

Moccasin Trails

Video Clip 4: Business to Business (B2B)

Q: So, what kind of considerations about the pricing went into the decisions there?

A: Yeah. So, that obviously-- Every travel agency, every wholesaler, you have to negotiate different rates. So, for example, you know, with John View says, "Greg, okay. I get it. What are your retail rates? But then, where's your sheet for net rates, for wholesaler rates?" And so, you know, from the advice-- And again, we're still learning this as well, from the advice that we've gotten from, say, the marketing director for Thompson-Okanagan Tourism Association or the marketing girl for Tourism Kamloops. You know? We phone them and say, you know, "What's kind of standard? What can I offer them?" And so, we work with our associations on that to really help guide us on working with those-- What do you call that? Wholesale net rate prices? I don't know. 'Cause from what I know, and I'm still learning this, is you've got wholesale prices. You've got net prices. You've got-- What is it? Wholesaler, and then there's other-- I'm still learning all of this, but again, that's where we rely on our tourism associations to help guide us through that. So, it could be anywhere from 10 percent discount to 20 percent discount when dealing with your wholesaler, John View, and Sunshine Tours or whatever. So, we actually have a sheet, it's just a one-sheeter, with our wholesale net rates. That gets forwarded off to the travel agencies of the world, right? 'Cause we have to give them a discount. They all want it. They're not going to pay regular full price at, whatever, 95 per person. You know? They want 10 percent off, or 15 or 20 percent off, or a kickback some sort of way, so-- And I don't know what that is. I'm still learning all of that, but again, our associations really help guide me in those negotiations.

Q: I was going to ask what discounts-- They obviously get wholesale discounts. You said people like front desk people at hotels, you know?

A: Yeah.

Q: Anything else where the pricing's kind of flexible?

A: No. I think it's just wherever-- Yeah. I think it's the front desk people, the wholesalers, FAM tours [familiarization tours], obviously. Right? When tourism associations want to do a FAM tour of the region, and we're one of those stops on a region, obviously you've got to give them, you know, a great rate. And we learned. The very first year we were just giving out FAM tours, and we were losing money. And then next year, Tourism Kamloops was, like-- I think they kind of helped us out. They said, "Greg, you know, last year we noticed you didn't charge us. Like, charge us for these now 'cause we have budget from Destination BC to do these FAM tours." I'm like, "Oh, okay." So, then last year, we did, I think, six FAM tours with Tourism Kamloops. And it was that, you know-- Okay. Well, here's my elder's costs, and then here's, you know-- 'Cause Frank was dealing with his, you know, boy in Vancouver-- He wasn't going to come. So, I would have to drive from Kelowna to Kamloops to be in the canoe and skipping the canoe and-- So, there was costs there. Gas costs and, like, it's a whole day just for a 3-hour tour. It's 2 hours there, 2 hours back. That's 4 hours of driving just-- Plus the 3 hours experience, plus the hour of prep, and launching the boat and putting it away, and-- So, yeah. Last year, you know, really helped us in helping us at least make a little bit of money off our FAM tours. Yeah.

Q: Is there anything on your radar in terms of organizations you'd like to work with that's maybe, like, you know, airlines and the bus companies that bring a lot of people to the area? Is there anything else that, like, anybody else you'd like to work with?

A: Well, I think our associations really help out. Right now, we're just starting to build a great relationship with our national organization, Indigenous Tourism Association of Canada [ITAC]. And they've already told us that they want to do at least two FAM tours in the region of the Okanagan, and Moccasin Trails will be the one to lead that FAM tour with them. So, that's a great relationship that we're looking forward to. Yeah. I don't know too much about, you know, the travel agents and those net rates. I'm still learning all of that, but I also know that being at shows is very important

for us as well. I think that Rendez-vous Canada's coming up, and it's going to be in Quebec City this year. And we have a great program through Indigenous Tourism Association of Canada where we get a reduced rate. So, we get half a booth, and we pay, like, you know, a thousand dollars or whatever, and that gets, you know, our booth plus all of our appointments, plus our delegate travel gets covered as well. So, they get some. You know? So, our-- We're really taking advantage of those programs through ITAC knowing that-- Being at RVC is huge. Rendez-vous Canada, that's the national's largest tourism trade show. So, I think that being at those trade shows is very important as well. And the ones that we can't be at is really, really working with our associations that will be at those shows. So, Tourism Kamloops: "Okay. You got a show next month. What do you need from us? What do you need? Do you need our net rate package? Do you need our, you know, our business cards? What do you need?" And so, really working with our associations to really pump the word out for Moccasin Trails as well. And then, that's just the one part. And then afterwards, you have to get on them. You have to say, "Okay. Which of your interviews or appointments asked about Moccasin Trails? I need that list because now I want to follow up with every one of those individuals. You know? And so, you know, some organizations are better than others. You know? For example, TOTA goes out to these trade shows, and within a month, I get an email from the marketing director saying, "Here. These are these 20 people that asked about Moccasin Trails. I gave them your pamphlet. You know? Please follow up with them." And then, I'll take that list, and then I'll directly phone each one, and I'll send them a personalized email as well. So, that-- Those are very important for us as well, right?

Please note that this transcript has been slightly modified; it is not a verbatim copy of the original audio clip.