

# Sturbridge Group Tour Alliance

Photo: Patrick Tomasso

Old Sturbridge Village (OSV) is the largest outdoor history museum in the Northeast focused around telling the story of rural New England in the 1830s. The village proper spans more than 200 scenic acres and encompasses more than 40 original buildings, a district school, working farm, water-powered mills and more. The mission of Old Sturbridge Village is to invite guests to explore, interact, engage, and learn from living history.

The town of Sturbridge is home to restaurants, breweries, retail shops, entertainment, as well as many hotels and lodges that offer overnight accommodations. OSV realizes the responsibility of being a community anchor and the importance to bring visitation beyond the gates of the village, to the entire Sturbridge community.

OSV has received a grant from the Sturbridge Tourism Association to assist in this effort which is in addition to the financial commitment OSV is making to implement a strong, cohesive Group Tour Sales and Marketing program.

## Group Tour Sales – what it is and how it works

A travel company which buys individual travel components, separately from their suppliers and combines them into a package tour, which is sold with their own price tag to the end consumer is called a Tour Operator. The relationship with the tour operator and the suppliers they work with is a business to business (B2B) relationship. The Tour Operator makes a profit by creating an itinerary and bundling attractions, restaurants and accommodations which they sell as a package to their customers. These groups typically travel by bus otherwise known as a motorcoach.

The motorcoach, travel and tourism industry play an important role in our society. It creates jobs, provides access for rural communities, and contributes to environmental sustainability. For these reasons and others, the industry continues to see significant, year-to-year passenger growth and ridership.

The goal of the Group Tour Sales and Marketing program is to target Tour Operators who bring motorcoaches in and around New England for day trips and multi day trips and present OSV and the entire community of Sturbridge as a destination.

We invite you to be our guest in this exciting alliance.

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For questions and information call Debbie Mulcahy at Old Sturbridge Village  
DMulcahy@OSV.ORG | 508-347-0394





# You're invited to our Group Readiness Workshop

Photo: Startup Stock Photos

Sturbridge Group Tour Alliance is proud to present a Motorcoach/Group Ready Seminar. Learn firsthand from experienced and successful Group Tour Pros about new trends in the industry and ask questions at our panel discussion. If you currently work with motorcoaches, or want to in the future, this is a can't miss opportunity!

## You won't want to miss:

- ***Taking a valuable look*** at why the group tour market is critical to developing core tourism business to the Sturbridge community.
- ***Learning how to provide*** an achievable group ready approach on how to prepare for this business.
- ***Opportunity to participate in a discussion*** with the ability to ask your questions to industry experts, group tour operators and local businesses who work with the Group Tour market.
- ***Looking at how the community can work together*** to be successful and attain this business efficiently and effectively. Travel trade business is long-term, repeat, and turn-key once you develop your understanding!
- ***Helping to brainstorm*** sample itineraries that include your business.

## Agenda:

8:30 am – 9:00 am	Registration and seating with continental breakfast
9:00 am – 9:45 am	Panel Introductions and How to Navigate for Success in Working with the Group Tour Market
9:45 am – 10:00 am	Break
10:00 am – 10:45 am	Q&A for Panel
10:45 am – 11:00 am	Final remarks and closing
11:15 am –	You are welcome to stroll through the Village at your leisure

**Date:** November 14, 2019

**Time:** 8:30 am – 11:00 am

**Location:** Old Sturbridge Village, 369 Main Street, Sturbridge MA, 01566

**RSVP:** Registration requested by November 1, 2019

Go to [www.osv.org/STA](http://www.osv.org/STA)

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