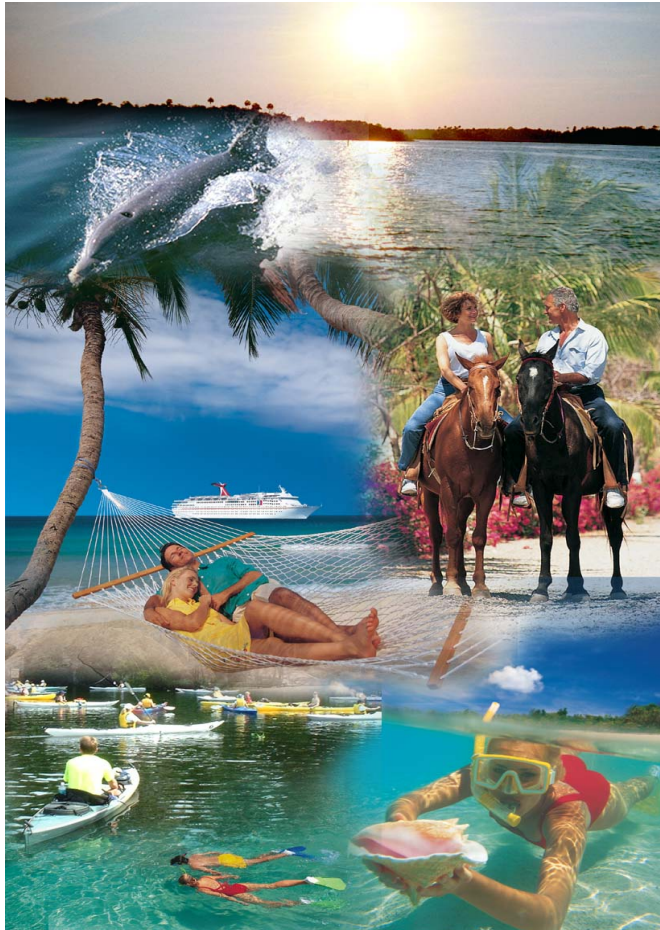


*Travel Green Florida  
2023-2025*

*Power of Travel Supports Main Street  
Responsible Travel to Natural Areas*



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**Amy Virgo CTA 561-613-3159  
travelgreenchamber@gmail.com**

**April 10, 2023**

## **CONFIDENTIALITY AGREEMENT**

The information contained herein is confidential, owned and is for the sole use of **Travel Green Florida Inc.** in promoting *Travel Green Florida*. **Travel Green Florida Inc.** and **Members** shall have access to said confidential information only for the purposes described herein. **Member's agents and/or representatives** agree not to use or disclose said confidential information without the written permission of **Travel Green Florida Inc.**

\_\_\_\_\_  
Member

\_\_\_\_\_  
Date

# **TABLE OF CONTENTS**

## **1. INTRODUCTION**

- A. Mission Statement
- B. Company Profile
- C. Tourism Industry Memberships
- D. Community Involvement

## **2. TRAVEL GREEN FLORIDA INC.**

- A. Purpose
- B. Membership
- C. Benefits
- D. Grants
- E. Email Blasts
- F. Research
- G. Network Workshops
- H. "Schools Out" Program

## **3. GROUP TOURS "NET RATES"**

- A. How to Design Tour Packages
- B. Packages
  - (a) Canoe/Kayaking
  - (b) Birding Trail
  - (c) Hiking
  - (d) Fishing
  - (e) Diving
  - (f) Student Educational
  - (g) Team Building
  - (h) Elderhostel
  - (i) Eco-Tourism
  - (j) Eco-Heritage

## **4. MARKET SEGMENTS**

- A. SMERF (Social, military, education, religion, fraternal)
- B. Elderhostel
- C. Adventure Outdoor
- D. Bird Watching
- E. Students Educational
- F. Leisure (General Public)
- G. Drive Market
- H. Tour Operators
- I. Travel Advisors/Agents
- J. Online Travel Agency's

## **TABLE OF CONTENTS** (continued)

### **5. ECO-HERITAGE ADVENTURES VACATION PLANNER**

- A. Group (Net Rates)
- B. Foreign Individual Travel/Tour FIT (Discount Rates)
- C. Tour Management (Online Reservations)
- D. FLAUSA Visit Florida
- E. Orlando CVB
- F. Travel Industry Association (TIA)
- G. Palm Beach County TDC (Discover the Palm Beaches)

### **6. TOUR MANAGEMENT SOFTWARE**

- A. Membership Fee
- B. Net Rate
- C. Discount Regular Rate
- D. Inventory Allotment
- E. Invoices
- F. Paying Vendors
- G. Itineraries
- H. Vouchers
- I. Name Tags
- J. Inquiry Requests
- K. Tracking Inquiry Requests into Confirmed Bookings
- L. Benefits

### **7. TRADE SHOWS 2023-2025**

**TBD**

### **8. PROMOTIONAL SERVICES**

- A. FAMS
- B. Sales Missions
- C. Media Requests (database)
- D. Website (Link to Member)

### **9. ADVERTISING 2023-2025**

### **10. CO-OP COLLATERAL MATERIAL 2023-2025**

- A. Logo Creation
- B. Rack Card Holder
- C. Rack Cards
- D. Postcards (Eco-Heritage Vacation Package)
- E. Miscellaneous (Discount Cards – Tracking)
- F. Cruise for a Cause Campaign

**12. PUBLIC RELATIONS**

- A. Create Database Media Requests
- B. FLAUSA Media Requests
- C. NCTD Media Requests
- D. Press Releases on Vendors
- E. Press Releases on Special Events
- F. Press Releases on Community Involvement
- I. Travel Writers Request Match to Vendor

**13. SPECIAL EVENTS 2023-2025**

- A. Earth Day
- B. Birding Trail
- C. Save Our Waters Canoe/Kayak Regatta
- D. Hiking Rails to Trails
- E. Halloween Haunted Cruise
- F. Seafood Festival
- G. Canoe/Kayak Christmas Water Parade  
(Festival of Lights)
- H. Billfish Tournaments

**14. TOUR PACKAGES**

- A. \$299.99 2 nits/3 days inclusive  
Power of Travel Special Brightline Express Introductory Rate.

**1. INTRODUCTION**

A. MISSION STATEMENT

Travel Green Florida Inc. is a special interest tourism development company that has a vision of a community working together for tourism and to market the experience of travel which is the major motivation for travel. Part of this vision is responsible travel to natural areas which conserves the environment and sustains the well being of local people while providing a quality experience that connects the visitor to nature.

B. COMPANY PROFILE

TGF is a full-service company specializing in advertising, marketing, special events, trade shows, public relations, eco-tourism, heritage tours and guest speaker’s bureau.

Amy Virgo is President and Owner/Operator of Travel Green Florida and her expertise is based on Ms. Virgo’s past extensive business history as a management consultant in major hotels, as general manager and Director of Sales and Marketing since 1983; with primary duties consisting of implementing and controlling annual advertising and marketing budgets of \$150,000-\$350,000 and operational budgets as General Manager.

**1. INTRODUCTION (continued)**

C. TOURISM INDUSTRY MEMBERSHIPS

D. COMMUNITY INVOLVEMENT

- Chairperson, Save Our Waters
- Board of Directors, Citrus 20/20
- Citrus County Chamber of Commerce
- Co-Chair, Hernando Heritage School
- CSO, Florida State Parks
- Guest Speakers Bureau
- Speaker, Leadership Citrus (Natural Resources/Tourism)
- Citrus County EDC

## **2. Travel Green Florida Inc.**

### A. PURPOSE

1. Development for tourism that specializes in eco-tourism and eco-heritage tourism, to educate the public on the environment and heritage of Florida.
2. To promote a better awareness and appreciation and conservation and responsible utilization of Florida's outstanding waterways, Intercoastal and Ocean.
3. To develop public tours both on the waterways and within the community for education in environmental and natural resources.
4. To produce and make available to tourists by sales or free distribution suitable:
  - a. interpretive and educational materials to increase visitors' understanding of the waterways and natural resources and the environment;
  - b. Special materials, memorabilia and events of the eco-tourism and eco-heritage tours that will enhance visitors' enjoyment.
5. Acquire materials, supplies and equipment and/or labor which may be retained by the corporation, or donated to support operational, educational or maintenance projects as agreed with the corporation representatives.
6. Encourage and facilitate private and public financial contributions in order to enhance the eco-tourism and eco-heritage tours.



**Travel Green Florida Inc.  
Sponsorship-Membership-Application  
Relocation Start Up Special 2023-2024**

CONTACT INFORMATION	
Name:	Title:
Company/Supporter:	
Business NASICO Codes/Passport #:	
Physical Address:	
City:	State: Zip:
Billing Address: <input type="checkbox"/> same as Physical Address	
Phone:	Alt Phone:
Toll-Free:	Fax:
E-Mail:	Website:

MEMBERS SPECIAL 2023-2025	JOIN 2023 RATES STAY SAME 2024
Patient/Supporter	\$ 20.00
Business	\$ 100.00
Lobbyist Support	\$ 500.00
Sponsorship	\$ 2500.00
<b>TOTAL</b>	<b>\$</b>

PAYMENT INFORMATION	
<input type="checkbox"/> Check (mail with application)	Credit Card: <input type="checkbox"/> Visa <input type="checkbox"/> Master card <input type="checkbox"/> Discover <input type="checkbox"/> Amex
<input type="checkbox"/> Invoice	Card Number:
Cash Payment Receipt:	Expiration Date: CVS:
	Signature

**Travel Green Chamber Provides Members Opportunities via E-mail and Text Sales Missions-Trade Shows-Focus Groups-Pop Up Market Place-Link Web Site**  
*New Age Old School Approach is to combine technology with personal care and support*

- **By NOT passing the Buck! Life Management Assistance programs supports members with resources and tools for a healthy life which will insure success and happiness because you are NOT alone. Amy Virgo, President**

03/05/2023  
alv

**561-613-3159 - [travelgreenchamber@gmail.com](mailto:travelgreenchamber@gmail.com)**



### **3. GROUP TOURS “NET RATES”**

#### **A. HOW TO DESIGN TOUR PACKAGES**

##### **BUILDING YOUR OWN PACKAGE TO INCREASE MOTORCOACH/TOUR BUSINESS**

The first step is to inventory what you have to offer, as well as, whatever is in the area that might fit in. Since you already know what you have, let's concentrate on the area. Fill in the list below and be as complete as possible. Remember, your package should contain elements that will appeal to your market. **Do not** use your own personal likes or dislikes to determine what gets into the package.

Address the basic considerations first. For example, is this a 1-night-1-day package; is it a 3-day-2-night package? In our case, let's pick a 3-day-2 night package and assume that rather than a destination, this package will be used as a part of a larger itinerary.

By staring at a map, let's try to guess where the tour bus will be coming from or going to. This will help in figuring out the timing of the elements of the package. For example, if it's likely that the tour coach will be driving 250 or more miles on the day they leave you, then there's no sense in trying to include any time consuming attractions on that morning.

Understand that the average tour customer is going to be somewhat tired when they arrive. Chances are they've traveled a good distance just to get to you. Don't overload the first afternoon or evening with too much to do. Allow time for unwinding, resting, etc.

##### **ARRIVAL**

- important to establish good first impression
- friendly greeting
- Punch reception??
- little extras for the tour bus
- In room gifts??

##### **CHECK IN**

- must keep room charges to a minimum
- explaining location of facilities

##### **BREAKFAST**

- make it important
- make it an event
- how to create an inexpensive theme

##### **SIGHTSEEING**

- selecting the right "local guide"
- combining the right stops/attractions
- Walking vs. riding – get the correct mix
- The unusual vs. the standard
- shopping time

**BUILDING YOUR OWN PACKAGE TO INCREASE  
MOTORCOACH/TOUR BUSINESS (continued)**

**LUNCH**

- included or not?
- The menu
- make it different

**SIGHTSEEING**

- selecting the right "local guide"
- combining the right stops/attractions
- Walking vs. riding – get the correct mix
- The unusual vs. the standard
- Shopping time

**DINNER & EVENING ACTIVITY**

- Good food/local flavor important
- Reception or not??
- Wine with the meal??
- Activity options in house

**THE SECOND NIGHT**

- Out of the house??

The rough draft. Scribble in the spaces below your ideas for a good package. One or two line descriptions are more than enough for each included feature.

**FIRST DAY**

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**SECOND DAY**

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**THIIRD DAY**

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**BUILDING YOUR OWN PACKAGE TO INCREASE  
MOTORCOACH/TOUR BUSINESS (continued)**

**B. PACKAGES**

First rule – Don't give anything away. No matter how small or insignificant the item may be, figure it into the overall cost of the package. For any "flat priced" line item such as a \$60 tour guide cost, protect you by dividing the charge by say 30 passengers instead of a full bus load of 40 or 45. In this way, if a tour group operated with less than full capacity, your costing and final profit will not be affected.

Here's a very general form that can be used for determining the cost and selling price of a 3-day-2-night package:

1.	Hotel	\$ _____
2.	Sales tax (7.5%)	\$ _____
3.	Bed tax (5%) County by County	\$ _____
4.	Baggage charge per person	\$ _____
5.	Punch reception	\$ _____
6.	First dinner	\$ _____
7.	Evening entertainment	\$ _____
8.	_____	\$ _____
9.	First breakfast	\$ _____
10.	Tour guide	\$ _____
11.	Sightseeing	\$ _____
12.	A)	\$ _____
13.	B)	\$ _____
14.	C)	\$ _____
15.	D)	\$ _____
16.	Luncheon	\$ _____
17.	Second dinner	\$ _____
18.	Evening entertainment	\$ _____
19.	_____	\$ _____
20.	Hotel-2 <sup>nd</sup> night	\$ _____
21.	Second breakfast	\$ _____
21.	Miscellaneous	\$ _____
22.	A)	\$ _____
23.	B)	\$ _____
24.	C)	\$ _____
25.	Tour Management Fee	\$ _____
26.	Online Reservations	\$ _____
27.	<b>TOTAL COST</b>	<b>\$ _____</b>
28.	<b>SELL PRICE</b>	<b>\$ _____</b>

