.

- Motorcoach drop-off, parking and turning space must be free of obstructions (branches, wires, etc.) both overhead and beneath (high spots causing drag, unpaved parking areas, mud, etc.). Safe, level loading and unloading areas and level walkways.
- Coaches need easy turning areas with a reasonable turning radius.
- Clean, accessible public restrooms that can accommodate up to 55 people in a reasonable amount of time. One restroom is not adequate.
- Be prepared to board the coach upon arrival to give an orientation to the site and offer key information to help guests enjoy their visit completely. An onboard group farewell is also a nice added touch.
- Staffing must be adequate to handle 45-55 people in an efficient, professional, and friendly manner. Staff training for group efficiency is very important. Tours are on a relatively strict timeline. Wait time for every aspect of service must be minimized.
- Attractions are expected to provide complimentary admission or tickets to the driver and the tour operator/tour guide.
- Groups want access to something unique that most visitors do not get to see or do. They expect to be treated "special." For example - a welcome reception, a unique gift, edutainment, demonstration, etc.
- **Minimum Lodging Expectations:** at least 30 rooms; minimum of 25 double/doubles, 2 singles (complimentary for driver and escort) for each tour group; tiered pricing for discounts; a flexible deposit policy; efficient baggage handling upon arrival & departure; pre-registration - room keys prepared in advance; special entertainment & lounge options; breakfast as part of package.
- **Minimum Restaurant Expectations:** large enough to handle 45-55 people in a timely manner in addition to regular business; a customized or limited menu to facilitate group; complete lunch in 1 hour, dinner in 1.5 hours; complimentary meals for driver and escort; see restroom expectations above. If you provide a "scatter" lunch, a voucher should be provided for each of the group escorts.
- Location: Is your business on a convenient tour route? Are there other things to do and see reasonably nearby?

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### Contact

**Maine Motorcoach Network**

[info@mainemotorcoachnetwork.org](mailto:info@mainemotorcoachnetwork.org)

**Maine Office of Tourism**

Hannah Collins

(207) 624.7456

[hannah.collins@maine.gov](mailto:hannah.collins@maine.gov)