Company Goals

As the tenth anniversary approached, a committee of department heads and top salesmen analyzed our company’s standing in the travel industry. While the current situation is good, the company must change with the rapid changes in the travel market.

The analysis committee agreed on two goals for the company and actions to achieve those goals.

Find new customers

Open a company web site within the year. Eventually allow direct bookings over the Internet.

Advertise in professional journals to handle conventions and conferences

Increase business with current customers

Create a newsletter to send to former customers with travel suggestions and promotions to encourage bookings

Use special promotions for target markets

Progress Report

The web site is still in development. The site should be ready for testing by the end of the calendar year and could be ready to go live about a month after that.

Ads have run in four professional journals so far resulting in 10 inquiries. It is too soon yet to know if new business will actually result.

The newsletter is in development with the first issue planned for next month.

One special promotion has been done so far. The Anniversary Special Trip Offer was completed last week. Details are in the next section. Others are planned for next year.

Anniversary Special Trips Offer

Goals for this promotion:

Send offer to 200 frequent or high volume customers

Schedule trips on the list for 100 people

Schedule 50 for trips other than the special offers as a result of contact made about the special offer trips

Total sales of $250,000

Summary of results:

The table below summarizes the results to date of the Anniversary trips.

The total number of people did not meet the goal but the Total Sales exceeded the goal. All of these trips were a result of action from World Travel Inc. rather than customers just walking in the door. As we gain experience in this kind of activity, we can expect to get better at setting reasonable goals and then achieving them.

Our Motivation: A Changing World

The number of people traveling for business and for pleasure is going up and up. Many more women are traveling for business. Grandparents are taking their grandchildren on the trips they never had time to do with their own children. Cruise ships are multiplying wildly but seem to be booking well so far.

Major airlines are reducing the commissions they pay to agencies for arranging airline tickets Several airlines are starting their own web sites to sell tickets directly to purchasers, cutting out the travel agent altogether. More and more travel agencies are putting up web sites to expand their customer base beyond their local community.

The Future

It is a brave soul who tries to predict the future. Industry analysts mostly agree that the travel industry should remain vigorous.

Among all the changes, what is clear is that to be successful in the travel industry, your company must compete on the web as well as in the more traditional ways. Online travel revenues are expected to increase 470% by the year 2000. We are looking at a revolution in the way people get information and do business, especially in the travel business

Travel professionals must learn to use the web to their advantage, or plan to close the doors and retire!