

# ViaTour Tips

## 2009 Q1

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### Navigating 2009

Welcome! We created this new forum to share our clients' tricks and best practices. The business climate is on our minds, too. How can we help maximize your return on ViaTour? We matched up business experts' recent advice for 2009 with **ViaTour Tips**: detailed, how-to strategies for all users.

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### Strategic Investment during Recession

Our favorite recommendation? “When everyone else is slamming on the brakes, you can step on the accelerator” (Ellis and Rigby 2008). A year-end *Wall Street Journal* roundups of experts' advice emphasized strategic investment in recession (White 2008). Managers know intuitively that investment in IT will pay off in the long run. You've already committed resources to ViaTour. Use time now to focus on your data management systems and to look closely at marketing methods and tactics.

- Invest time to identify your Target Postal Codes. Where do your travelers live? How do you reach their neighbors? Create targeted lists using free, public information. For example, *Forbes* periodically publishes the [100 most expensive zip codes](#) (Maher 2007). Pair your past travelers with their zip code wealth bracket to market trips effectively at a particular price point.
- Develop your email marketing strategy. Incremental savings on snail-mail printing and postage make sense now. Introduce your clients to a novel way to hear from you. A bonus: Your system can be scaled up when the business cycle accelerates.
- Don't yet have an email marketing provider, or less than satisfied with your present service? See Learn More below (TopTenReviews.com 2009).

## ViaTour Tip: Exporting Email Addresses for Marketing

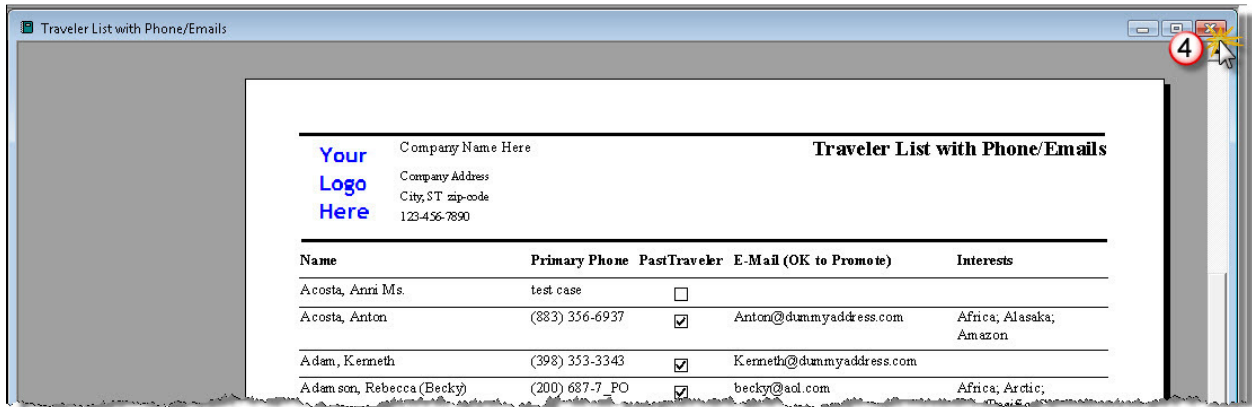
- Goal: Export Travelers' Primary Emails to a comma-separated value (.csv) data file for use in a third-party Email Marketing application.

1) Select "Traveler List with Phone/Emails" report. 2) Select desired criteria. For example, select a pre-defined Mailing List. 3) Preview the Report.

The screenshot shows the 'Reports' window in the ViaTour software. The 'Report Type' dropdown is set to '<All>'. The 'Mailing Lists' tab is selected, and the 'General' mailing list is chosen from the list. The 'Traveler List with Phone/Emails' report is selected in the left-hand list. The criteria are set to 'Mail List: 'General': Deceased = False'. The 'Preview Report' button is highlighted, and the 'Travelers' count is shown as 996.

Criteria:	Travelers
Mail List: 'General': Deceased = False	996

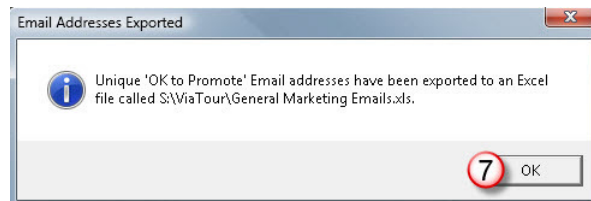
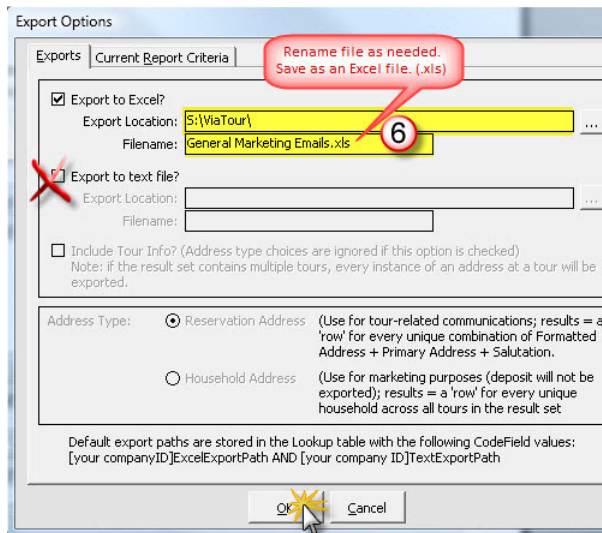
4) Print the report if desired for reference. Otherwise, simply close the document.



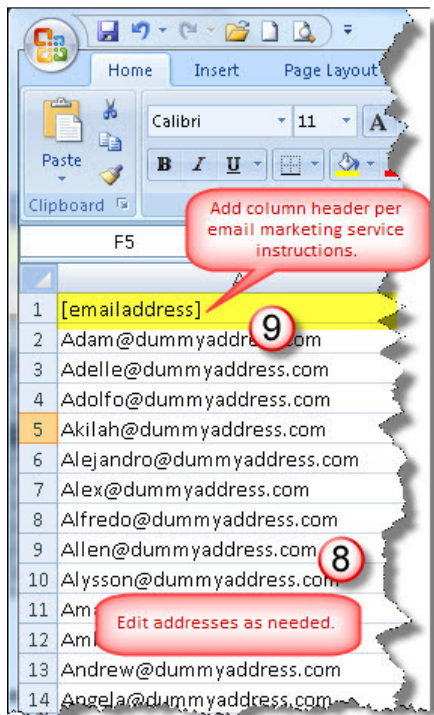
5) When prompted, click "Yes" to export.



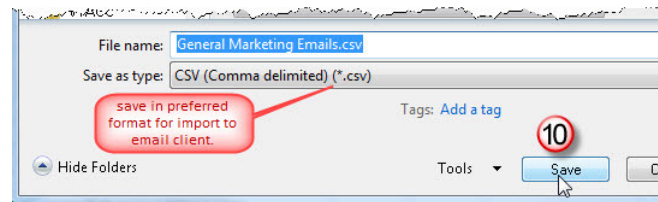
6) Export data to Excel. Name the file and export location. 7) Locate your saved Excel file.



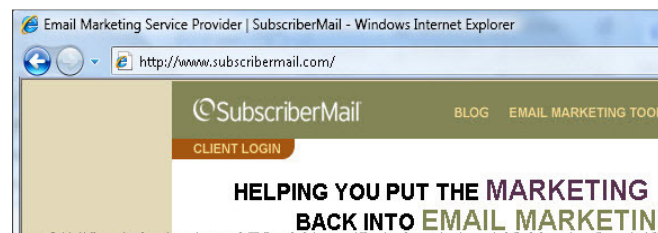
8) Format the Excel Worksheet according to import requirements for your email marketing service.



9) Save as a comma-separated value file (.csv) or other file format.



Upload to your email marketing service.



## Staff Morale

Reassure employees whose jobs are secure that they ARE secure. Then they can quit worrying, and focus on the firm's future (White, 2008). The *Wall Street Journal* identified five keys to motivate your staff in tough times:


- 🌐 Show you care about employees
- 🌐 Demonstrate firm's stability
- 🌐 Be candid; emphasize transparency
- 🌐 Create hope
- 🌐 Focus on employees' strengths

(White, 2008b)

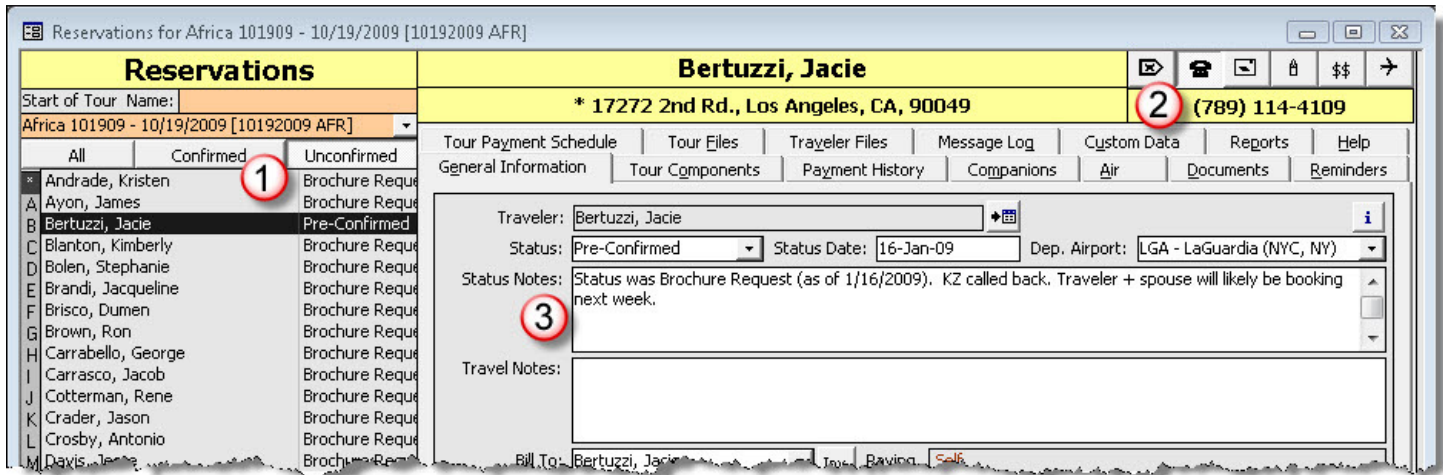
Use ViaTour to put real-time information in every employee's hands every day. Are reservations up or down this week? Which trips are performing well or poorly? ViaTour also reveals the secrets of past successes. Use this information to keep everyone working towards better positioning the company now for future opportunities.

- 🌐 Market aggressively
- 🌐 Improve data quality
- 🌐 Document business practices
- 🌐 Analyze data

## ViaTour Tip: Using VT Intelligence to Market Aggressively

 Goal: Engage staff in call-back marketing based on Reservation Status.

Identify Trip and Reservation Status for focus. 1) Filter on Unconfirmed. 2) Primary Telephone number appears for reference. 3) Communicate results efficiently with colleagues.

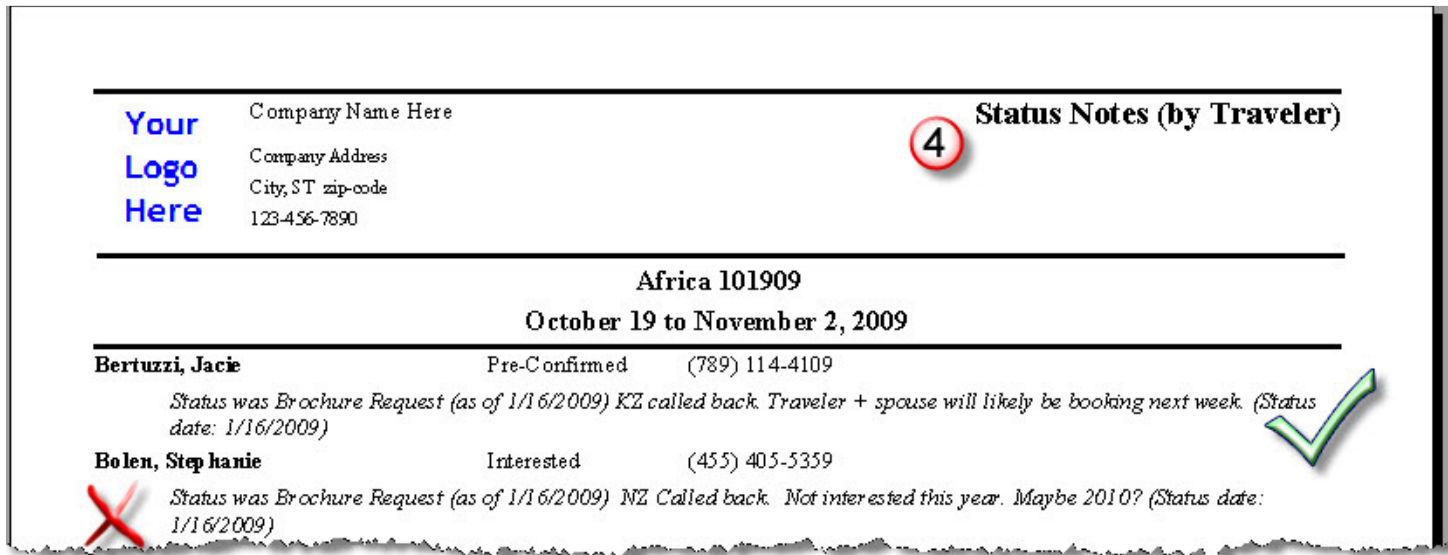


Reservations for Africa 101909 - 10/19/2009 [10192009 AFR]

Reservations		Bertuzzi, Jacie	
Start of Tour Name:		* 17272 2nd Rd., Los Angeles, CA, 90049	(789) 114-4109
Africa 101909 - 10/19/2009 [10192009 AFR]			
All	Confirmed	Unconfirmed	
* Andrade, Kristen		Brochure Request	
A Ayon, James		Brochure Request	
B Bertuzzi, Jacie		Pre-Confirmed	
C Blanton, Kimberly		Brochure Request	
D Bolen, Stephanie		Brochure Request	
E Brandi, Jacqueline		Brochure Request	
F Brisco, Dumen		Brochure Request	
G Brown, Ron		Brochure Request	
H Carrabello, George		Brochure Request	
I Carrasco, Jacob		Brochure Request	
J Cotterman, Rene		Brochure Request	
K Crader, Jason		Brochure Request	
L Crosby, Antonio		Brochure Request	
M Davis, James		Brochure Request	

Traveler: Bertuzzi, Jacie  
 Status: Pre-Confirmed Status Date: 16-Jan-09 Dep. Airport: LGA - LaGuardia (NYC, NY)  
 Status Notes: Status was Brochure Request (as of 1/16/2009). KZ called back. Traveler + spouse will likely be booking next week.  
 Travel Notes:

4) Keep track of global results. Run the report "Status Notes by Travelers". Filter by Reservation Status, Date, or other criteria.



**Your Logo Here** Company Name Here  
 Company Address  
 City, ST zip-code  
 123.456-7890

**Status Notes (by Traveler)**

Africa 101909  
 October 19 to November 2, 2009

<b>Bertuzzi, Jacie</b>	Pre-Confirmed	(789) 114-4109	Status was Brochure Request (as of 1/16/2009) KZ called back. Traveler + spouse will likely be booking next week. (Status date: 1/16/2009)
<b>Bolen, Stephanie</b>	Interested	(455) 405-5359	Status was Brochure Request (as of 1/16/2009) NZ Called back. Not interested this year. Maybe 2010? (Status date: 1/16/2009)

## Create a Recovery Game Plan

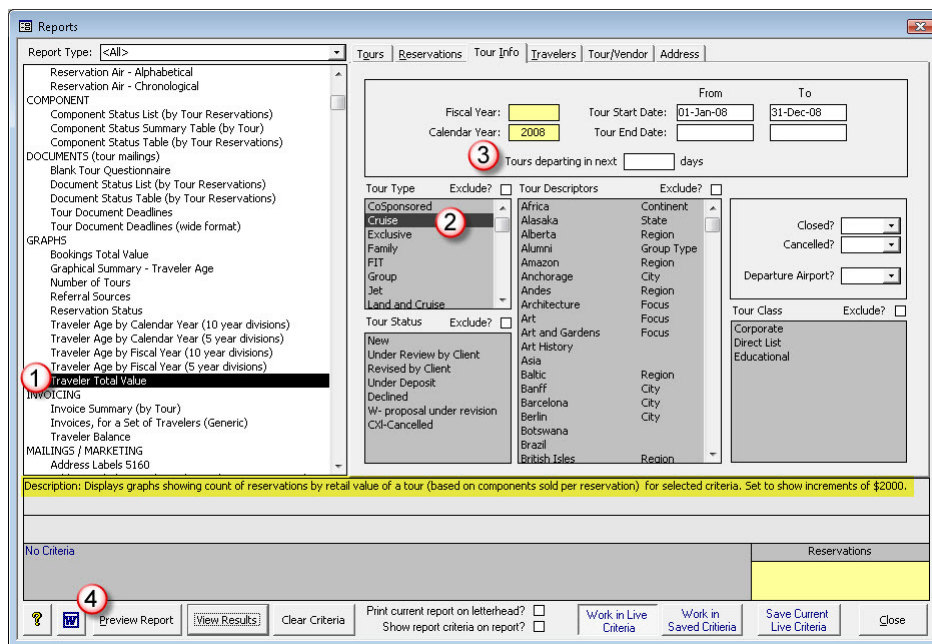
Be ready to add capacity as soon as the market improves. Your rivals may be slow ramping their operations back up to speed (White, 2008). Beat them back to the marketplace.

- 🌐 Search for booking patterns. When do reservations USUALLY come in for that springtime land program? The difficult decisions remain—should you run that trip or cancel it?—but good data helps decision makers.
- 🌐 Search for traveler patterns. Identify traveler demographics, interests, destinations, and relationships.
- 🌐 Use ViaTour data to develop Queries and Excel charts. Use your analysis to negotiate with clients and vendors. Plus all clients – Basic, Standard & Pro – now have access to graphical reports and a fiscal year report in ViaTour Version 3.r3.48.

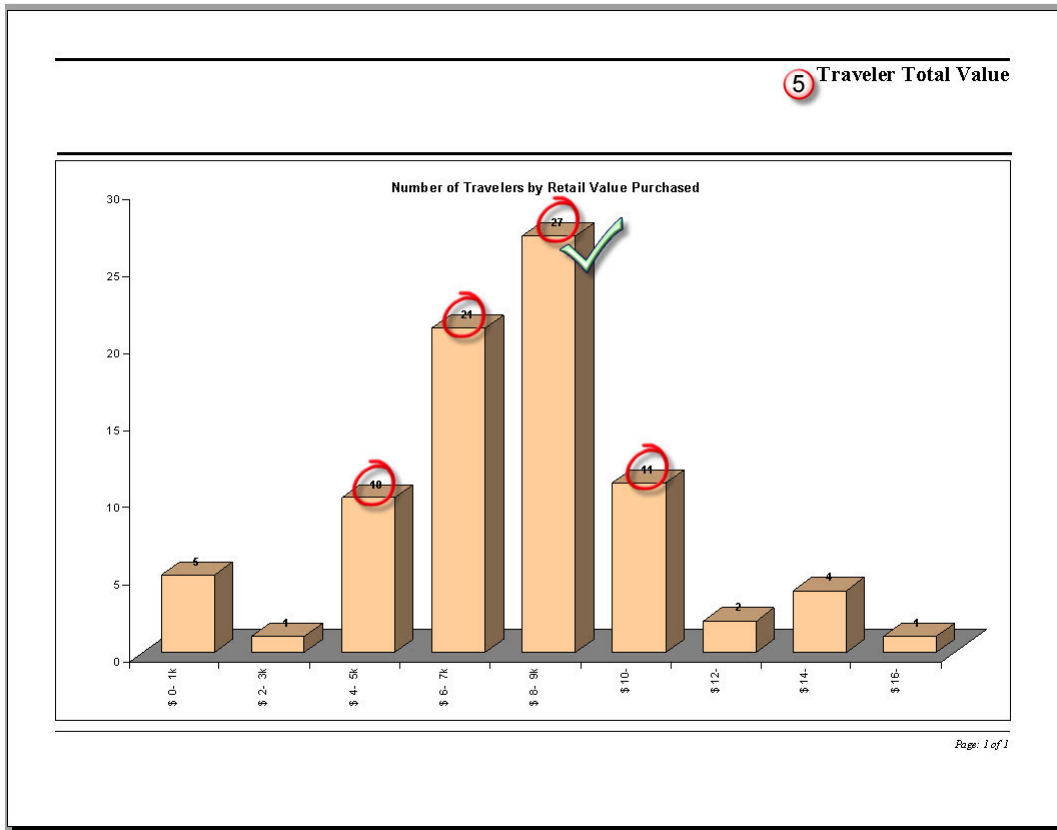
## ViaTour Tip: Make Your Argument with Graphs

- 🌐 Goal: Create a Graphical Snapshot. For example, “How much do your travelers typically spend on your cruise programs?” Use your answer to target 2010 cruise pricing and allotments with clients or vendors.

1) Select “Traveler Total Value” report under heading “Graphs”. Select desired criteria. For example, 2) select Tour Type: “Cruise” and 3) Calendar Year “2008”. Optional: Select a particular vendor or destination. 4) Preview the report.



5) Print and Review.



## Meet our ViaTour Team – We’re Growing!

### Jeffrey Todd | Sales

Jeff has more than 20 years of business development, sales, and marketing experience in the software industry. Jeff started his career with Lotus Development, where he held a variety of sales, marketing, and strategic planning positions in Atlanta, Boston, and Cambridge, MA. Following Lotus/IBM, Jeff was Vice President of Sales at IntraNetics (purchased by Cisco) and held business development, direct sales, and executive sales management positions with several successful early stage start ups and niche software solution providers.

### Nancy Ziegler | Technical Consultant

Many clients met Nancy at our annual conferences, where she represented Academic Arrangements Abroad. Prior to 2005 when Nancy joined AAA as an operations manager, she produced travel and food TV programs, launched three culinary websites and travelled to 45+ countries. A graduate of Amherst College, she holds two masters from NYU and a culinary degree. All ViaTour clients can now look to Nancy for special client projects, including data querying and analysis. Contact Karen at [karen@viatoursoftware.com](mailto:karen@viatoursoftware.com) to learn more.

## SQL Server Transition Update for Pro Charter Clients

In August we began to “upsized” ViaTour to communicate either with an Access backend database or a SQL Server backend database. The automated process to convert charter clients’ data to SQL Server is also complete. If you were not a SQL charter client, and wish to learn more, contact Karen. In January we worked through different performance optimization strategies against web-hosted SQL Server. We expect to begin testing against charter client data this month.

## 3rd Annual ViaTour Client Meeting | Save the Date August 19 to 22, 2009

East Coast Location, City To Be Determined.

### Conference Schedule:

Wednesday, August 19 | Welcome Reception & Dinner

Thursday, August 20 | Full Day

Friday, August 21 | Morning Session for New Users + Afternoon Session for Pro Topics

Saturday, August 22 | Full Day + Farewell Dinner. Conference Ends.

## Next Issue

We want to hear our clients’ business success stories. Do you have a ViaTour Tip to share? Tell us how ViaTour helped you negotiate the deal, get the client or satisfy a demanding customer.

## Learn More

Ellis, Steve, and Darrell Rigby. *In Chaos Lies Opportunity*. October 22, 2008.

<http://online.wsj.com/article/SB122212072533364749.html> (accessed January 14, 2009).

Maher, Lucy. *Most Expensive Zip Codes*. Edited by Lucy Maher. September 13, 2007.

[http://www.forbes.com/2007/09/13/zip-expensive-forbeslife-cx\\_07zip\\_mw\\_0913zips\\_land.html](http://www.forbes.com/2007/09/13/zip-expensive-forbeslife-cx_07zip_mw_0913zips_land.html)

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—. *How to Rally Workers for Tough 2009*. December 29, 2008.

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