

Planned Tour Packages

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The prepared tour—embracing transportation, hotel accommodations, and sightseeing—is a travel item with an amazing potential.

This is supported by the experience of Greyhound Highway Tours, Inc., the corporate unit within Greyhound Lines that prepares and markets more tour packages than probably any other single organization in the travel realm. The Greyhound highway tour tariff generally is considered the most complete and comprehensive guide of its kind ever compiled.

During 1948, for example, Greyhound Highway Tours sold in excess of \$3,500,000 worth of prepared tour business. This volume was easily the largest in any calendar year since the establishment of the specialized Greyhound service in 1932. Tour sales in 1947 amounted to \$2,163,000.

The widespread facilities and resources of the entire Greyhound system, including a score of affiliated Greyhound operating companies, are major factors in the success of the Greyhound tour organization.

The planned tours are sold by some 50 Greyhound travel bureaus throughout the country, by ticket agencies and independent travel agents. The portfolio contains more than 300 all-expense parcels fashioned to meet seasonal and popular travel trends. In addition some of the tours are designed to develop interest in scenic and historical attractions in the off-the-beaten-path category. Greyhound lines and the multiple connecting bus services reach virtually every part of the United States.

Greyhound has adopted the following definitions to differentiate between various types of tours: Prepared tour—one in which a number of individual tour items are combined with bus transportation and the entire tour is offered to the public at a fixed price; package tour—one which is offered to the public at a fixed price which covers a specific combination of items which are, in most cases, furnished at a specific location; tailor-made tour—one

which is prepared especially for an individual by combining a number of individual tour items with bus transportation, with one or more package tours frequently used in its preparation.

A sustained promotional program including literature has proved singularly successful. Many booklets and folders, each designed to do a specific job, have been issued. A slick paper, four-color booklet titled "Amazing America Tours by Greyhound," fostering general interest in tourist attractions, was distributed to persons interested in a planned tour.

More recently, a series of folders for distribution in and near the Nation's larger cities, provided information in terms of the respective cities as points of origin, citing the prices of various tours and giving itineraries in detail. The contents of these folders range from 17 to 30 tours.

Greyhound Highway Tours also devised a new travel ingredient, a tailor-made loose-leaf booklet titled "Highway Highlights" which describes points of interest on the tourist's specific route with illustrated stories of communities, monuments, historical events, and waterways. It is available to purchasers of expense-paid Greyhound tours.

Greyhound's magazine and newspaper advertising frequently mention travel bureau services. Specific tours are described and prices quoted at the local level in newspaper advertisements. Emphasis often is placed on the fact that travel bureau services are available at no additional cost to the passenger.

An increasingly important source of prepared tour business is Greyhound's foreign passenger service. Many agencies have been established in the western European nations, offering not only transportation in the United States but tour services as well. Trained passenger agents meet persons arriving from abroad who plan to travel via Greyhound Lines and assist them on their way to their destinations.