
Recession-busting for tour operators

Posted by Carol Patterson - 2010/02/24 11:22

There is no doubt that 2009 was a tough year for the travel industry. Consumers negotiated every purchase like a kid lobbying for an advance on their allowance. Operators have watched their competitors slash prices with the enthusiasm of pine beetles facing a fresh stand of forest. Companies have cut corporate budgets, culling travel businesses in their wake as luxury markets evaporate. So what will 2010 look like? I've shared a few predictions in my latest newsletter and we've asked you to weigh in.

I'm pretty sure 2010 will continue to be tough, especially at airport security as staff take liberties usually reserved for dating couples. I think tourism businesses will find some of their best opportunities in regional driving-distance markets and by offering value packages.

To help you weather the next year, I've made a New Year's resolution to offer small businesses any support I can. This will mean sharing even more examples of innovative strategies from other businesses facing the same shark-infested waters. Kalahari Management will also be offering FREE advertising space to three businesses in each of our summer and fall issues. For more details check out the newsletter at <http://www.kalahari-online.com/spring2010.pdf>.

This is one way I can help during what we euphemistically call 'challenging times'. I'm expecting space to go fast, so reserve quickly.

All the best for 2010!

Carol

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Re:Recession-busting for tour operators

Posted by PattiSpencer - 2011/03/14 22:51

Nice post! Thanks..B)

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