



## Are You Marketing Shore Excursions?

Your clients rely on you to help them book the perfect vacations, and this means they trust your suggestions. So when it comes to marketing excursions (more commissions!), even a little bit goes a long way... because they will listen to you!

We provide two ways to easily market our shore excursions to your customers!

The most popular way is to simply include your personalized booking link in an email to your clients. The second most popular marketing technique is to go to our site, find excursions your clients would enjoy and click the "Share This" button on those tours. You enter your client's email address and they receive their information -- and the bookings are automatically tracked to you!

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## Top 5 Tips for Travel Agency Marketing

Our marketing department recently developed their "Top 5 Tips for Travel Agency Marketing" and I wanted to share them with you in hopes you find it helpful!

- 1. Actively Engage Your Customers** - To create and maintain long term relationships with customers, it is important to actively engage them. Provide helpful information, communicate deals, send thank you notes and birthday wishes. Stay engaged.
- 2. Perfect Your Pitch** - Your sales pitch is critical to securing customers. Why should a client use you? What do you offer other agents do not? Develop good answers to these questions and be ready to provide them.
- 3. Be a Trusted Source** - Customers highly value a trusted source when making travel decisions. Consider specializing in certain products and/or destinations and become an expert on those.
- 4. Provide Personalized Service** - Buying travel online is growing in popularity, but it can be very impersonal. Travel agents can provide individualized, high quality service to their customers. Think about the ways you can provide this personalized approach.
- 5. Utilize Technology** - Use multiple tools to network and market to your customers: email, Facebook, LinkedIn, Twitter, and phone calls. Today's customers communicate and engage in many ways. You should too!

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**Your personal booking link for Shore Excursions Group:**  
<http://www.shoreexcursionsgroup.com/v/affiliate/?id=&data=>

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Of course, you can always call our Excursions Experts Monday - Friday, 9 a.m. to 6 p.m. EST at 866-999-6590 or

email [info@shoreex.com](mailto:info@shoreex.com) with any questions or if you need anything.

**Lorri Cohn**

**Vice President of Sales**

Shore Excursions Group, LLC

lcohn@shoreex.com | 954-846-9100

<http://www.shoreexcursionsgroup.com>

<http://www.toursales.com>