



DOOR2TOUR.com will use the internet to attract new customers to the coach tourism industry and thereby deliver the 'next generation' of coach tour passengers.

DOOR2TOUR.com is a cutting edge internet marketing portal for tour operators that operate tours or excursions by coach and aims to complement their own marketing activities and website.

The website

Door2Tour.com is built upon the premise of live online booking facilities for all tours on the site and structured so that all enquiries, bookings and payments for individual tours are actually handled directly between the consumer and the individual operator or their website, through seamless feeds between the **Door2Tour.com** site and participating operator websites and offices. **Door2Tour.com** is not an agency and operators retain complete control of the entire booking process!

Door2Tour.com will be extremely content rich with many additional features added in order to enhance the operator's own content. These will include features such as travel guide style information, pictures, video clips and even Google Earth fully integrated into the site.

Cutting edge web technology will allow **Door2Tour.com** to identify the local area from which visitors to the site originate and thus allow **Door2Tour.com** to feed only relevant leads to the most geographically appropriate operators.

Marketing the website

We will actively market the website to the widest possible audience and particularly to those that do not currently take coach holidays – the 'next generation'.

Door2Tour.com will be presented as the place to look for coach tours, be it a day's sightseeing or three weeks touring through Europe or even further afield. Our activities will be aimed at attracting both individual passengers and private group enquiries.

Key tools that we will use to market the site will include Search Engine Optimisation (which greatly improves natural web listing results), Pay Per Click advertising, traditional media PR and advertising and affiliate arrangements with appropriate third party sites.

Crucially, we will also form alliances with key travel portals, creating unique and dedicated information feeds from **Door2Tour.com** in order to offer the coach holidays operated by our participating operators to the widest possible audience.

Door2Tour.com will also undertake targeted advertising and press campaigns in traditional and on-line media, particularly on the back of specific destination or product promotions.



The mechanics

There are no set up charges for operators with a suitably enabled website that accepts on-line bookings to participate on **Door2Tour.com** nor are there any regular monthly or annual fees.

The site derives its income from an agreed marketing fee being paid by the operator for all bookings handled by **Door2Tour.com** or referred to individual operators from **Door2Tour.com** by NEW customers.

The marketing fee is NOT levied for bookings made by a participating operator's existing customers, as defined by **Door2Tour.com**, thereby offering the operator a free additional internet booking channel for these customers in addition to their own website.

There are opportunities for operators to reduce the level of marketing fee payable should they also be able to improve the proportion of enquiries that are converted into bookings.

All marketing fees are due at the time of travel by the passenger. There are no fees due until that point.

Separate arrangements may be agreed with operators for bookings and enquiries generated through major travel portals.

Door2Tour.com offers operators a completely risk free opportunity to attract new passengers to their programmes.

How to get involved

Door2Tour.com has been developed to fit around an operator's existing business and create as little extra work as possible.

In order to facilitate this, **Door2Tour.com** requires operators to have a suitably enabled on-line booking facility on their own website. This will not only allow for the seamless flow of information between the operator's website and **Door2Tour.com** but will also ensure that there is no additional work required for operators to feature their tours on **Door2Tour.com**.

Once an operator has a suitable website, getting started with **Door2Tour.com** couldn't be easier!

In order to participate, all you need to do is review and agree to the terms of our marketing agreement and advise your website/system provider that you wish to go ahead. Your website/system provider will then enable the links between your website and **Door2Tour.com**.

The only additional work is for operators to supply us with some basic additional information, such as a company description for us to feature on **Door2Tour.com** and detail their pick-up points.

And that is it!

All the information for your tour or day tour programme is fed automatically from your system through your own website, so there is nothing else for you to do!

Once you are up and running and **Door2Tour.com** is working for you, we will be able to supply you with feedback on the number of referrals you receive, specified other statistics and assistance with marketing your own website on the internet.

To find out how you can be at the forefront of attracting the next generation to your product range, contact Dan Fox at Albatross Specialist Products now for more information:

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