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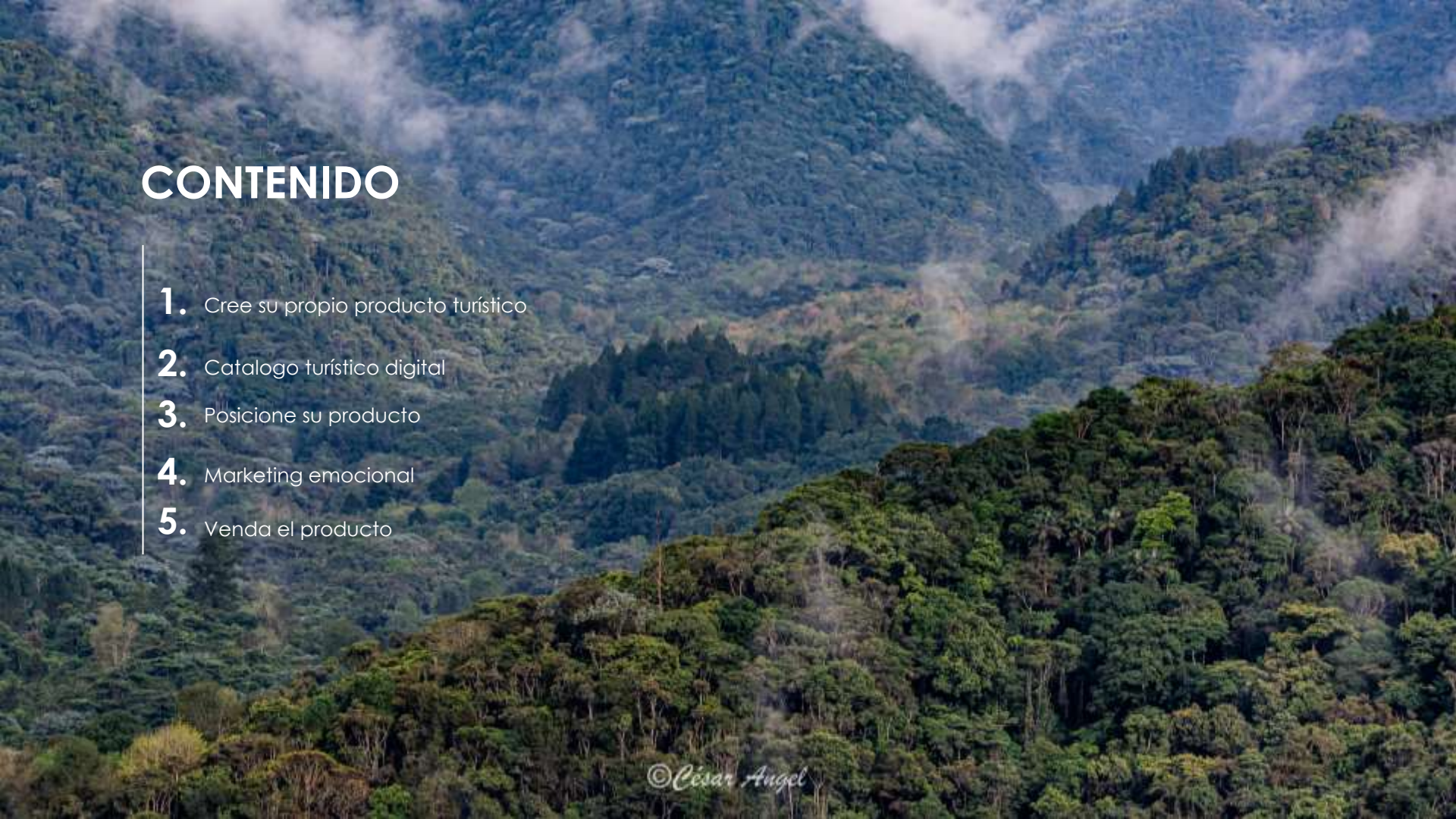
CLÚSTER DE TURISMO
ALTERNATIVO Y DE BIENESTAR
SANTA ROSA DE CABAL



Comercialización efectiva de productos turísticos Canales B2B / B2C

CONTENIDO

1. Cree su propio producto turístico
2. Catalogo turístico digital
3. Posicione su producto
4. Marketing emocional
5. Venda el producto




CREE SU PROPIO
PRODUCTO
TURÍSTICO

EL TURISMO RECEPTIVO:

EL QUÉ, POR QUÉ Y CÓMO

VENDER SU PRODUCTO EN CANALES B2B y B2C

¿Qué es el turismo receptivo y por qué vale la pena considerarlo?

El turismo receptor cubre todo el tráfico turístico internacional que ingresa a un país. También se lo conoce como "turismo de exportación" (Colombia es la exportación), porque aunque los turistas disfrutan de su experiencia de viaje dentro de Colombia, lo pagan con moneda extranjera.

Entienda los canales de venta para su producto

- Los canales de comercialización son cualquier lugar, ruta o medio a través del cual un negocio muestra sus productos a sus potenciales clientes para que estos formalicen una compra.





¿Por qué trabajar con distribuidores de viajes?

Los distribuidores de viajes le **permiten ampliar su base de clientes** mucho más allá del alcance de su propio **presupuesto de marketing limitado.** Son importantes para la industria del turismo receptor, ya que **los consumidores extranjeros todavía dependen en gran medida del asesoramiento de los expertos en viajes locales** al planificar y reservar sus vacaciones en Colombia, especialmente en los mercados emergentes y de larga distancia.

Los distribuidores de viajes también **pueden ofrecer inteligencia de mercados**, conocimientos y asesoramiento sobre un mercado específico.

El **sistema de distribución de viajes** cubre todos los canales a través de los cuales un viajero internacional puede comprar su producto.



Canales de venta turísticos para agencias de viajes y tour operadores

- **B2B** – Son las siglas de **Bussines to Bussines**
- **B2C** – Son las siglas de **Bussines to Consumer.**



LOS TIPOS DE VIAJEROS QUE LLEGAN (B2B – B2C)	
Group Inclusive Tour or Travellers (GIT) Tour inclusivo grupal o viajeros	**Fully Independent Travellers (FIT)** Viajeros totalmente independientes
Partially Packaged Travellers Viajeros con paquete parcial	**Visiting Friends and Relatives (VFR)** Amigos y familiares visitantes
Backpackers Mochileros	**Education Travellers** Viajeros en viajes educativos
Business Travellers Viajeros de negocios	**Special Interest Travellers (SIT)** Viajeros de interés especial

La cadena de distribución en la industria turística



Proveedores

- Proveedores de alojamiento
- Atracciones para visitantes
- Transporte
- Servicios auxiliares



Mayoristas y agregadores

- Operadores turísticos B2B
- Sistemas de distribución global (GDS)
- Empresas u organizaciones de gestión de destinos
- Bancos de camas



Minoristas

- Agentes de viaje de la calle
- Agencias de viajes en línea (OTAs)
- Operadores turísticos B2C
- Agentes especializados de viajes de negocios



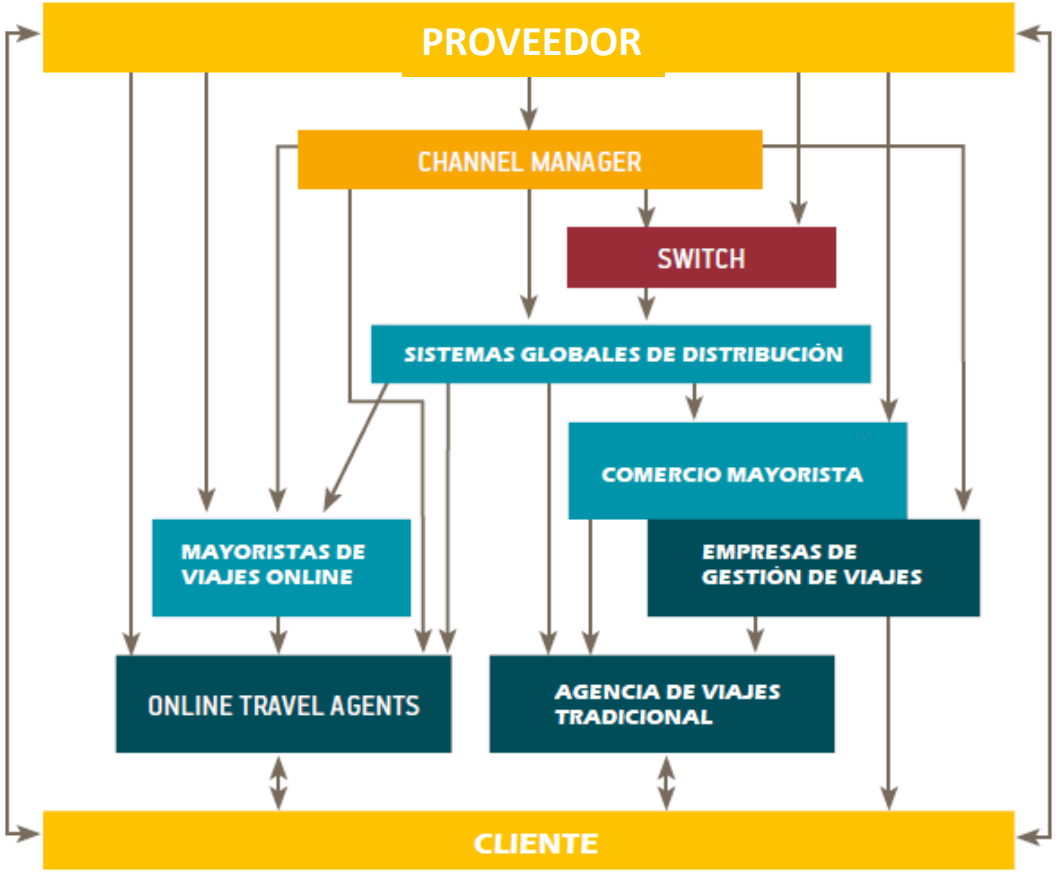
Consumidores

- Empleados de empresas y corporaciones
- Viajeros de placer – vacacional
- Personas que visitan a amigos y familiares
- Otros

CANALES DE DISTRIBUCIÓN TRADICIONALES



NUEVOS CANALES DE DISTRIBUCIÓN



¿Qué buscan los distribuidores de viajes en los productos?

→ Productos y experiencias de calidad que se entregan de manera constante
→ Fiabilidad y eficiencia (horas de funcionamiento consistentes y horarios regulares)
→ Alto nivel de servicio al cliente y personal de reservas servicial
→ Comprensión de las necesidades culturales de diferentes mercados.
→ Políticas de precios consistentes que consideran todos los niveles de distribución
y ofrecer tarifas comisionables
→ Fácil comunicación por correo electrónico, números gratuitos, vídeo llamada y WhatsApp y
→ Tiempos de respuesta y, respuesta rápidos y eficientes para las reservas
y consultas (dentro de las 24 horas)



Cree su propio producto turístico

→ Estudie el mercado. Conozca su público objetivo
→ Identifique los competidores. (En Colombia y en países con oferta similar)
→ Tome decisiones sobre su plataforma de comercialización y ventas (espacio físico, equipo de trabajo)
→ Escoja una estrategia de marketing









ATRACTIVOS

SERVICIOS TURÍSTICOS

INFRAESTRUCTURA EQUIPAMIENTO PÚBLICO

- **Naturales**
- **Culturales**
- **Gastronomía**
- **Etc.**

- **LLEGAR** (Transporte)
- **ESTAR** (Alojamiento, alimentación)
- **VIVIR** (Operadores de experiencias, compras, ocio, etc.)

- **Aeropuertos**
- **Vías de transporte**
- **Hospitales**
- **Iluminación y limpieza**
- **Etc.**

=

PRODUCTO TURÍSTICO

PLAN DE NEGOCIO

PLAN DE COMERCIALIZACIÓN

MERCADO B2B / B2C

Fuente fotografía: Elaboración propia



Determine el target del cliente al que va dirigido su producto



¿En quién enfocarnos?



Capte las necesidades de sus potenciales clientes



Cree un producto turístico específico y diferenciador



Describa su producto de manera atractiva. Ponga especial atención a las imágenes.



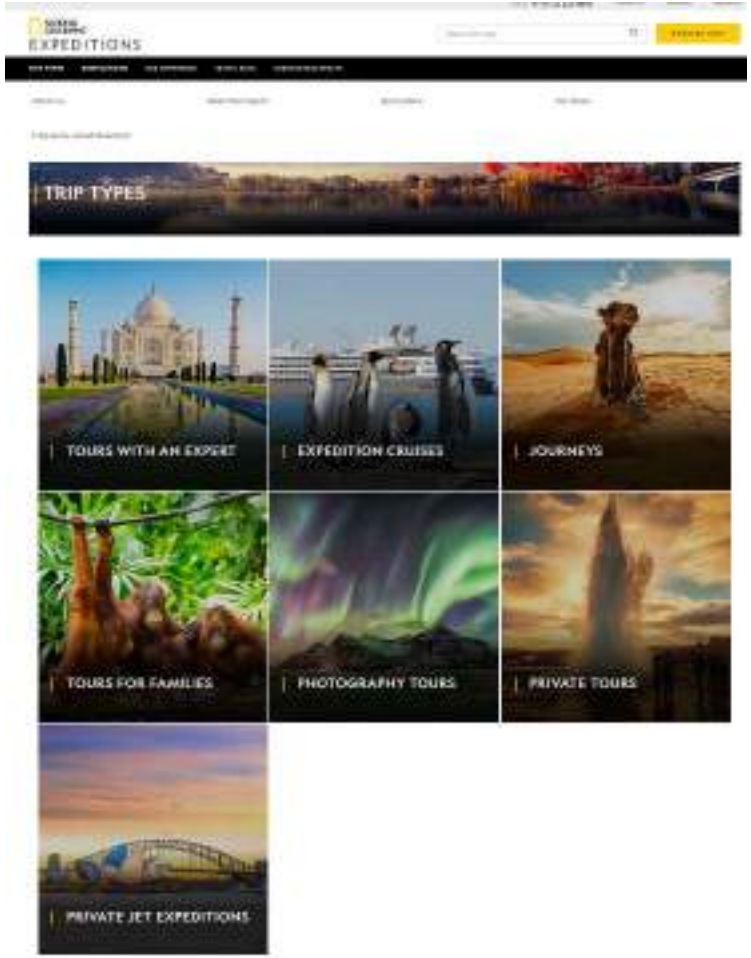
Cumpla con las expectativas del cliente



CATALOGO TURÍSTICO DIGITAL



El catálogo turístico digital tiene como objetivo difundir la información relevante sobre el negocio, los productos y servicios turísticos. Es la carta de presentación de la empresa





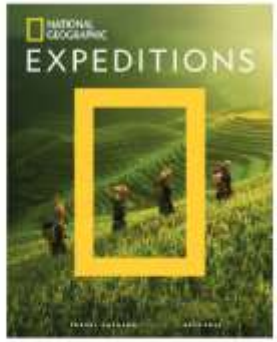
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☐ 2023-2024 Private Jet Expeditions

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☐ 2022-2023 National Geographic Expeditions

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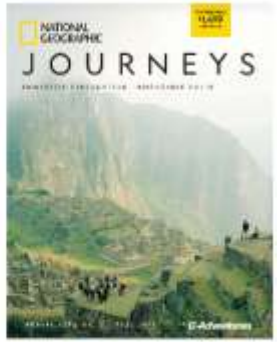
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☐ Top Trips for Wildlife Enthusiasts

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Front Cover: Local women in Vietnam make their way through terrace rice fields infused with ethereal light.

ACTIVITY LEVELS

LIGHT
Travelers should be in good health and comfortable walking or standing for extended periods of time. Daily activities may include city walking tours, visits to sites, game drives on bumpy roads, or easy hikes.

LIGHT/MODERATE
Travelers should be in good health and comfortable walking or standing for extended periods of time. Daily activities may include city walking tours, visits to sites, game drives, or easy hikes, with options for more physical activities such as hiking, kayaking, snorkeling, and biking. *Note: All cruises are rated Light or Moderate; travelers can choose between light or moderate activities according to their capabilities.*

MODERATE
Travelers should be physically fit and prepared for multiple hours of activity (e.g., hiking, kayaking, biking) each day.

MODERATE/STRENUOUS
Travelers should be physically fit and prepared for multiple hours of activity (e.g., hiking, kayaking, biking) each day. Certain days may have more challenging physical activity, such as ascents/descents on steep mountainous terrain.

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A VOYAGE TO PANAMA AND COLOMBIA: EXPLORING THE CARIBBEAN COAST

8 DAYS FROM **$6,110**

NATIONAL GEOGRAPHIC HIGHLIGHTS

- Discover the coastal treasures of Colombia, from vibrant villages to dense jungles.
- Transit the Panama Canal and navigate the waters of the man-made Gatún Lake.
- Get immersed in indigenous culture in the Panamanian archipelago of Guna Yala.

Trip Type: Expedition Cruise | Activity Level: Light or Moderate



DAYS 1–2 | U.S./PANAMA CITY, PANAMA/GATÚN LAKE
Arrive in Panama City and transfer to Balboa. Anchor overnight in Gatún Lake, then disembark on the island of Barro Colorado to visit the Smithsonian Tropical Research Institute. Cruise onward through the historic Panama Canal.
National Geographic Quest for the entire voyage | Meals: 1B, 1L, 2D

DAYS 3–4 | PORTOBELO/GUNA YALA
Step ashore at the historic town of Portobelo and explore the town's 17th- and 18th-century Spanish colonial fortifications. The next day, glide into the Guna Yala Archipelago and spend the morning in an island village learning about Guna culture and crafts. Cruise into Colombian waters and explore the Caribbean coast with your choice of several activities. **Meals: 2B, 2L, 2D**

DAYS 5–6 | NECOCLÍ, COLOMBIA/SANTA CRUZ DEL ISLOTE/SAN ANTERO/TUCHÍN
Discover the coastal community of Necoclí, and watch for birds as we glide through protected wetlands by Zodiac. Later, visit a cocoa farm. Spend the next morning exploring Santa Cruz del Islote, the most densely populated island on Earth. Cruise through the San Bernardo Archipelago to San Antero, and travel overland to the indigenous village of Tuchín to learn about everyday life and traditions. **Meals: 2B, 2L, 2D**

DAYS 7–8 | SANTA CRUZ DE LORICA/CISPATÁ BAY/CARTAGENA/U.S.
Venture to the charming riverside town of Santa Cruz de Lorica, influenced by many world cultures. In the late afternoon, cruise Cispatá Bay, spotting wildlife when they're most active. The next day, disembark in Cartagena and fly home. **Meals: 2B, 1L, 1D**

Above: A howler monkey peeks out from the canopy.

YOUR NATIONAL GEOGRAPHIC EXPERT

An Expedition Leader, a photo instructor, and a team of naturalists will accompany this trip.



Kike Calvo
Photographer, Author
Kike Calvo has crewed stories from beluga in the Arctic to scientific river expeditions in South America. He has authored nine books, and his images have appeared in National Geographic, the New York Times, and TIME, among other publications.
Find the departure(s) Kike will join on our website.

INFORMATION

This trip is operated in collaboration with Lindblad Expeditions.

Dates: This expedition is offered in October and November.

Visit our website for complete details and dates.

Prices are per person, based on double occupancy, and vary by cabin category. Single supplement applies; please see our website. Airfare is not included in the price. All prices and fares are quoted in U.S. dollars and subject to change. This itinerary is for informational purposes only and is subject to change at any time without notice.

Visit website for complete details and dates.

WILD GALÁPAGOS ESCAPE

7 DAYS FROM **$9,390**

NATIONAL GEOGRAPHIC HIGHLIGHTS

- Experience the wonders of the Galápagos during an enriching weeklong trip.
- Witness incredible interactions between animals in their natural habitat.
- Snorkel and kayak among sea turtles, sea lions, and shimmering fish.

Trip Type: Expedition Cruise | Activity Level: Light or Moderate



DAYS 1–2 | U.S./GUAYAQUIL, ECUADOR/GALÁPAGOS
Fly to Guayaquil and transfer to our hotel. The next morning, fly to the Galápagos and board our ship. ***Hotel del Parque*, *National Geographic Islander* or *National Geographic Islander II* for the remainder of the trip**
Meals: 1B, 1L, 1D

DAYS 3–6 | GALÁPAGOS
Our expedition begins and ends in Isla Baltra. Each day, we will have the opportunity to go on interpretive nature walks, swim, snorkel, or explore by kayak or Zodiac. Listed below is a sample of islands we may visit.* **Meals: 4B, 4L, 4D**

ISLA BARTOLOMÉ: Walk to the top of Bartolomé's volcanic cone for a stunning view of Pinnacle Rock and the surrounding beaches. Snorkel among schools of multicolored reef fish.

ISLA RÁBIDA: Snorkel along rocky shores and spot respiratory flamingos and brown pelicans.

ISLA ISABELA: Explore the largest island in the group, home to marine iguanas, sea turtles, the only species of flightless cormorant in the world, and the only penguin species that inhabits the Equator.

ISLA SANTA CRUZ: Call at Puerto Ayora, the headquarters of both the Galápagos National Park and the Charles Darwin Research Station. Head to the lush, green highlands to see giant tortoises roaming in the wild.

DAY 7 | GUAYAQUIL/U.S.
Disembark and fly to Guayaquil. Enjoy day rooms at Hotel del Parque before your evening flight.
Meals: 1B

Above: With the National Geographic Islander anchored in the distance, a sea lion rests her head after her pup.

YOUR NATIONAL GEOGRAPHIC EXPERT

An Expedition Leader, a photo instructor, and a team of naturalists will accompany this trip.



Donald Johanson
Paleontologist, Archaeologist
Donald Johanson discovered the 3.2 million-year-old skeleton known as Lucy. The founding director of the Institute of Human Origins at Arizona State University, he has written several books, appeared in many documentaries, hosted an Emmy-nominated series on PBS, and received the prestigious Explorers Club Medal in 2010.
Find the departure(s) Donald will join on our website.

INFORMATION

This trip is operated in collaboration with Lindblad Expeditions.

Dates: This expedition is offered throughout the year.

Prices are per person, based on double occupancy, and vary by category. Single supplement applies; please see our website. Airfare is not included in the price. All prices and fares are quoted in U.S. dollars and subject to change. This itinerary is for informational purposes only and is subject to change at any time without notice.

*Itineraries vary and are subject to Galápagos National Park regulations.

Visit website for complete details and dates.

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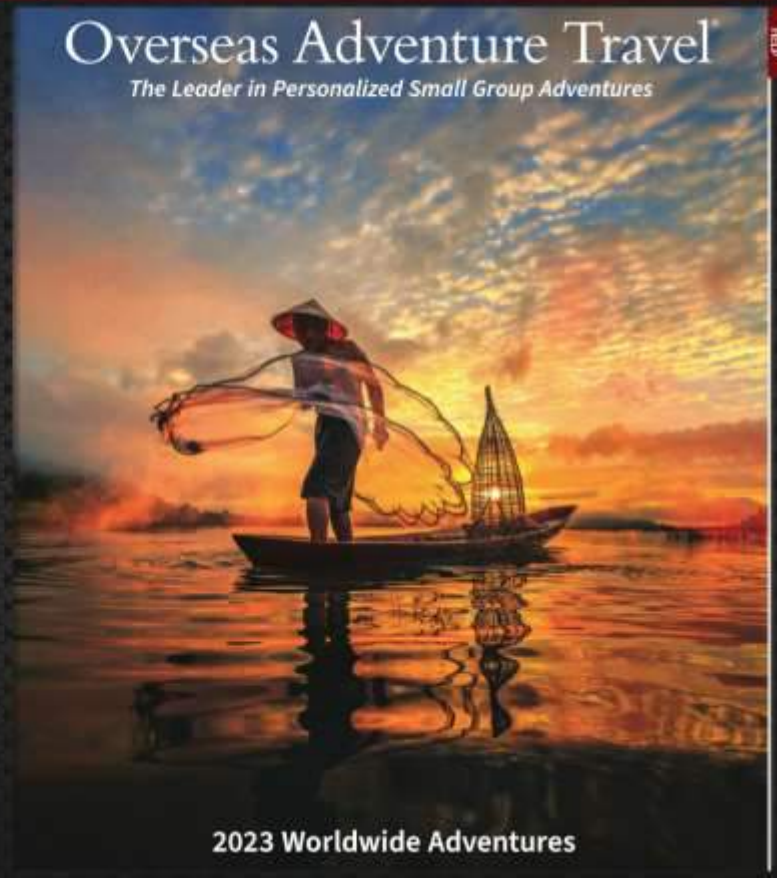
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Explore in Small Groups of 8-16 travelers maximum—*guaranteed* (average of 13)

September 1, 2022

Dear Traveler,

This summer, we finally reclaimed the joy of traveling freely. We saw two different sides of Mediterranean culture in proud, soulful Sicily and timeless Tunisia. We journeyed from seaside Tel Aviv to the rugged Negev Desert in Israel and Palestine. Each new discovery left us invigorated—and yearning to explore more of our wide, wonderful world.

Inside, you'll find an exciting array of our **2023 Small Group Adventures**, which span the globe from Europe and the Americas to Asia, Africa, the South Pacific, and the polar regions—including **14 new adventures**. Wherever you choose to join us, you'll go beyond the iconic highlights for a truly immersive experience, made possible by our small groups—an average of just 13 travelers—and our expert, local Trip Experience Leaders.

Looking for more time to explore, or simply recharge? We recommend you join the almost 90% of our travelers who take advantage of our **Arrive Early, Stay Later** options—something no other travel company offers. We give you the flexibility to tailor your experience any way you like—it's Your Choice, Your Adventure, Your Way.

If you are a Sir Edmund Hillary Club member and have traveled with us before, we look forward to welcoming you again. And if you're considering joining us for the first time, we look forward to introducing you to the advantages of small group travel. We hope that you, like us, are dreaming of your next great adventure—and that you'll find inspiration within these pages.

Warm regards,



Alan E. Lewis
Chairman
Overseas Adventure Travel

Harriet R. Lewis
Vice Chairman

P.S. **Save a FULL 10%** off the cost of your trip with our Good Buy Plan—valid on April–December 2023 departures when you reserve by **10/31/22**.

Cover: *A tradition that has endured for generations, a Vietnamese fisherman casts his net in the Mekong River.*

This page: *Koalas—like this cute "joey" clinging to its mother's back—are actually marsupials that are only found in Australia.*





Ruins of Ancient Greek Theatre, Taormina, Sicily

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Machu Picchu, Peru

Machu Picchu & the Galápagos

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*Follow in the footsteps of the ancients as you explore the "Lost City of the Incas"... discover Peruvian culture in the Sacred Valley... cruise for four nights aboard a **privately chartered 16-passenger Galápagos small ship** and witness the unique wildlife of the "Enchanted Isles." Two of Latin America's most important cultural and natural marvels await your discovery on this singular adventure: the legendary ruins of Machu Picchu and Ecuador's Galápagos Islands.*

WHAT TO EXPECT

1 2 3 **4** 5 MODERATELY STRENUOUS

View all physical requirements at
www.oattravel.com/mpg

ITINERARY

DAY 1 • Depart U.S.
Fly to Lima, Peru.
José Antonio Deluxe or similar

DAY 2 • Lima
Meet your fellow travelers, including those who took our optional pre-trip extensions to *The Peruvian Amazon: Treks, Cruises & Indigenous Communities* or *Landscapes of Bolivia: La Paz, Lake Titicaca & the Uyuni Salt Flats*. Then, explore Lima's Miraflores district.
B,D—José Antonio Deluxe or similar

DAY 3 • Lima • Fish market • Larco Museum
Visit the Chorrillos fish market to meet local fishermen and learn about this vital industry. Then, view the impressive collection of pre-Columbian artifacts at the Larco Museum. Later, enjoy a walking tour of downtown Lima.
B,L—José Antonio Deluxe or similar

DAY 4 • Fly to Cuzco • Controversial Topic: Coca's role in local culture • The Sacred Valley
Fly to Cuzco, a UNESCO World Heritage Site, then drive to the Sacred Valley of the Incas. En route, we'll meet women who sell coca leaves and learn about the **Controversial Topic** of the coca plant's role in local culture.
B,L,D—Villa Urubamba or similar

DAY 5 • *A Day in the Life* of Urubamba • Controversial Topic: Forced sterilizations
Experience ***A Day in the Life*** of the Urubamba community. After visiting a local school (when in session) supported by **Grand Circle Foundation,** head to the home of a local family for a **Home-Hosted Lunch**. We'll also sample corn beer and meet a local woman to discuss the **Controversial Topic** of forced sterilization.
B,L,D—Villa Urubamba or similar

DAY 6 • Sacred Valley • Machu Picchu
Witness a traditional healing ceremony by a curandero, an Andean medicine man. After, travel by train to Machu Picchu, where you'll see the remnants of the Ritual Baths, Palace of the Princess, the Main Fountain, and more.
B,L,D—El Mapi Hotel or similar

DAY 7 • Machu Picchu
Return to Machu Picchu early this morning to beat the crowds. Our overnight stay and second day of exploration allows you to take in this site at your own pace and absorb the scenery as you hike. You can explore on your own, or, depending on which trails are open, choose between two hikes to the Inca Bridge or the Sun Gate.
B,L—El Mapi Hotel or similar



DAY 8 • Transfer to Cuzco • Chinchero weaving demonstration
Depart by train to discover the Ollantaytambo ruins. Then, transfer by bus to Cuzco. This afternoon, visit Chinchero and witness a weaving demonstration by local women.
B,L—José Antonio Cuzco Hotel

DAY 9 • Cuzco • Qoricancha Sun Temple • San Blas
Explore the Qoricancha Sun Temple, Cuzco's most important ceremonial structure. Then, enjoy a walking tour of the historic San Blas neighborhood. Gather at a local restaurant for a Farewell Dinner.
B,D—José Antonio Cuzco Hotel

DAY 10 • Cuzco • Quito, Ecuador
Fly to Lima for our connecting flight to Quito, Ecuador.
B—MR Collection Quito Royal Hotel or similar

DAY 11 • Quito • Controversial Topic: Quito sex workers • Market Visit
Explore Quito, including the Plaza of Independence, the Presidential Palace, La Ronda street, and more. We'll also meet with a local woman to learn about the **Controversial Topic** of sex workers in Quito's Old Town. Later, visit Ifiaquito market.
B,L—MR Collection Quito Royal Hotel or similar

DAY 12 • Quito • Ifiaquito Market • Chocolate demonstration • Visit Inti Nan & Equator Museums
Peruse local produce and mingle with vendors at Ifiaquito Market. Next, roll up your sleeves for a chocolate-making demonstration. Later, visit the Inti Nan and Ethnographic Museums, followed by free time in Quito.
B,L—MR Collection Quito Royal Hotel or similar

DAY 13 • Fly to the Galápagos • Embark cruise
Fly from Quito via Guayaquil to the Galápagos. Our Trip Experience Leader, a Galápagos naturalist, will help us retrace Darwin's discoveries onboard our exclusive charter.
B,L,D—Galápagos Small Ship

DAY 14 • Cruise Galápagos Islands
No matter which island we call on, each of our days will follow a similar pattern: After breakfast, a Zodiac craft brings us close to the islands for dry or wet landings. If time allows, we might swim near our boat. And each night, we'll cruise toward another adventure in the Galápagos.
B,L,D—Galápagos Small Ship

DAY 15 • Cruise Galápagos Islands
We may call on Santa Cruz and the Central Islands, home to lava lizards, marine iguanas, sea lions, and an amazing array of birds—blue-footed boobies and Darwin's finches.
B,L,D—Galápagos Small Ship

DAY 16 • Cruise Galápagos
We continue exploring the Galápagos today.
B,L,D—Galápagos Small Ship

DAY 17 • Disembark ship • Fly to Quito • Return to U.S.
Fly via Guayaquil to Quito for your return flights home or to begin your post-trip extension to *Colombia Reborn: Cultural Gems of Bogotá & Medellín*.
B,D—Wyndham Hotel Quito or similar

Please note: Some departures feature a 3-night Galápagos cruise with a 1-night hotel stay in the Galápagos. See website for details.

YOUR OPTIONAL EXTENSIONS



The Peruvian Amazon: Treks, Cruises & Indigenous Communities
PRE-TRIP: 6 nights from **$1295** Only **$216** per night



Landscapes of Bolivia: La Paz, Lake Titicaca & the Uyuni Salt Flats
PRE-TRIP: 6 nights from **$1895** Only **$316** per night



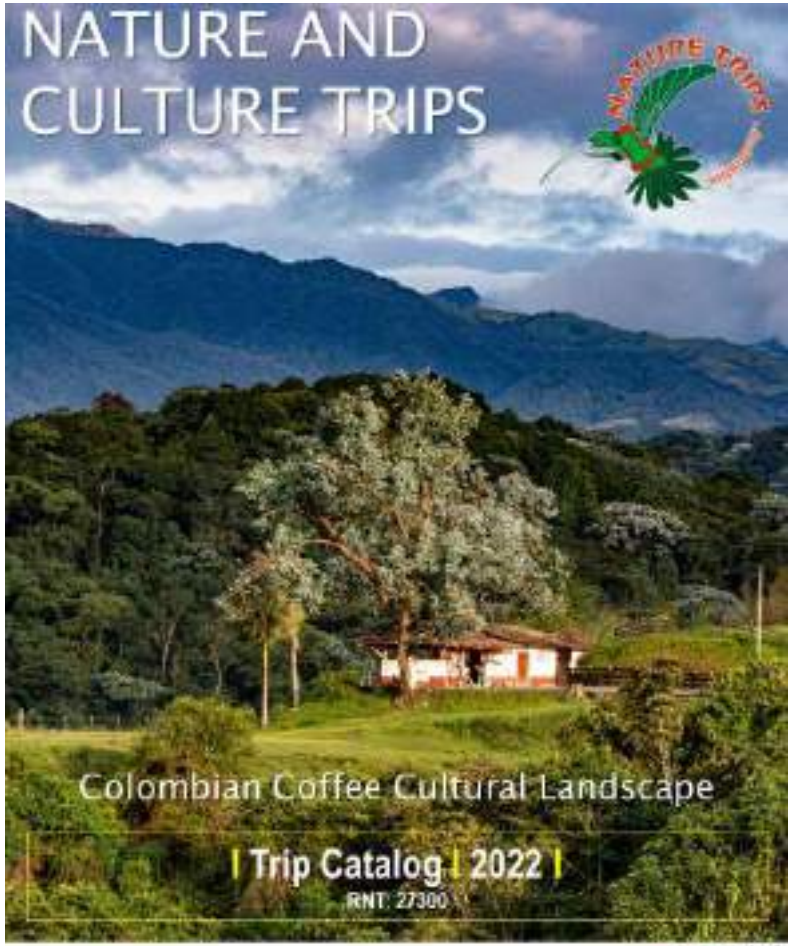
Colombia Reborn: Cultural Gems of Bogotá & Medellín
POST-TRIP: 6 nights from **$1995** Only **$333** per night

To view your optional extensions in detail, visit **www.oattravel.com/mpg**

We recommend that you Arrive Early, Stay Later

We strongly recommend you take advantage of this extra time to relax or explore more in depth before or after your trip. Prices shown include accommodations, daily breakfast, and private airport transfer.

- Arrive early in **La Paz** on your Bolivia pre-trip extension for **$350** per person, per night
- Arrive early in **Lima** before your main trip or your Amazon pre-trip extension for **$125** per person, per night
- Stay later in **Quito** after your main trip for **$250** per person, per night
- Remain in **Medellín** after your Colombia post-trip extension for **$330** per person, per night



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by César Ángel

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Filandia, The Daughter of the Andes

by Cesar Ángel



Filandia: Sustainable destination - Private nature reserve.

(Duration: 8 hours approx.)

Transfer from the defined meeting point to Filandia, the daughter of the Andes in Uribe, which translates as Guard in Quimbaya language. We visit a private nature reserve, where we walk a path inside the sub-Andean forest. There you can appreciate a sample of the biodiversity in fauna and flora of the Coffee Cultural Landscape and meet diverse human creations in freedom. We move to Filandia, where lunch is a gastronomic experience of Tasty cuisine with typical products. In the afternoon, walk the main streets of the town observing its architecture with a variety of shapes and colors. Share the experience of learning a local craft, with an optional to realize a coffee bean, live the challenge of making art in your hands a basket from

SERVICES INCLUDED

- Transport Pereira - Filandia - Pereira.
- Walk through sub-Andean jungle in private nature reserve.
- Interpretive Tour in Filandia.
- Experience Master Craftsman.
- Guide interpreting heritage in Spanish.
- Lunch (buffet lunch K experience) and hydration Travel assistance insurance.
- Insurance of assistance to the traveler.

SERVICES NOT INCLUDED

- Equipment rental.
- Binoculars, telescopes, boots, waterproof.
- Other food not specified in the plan.
- Experiences not specified in the plan.
- Personal expenses and tips.
- Transportation services not specified in the plan.

RATE

N° PAX	1	2	3	4	5 - 8	9-14	15-18
Price per person (USD)	141,2	114,7	86,7	85,3	77,9	66,2	55,6

Comments

- Net rates for travel agencies Children from 0 to 5 years do not pay, between 4 and 8 years will pay only 40% of the value of the adult rate and older than 8 years will pay as an adult.
- Rates in Colombian Pesos. The value of VAT is 19%, not applicable for foreigners.
- Additional Bilingual guide English / French / Italian per day $90,000 (per group).
- Travelers from other cities / municipalities have variation in the rate.

Chocolate and Fruit Tour

by Cesar Ángel



Marsella. Charming village of the PCC

(Duration: 8 hours approx.)

Marsella is one of the most beautiful municipalities of the Coffee Cultural Landscape, slowly enjoying the fascinating mountain landscapes that are observed from its path. Admire the architecture of the houses, its charming house of culture and colorful houses. We will take you to coffee lands, with exceptional trails that, like postcards, to discover among the green of these mountains, the taste of fruits together with the most exquisite organic chocolate. We'll enjoy the cocoa trees, feel the sweet taste of mucilage in your mouth and see it with changes, manipulate and consume plants and products in a true cocoa's del campo, taste parts del proceso del chocolate, tomando los granos, tostandolos y fundiéndolos para obtener una deliciosa bebida de cacao con la que podrán preparar su dulce o bebida favorita. Al mismo, un momento por el pueblo y la casa de artesanos, con la oportunidad de visitar de la variedad artesanal criollas. You will have lunch at the farm with the seasoning of the countryside. You will be part in the chocolate process, seeing the seeds, seeing them and tasting them to obtain a delicious cocoa cream, with which you can prepare your favorite sweet or drink. When returning, a tour of the village and the culture store, give the opportunity to enjoy an unforgettable afternoon.

SERVICES INCLUDED

- Transport Pereira- Marsella- Pereira.
- Experience in Jeep Willys, on walkways, coffee valleys.
- Experience of chocolate and fruit.
- Interpretive Tour in Marsella.
- Interpretive Guide of Heritage in Spanish.
- Lunch and Hydration. Chocolate and coffee.
- Travel assistance insurance.

SERVICES NOT INCLUDED

- Equipment rental.
- Binoculars, telescopes, boots, waterproof.
- Other food not specified in the plan.
- Experiences not specified in the plan.
- Personal expenses and tips.
- Transportation services not specified in the plan.

RATE

N° PAX	1	2	3	4	5 - 7	8-10	15-18
Price per person (USD)	N/A	129,0	101,5	88,2	80,9	73,5	66,3

Comments

- Net rates for travel agencies Children from 0 to 5 years do not pay, between 4 and 8 years will pay only 40% of the value of the adult rate and older than 8 years will pay as an adult.
- Rates in Colombian Pesos. The value of VAT is 19%, not applicable for foreigners.
- Additional Bilingual guide English / French / Italian per day $90,000 (per group).
- Travelers from other cities / municipalities have variation in the rate.



Ventajas sobre la versión impresa

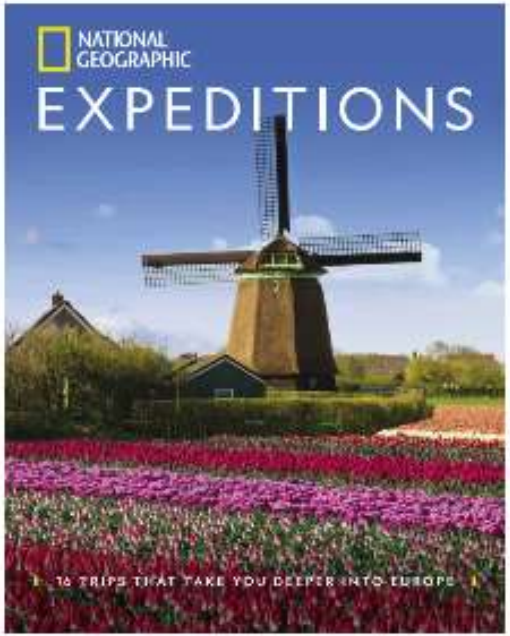
- ✓ Ahorro – reducción de costos
- ✓ Se evita la edición física
- ✓ Se puede convertir en un PDF imprimible, ajustando el peso del archivo
- ✓ Un catalogo para cada cliente
- ✓ Es un documento “vivo”. Puede modificarse cuando sea necesario
- ✓ Sin conexión a internet. Acceso en cualquier lugar
- ✓ Se puede enviar por Newsletter, por WhatsApp, u otro medio

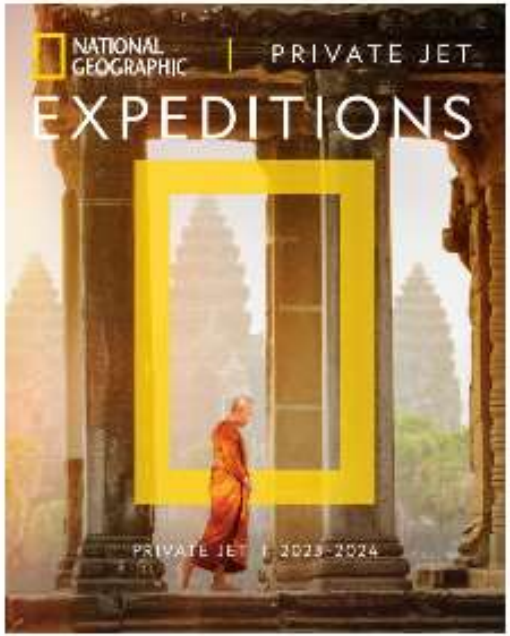


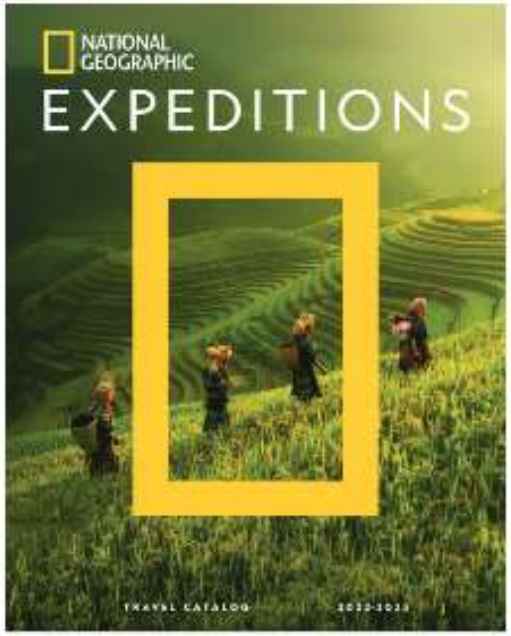
CÓMO HACER UN BUEN CATÁLOGO TURÍSTICO



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Una portada memorable

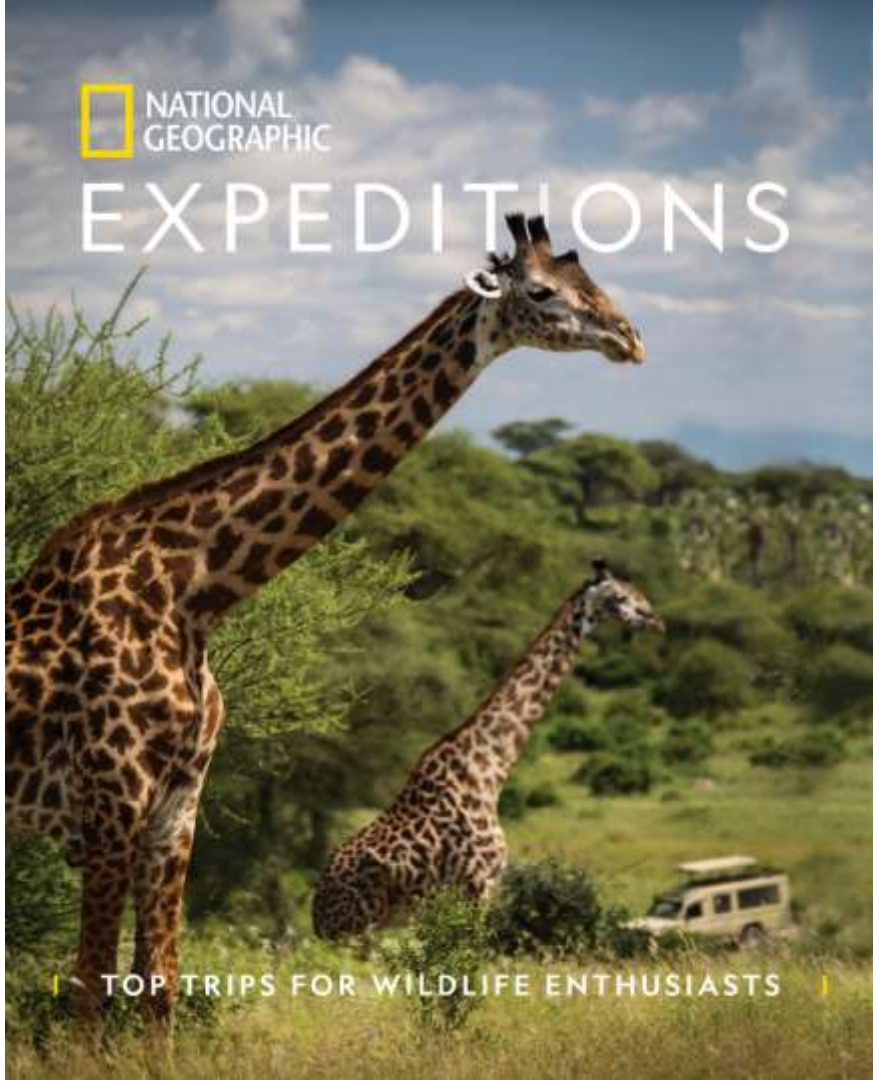

UNA IMAGEN VALE MÁS…QUE MIL PALABRAS
Cesarangeltrips



Imagen profesional



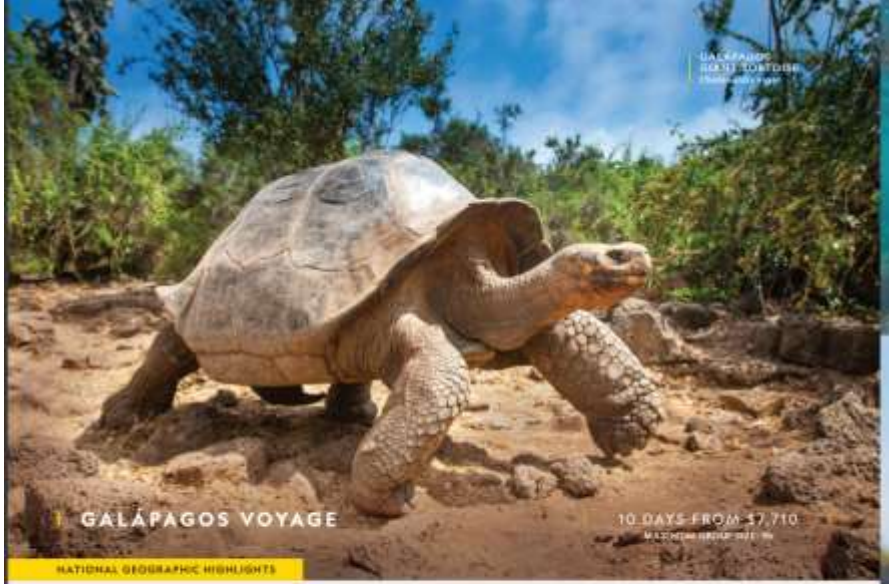

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- Visit a National Geographic–supported captive breeding program for giant tortoises.
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Activity Level: Light or Moderate

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BLUE-FOOTED BOOBY

MARINE IGUANA

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Sea lions, sea turtles, giant tortoises, blue-footed boobies, marine and land iguanas, frigatebirds, and more.

DAY 1 | GUAYAQUIL, ECUADOR

Arrive in Guayaquil and transfer to our hotel.
Hotel Oro Verde

DAYS 2–8 | GALÁPAGOS ISLANDS

Fly to the Galápagos Islands and board our ship. All expeditions travel between Isla Baltra and Isla San Cristóbal, and include Isla Santa Cruz and a selection of the islands listed below.* Each day you will have the opportunity to go on nature walks with local naturalists, swim, snorkel, explore the waters by kayak or Zodiac, [illegible]

ISLA SANTIAGO: Explore a series of tide pools and underwater caverns in search of Galápagos fur seals, sea lions, and Sally Lightfoot crabs.

ISLA SANTA CRUZ: Visit the Charles Darwin Research Station, then tour the neighboring captive breeding program for endangered Galapagos giant tortoises, supported by the Lindblad Expeditions–National Geographic Fund. Later, travel into the highlands to observe giant tortoises in the wild.

ISLA ISABELA: Explore the largest island in the [illegible] marine iguanas, sea turtles, [illegible] of flightless cormorant in the cool waters that often [illegible] dolphins to the area.

ISLA FLOREANA: Hike to a turtle nesting beach and a flamingo-filled lagoon. At Champion [illegible] snorkel among sea lions, then visit [illegible]

ISLA FERNANDINA: Discover the marine iguana haven of Punta Espinoza as we hike over hardened lava flows, spot Galápagos hawks, and snorkel among sea turtles and penguins.

ISLA ESPAÑOLA: See swallow-tailed gulls, Española mockingbirds, boobies, and waved albatrosses (seasonally) in this birder's paradise. Walk among green-and-red marine iguanas and unique lava lizards, and observe sea lions up close on a pristine white-sand beach.

DAYS 9–10 | GUAYAQUIL

After breakfast, disembark our ship and fly to Guayaquil. Depart the next morning.
Hotel Oro Verde | Meals: 2B

*Itineraries vary and are subject to Galápagos National Park regulations.

WILD GALÁPAGOS ESCAPE

7 DAYS FROM $9,390



Experience the highlights of the Galápagos during a weeklong expedition aboard the new all-suite, 48-guest National Geographic Islander II. Alongside our naturalists, hike lava-formed landscapes; explore the islands by kayak, Zodiac, and paddleboard; observe iconic creatures; and swim and snorkel among tropical fish [illegible]

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David Doubilet and Jen Hayes
Underwater Photographers

David Doubilet and Jennifer Hayes have photographed the ocean depths from Greenland to Indonesia on assignment for National Geographic. David has published more than 70 stories in National Geographic magazine. Find the departure for David and Jen will join on our website.

INFORMATION

This trip is operated in collaboration with Lindblad Expeditions.

Dates: This expedition is offered throughout the year.

[illegible] double occupancy, and vary by vessel. Single supplement applies. [illegible] surcharge is not included in the [illegible] are an additional cost. All prices and [illegible] subject to change. [illegible] for U.S. citizens [illegible] for non-commercial purposes only and is [illegible] change at any time without notice.

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—Barbara Ayrely, 3-time traveler from Los Angeles, CA

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El posicionamiento SEO se logra con el tiempo y en base a la

- ✓ Calidad y cantidad de los enlaces
- ✓ Palabras clave (Keywords)
- ✓ Título y meta-descripción de cada página
- ✓ Enlaces internos hacia sitios web de renombre
- ✓ Velocidad de carga de la web
- ✓ Arquitectura de la web



El posicionamiento SEM se logra en base a campañas publicitarias:

- ✓ Elección de palabras clave
- ✓ Relevancia del contenido de la web
- ✓ Medir los resultados de la campaña

Influencers – Creando tendencia… y opinión



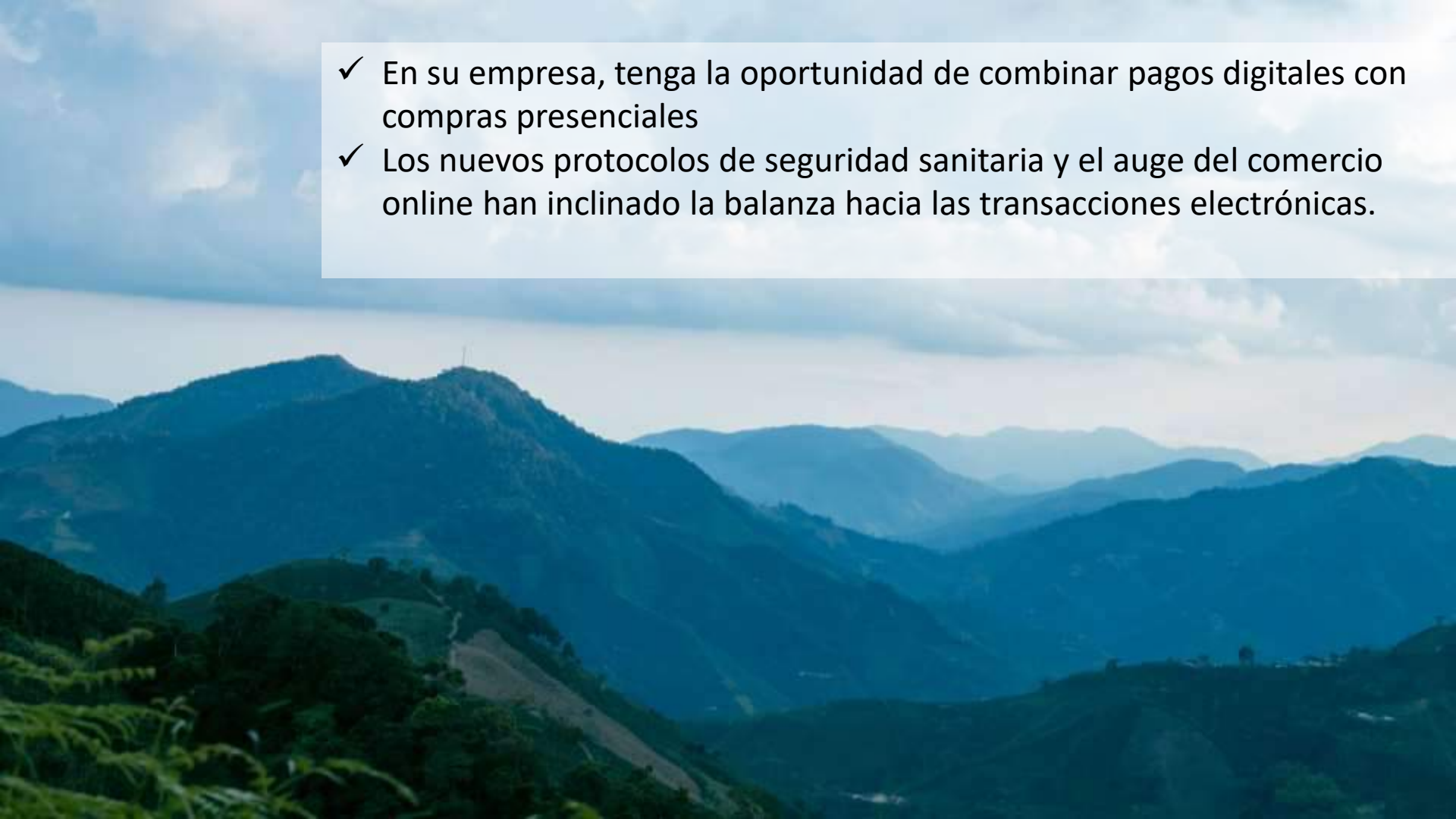
Marketing Emocional – Llegar a nuestros recuerdos



VENDA EL PRODUCTO



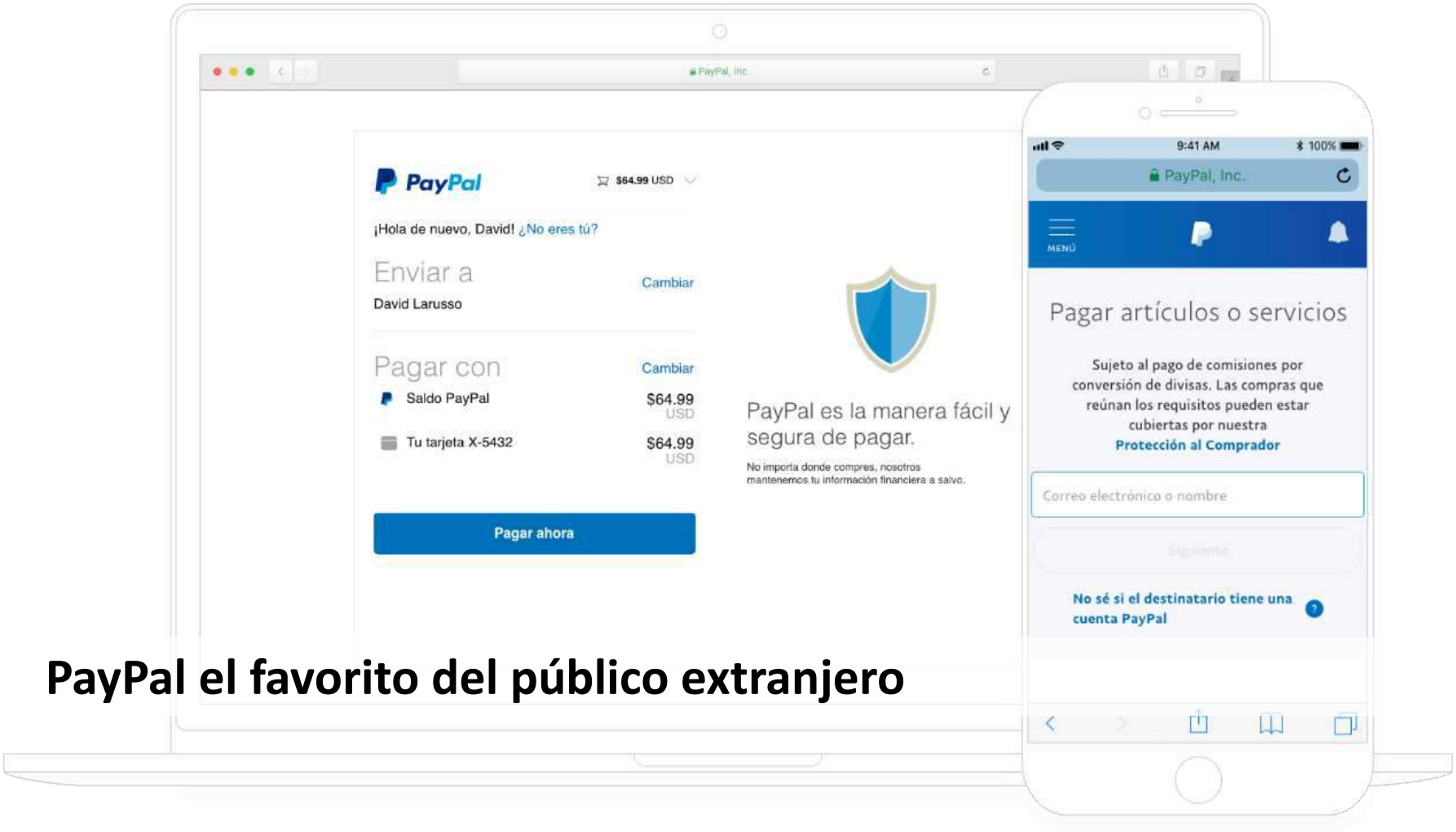
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Fuente fotografía: Elaboración propia

Software para operadores turísticos

Los productos de software para operadores turísticos (tour operator) gestionan paquetes, clientes, tiquetes aéreos e itinerarios para turoperadores, empresas de paquetes vacacionales, comercializadores de destinos y compañías de transporte. Las aplicaciones para operadores turísticos ayudan a generar presupuestos de precios, desarrollar itinerarios y gestionar reservas para clientes turísticos. También ayudan a los turoperadores a automatizar procesos empresariales como contabilidad, facturación, marketing y creación de informes. El software para operadores turísticos guarda relación con los sistemas de reservas y el software para agencias de viajes

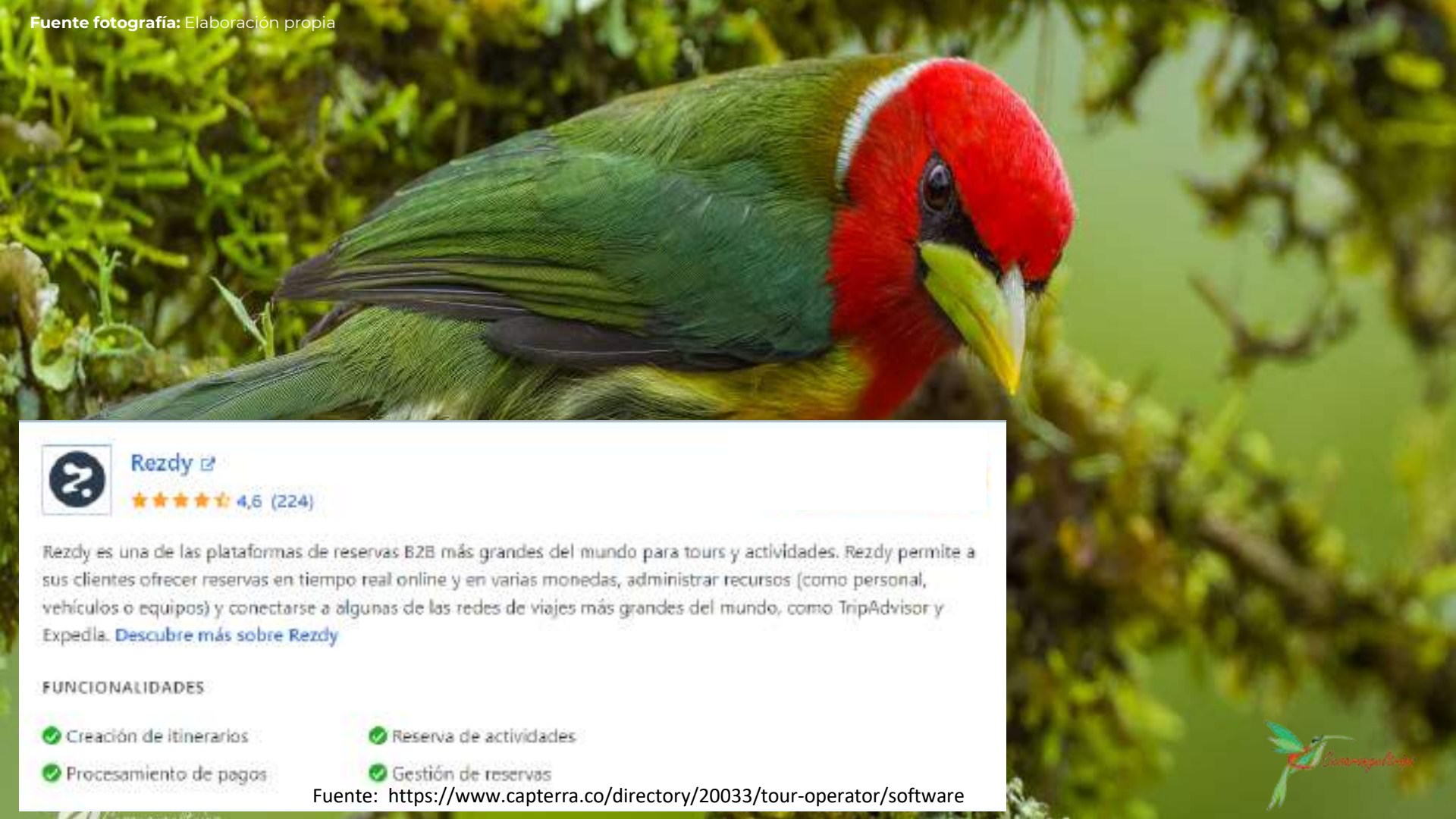
Fuente: https://www.capterra.co/directory/20033/tour-operator/software

Fuente fotografía: Elaboración propia



Fuente: https://www.capterra.co/directory/20033/tour-operator/software

Fuente fotografía: Elaboración propia



Rezdy

4,6 (224)

Rezdy es una de las plataformas de reservas B2B más grandes del mundo para tours y actividades. Rezdy permite a sus clientes ofrecer reservas en tiempo real online y en varias monedas, administrar recursos (como personal, vehículos o equipos) y conectarse a algunas de las redes de viajes más grandes del mundo, como TripAdvisor y Expedia. Descubre más sobre Rezdy

FUNCIONALIDADES

- Creación de itinerarios
- Reserva de actividades
- Procesamiento de pagos
- Gestión de reservas

Fuente: https://www.capterra.co/directory/20033/tour-operator/software

Fuente fotografía: Elaboración propia



Tourwriter

4,4 (32)

Tourwriter es una solución de software de operador turístico integral y dinámica diseñada para hacer la vida más fácil. Despídete de la tediosa creación de documentos y los procesos de back-office. Da la bienvenida a itinerarios en minutos, publicaciones en línea, creación de informes detallados y un equipo de asistencia mundial que te respaldará en cada paso del camino. Tourwriter se ha estado perfeccionando por más de 10 años, lo que significa que puedes estar tranquilo sabiendo que tu software funciona tan arduamente como tú. El futuro se ve brillante... entonces, ¿qué estás esperando? Descubre más sobre Tourwriter

FUNCIONALIDADES

- Creación de itinerarios
- Reserva de actividades
- Procesamiento de pagos
- Gestión de reservas

Fuente: https://www.capterra.co/directory/20033/tour-operator/software

Fuente fotografía: Elaboración propia



FareHarbor

★★★★★ 4,8 (1.040)

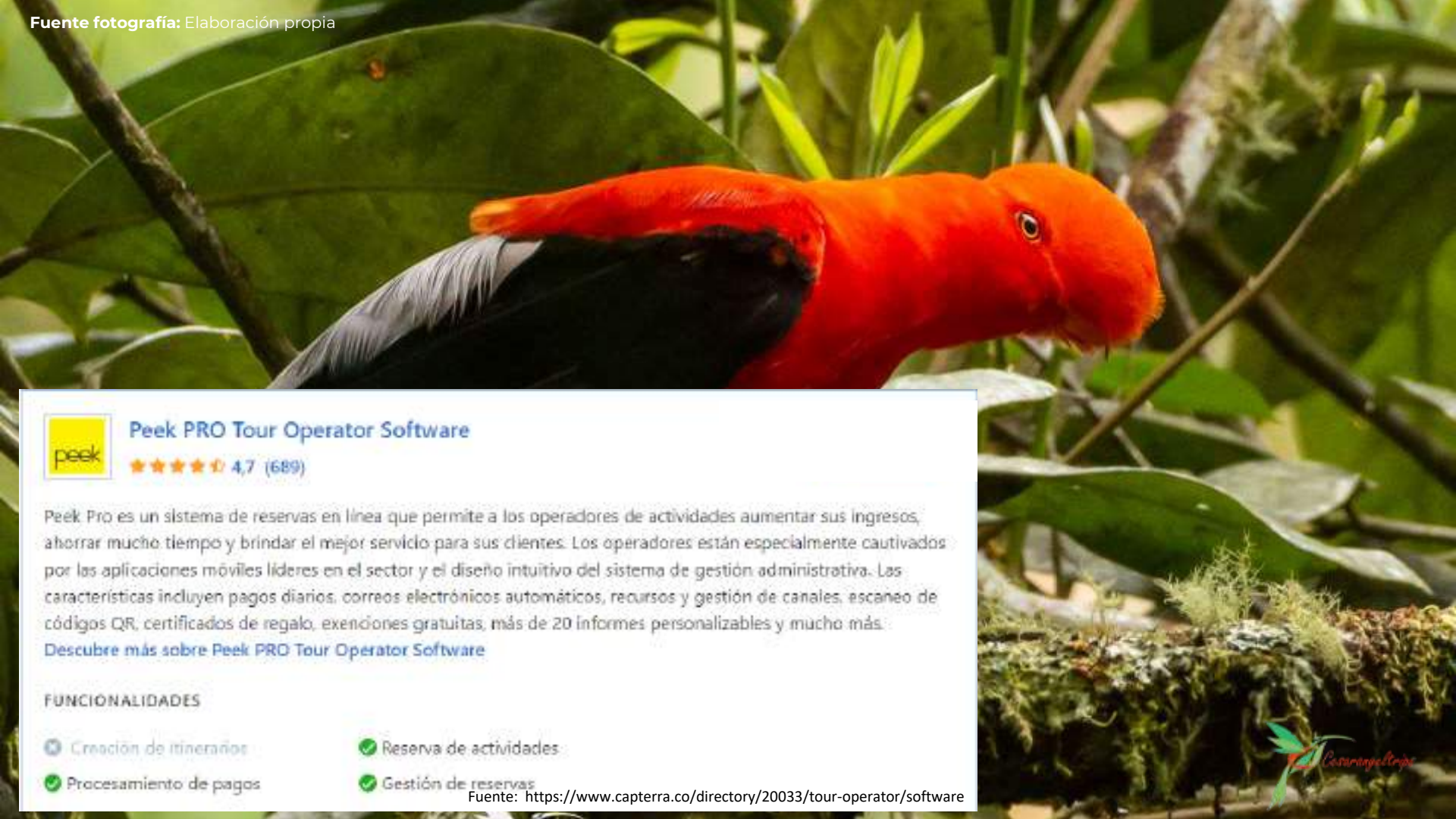
FareHarbor es un potente sistema de reservas diseñado para empresas de tours y actividades de todos los tamaños. Diseñado para brindar facilidad y eficiencia a cada aspecto de tu negocio, encontrarás todas las herramientas que necesitas para gestionar tu día a día en un panel central. Usa cualquier dispositivo para recopilar información del cliente, firmar exenciones digitales o aceptar pagos de manera segura. Hazlo todo con la asistencia en horario ininterrumpido del amable equipo de éxito del cliente. Descubre más sobre FareHarbor

FUNCIONALIDADES

- Creación de itinerarios
- Reserva de actividades
- Procesamiento de pagos
- Gestión de reservas

Fuente: https://www.capterra.co/directory/20033/tour-operator/software

Fuente fotografía: Elaboración propia



Peek PRO Tour Operator Software

4,7 (689)

Peek Pro es un sistema de reservas en línea que permite a los operadores de actividades aumentar sus ingresos, ahorrar mucho tiempo y brindar el mejor servicio para sus clientes. Los operadores están especialmente cautivados por las aplicaciones móviles líderes en el sector y el diseño intuitivo del sistema de gestión administrativa. Las características incluyen pagos diarios, correos electrónicos automáticos, recursos y gestión de canales, escaneo de códigos QR, certificados de regalo, exenciones gratuitas, más de 20 informes personalizables y mucho más.

Descubre más sobre Peek PRO Tour Operator Software

FUNCIONALIDADES

- Creación de itinerarios
- Reserva de actividades
- Procesamiento de pagos
- Gestión de reservas

Fuente: https://www.capterra.co/directory/20033/tour-operator/software

Fuente fotografía: Elaboración propia



WeTravel

★★★★★ 4,8 (60)

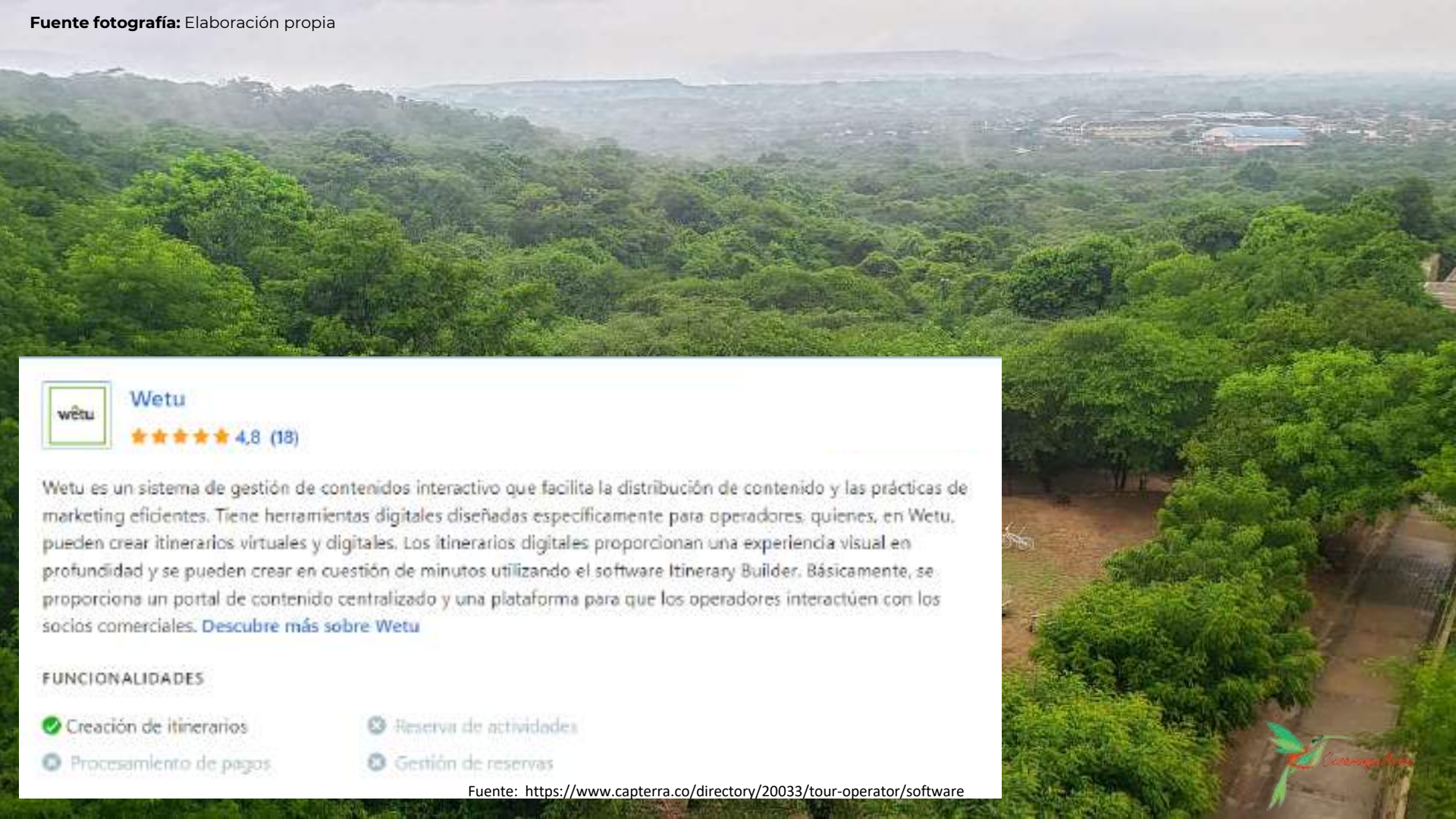
Una plataforma de pagos para empresas de viajes que permite a los profesionales del turismo cobrar pagos por viajes de manera atractiva y con una tarifa de procesamiento de solo 1 %. WeTravel es muy buena forma de cobrar dinero y administrar reservas para tours grupales personalizados y propuestas personalizadas de FIT. **Descubre más sobre WeTravel**

FUNCIONALIDADES

- Creación de itinerarios
- Procesamiento de pagos
- Reserva de actividades
- Gestión de reservas

Fuente: https://www.capterra.co/directory/20033/tour-operator/software

Fuente fotografía: Elaboración propia



Fuente: https://www.capterra.co/directory/20033/tour-operator/software

Fuente fotografía: Elaboración propia



Toogo

4,8 (28)

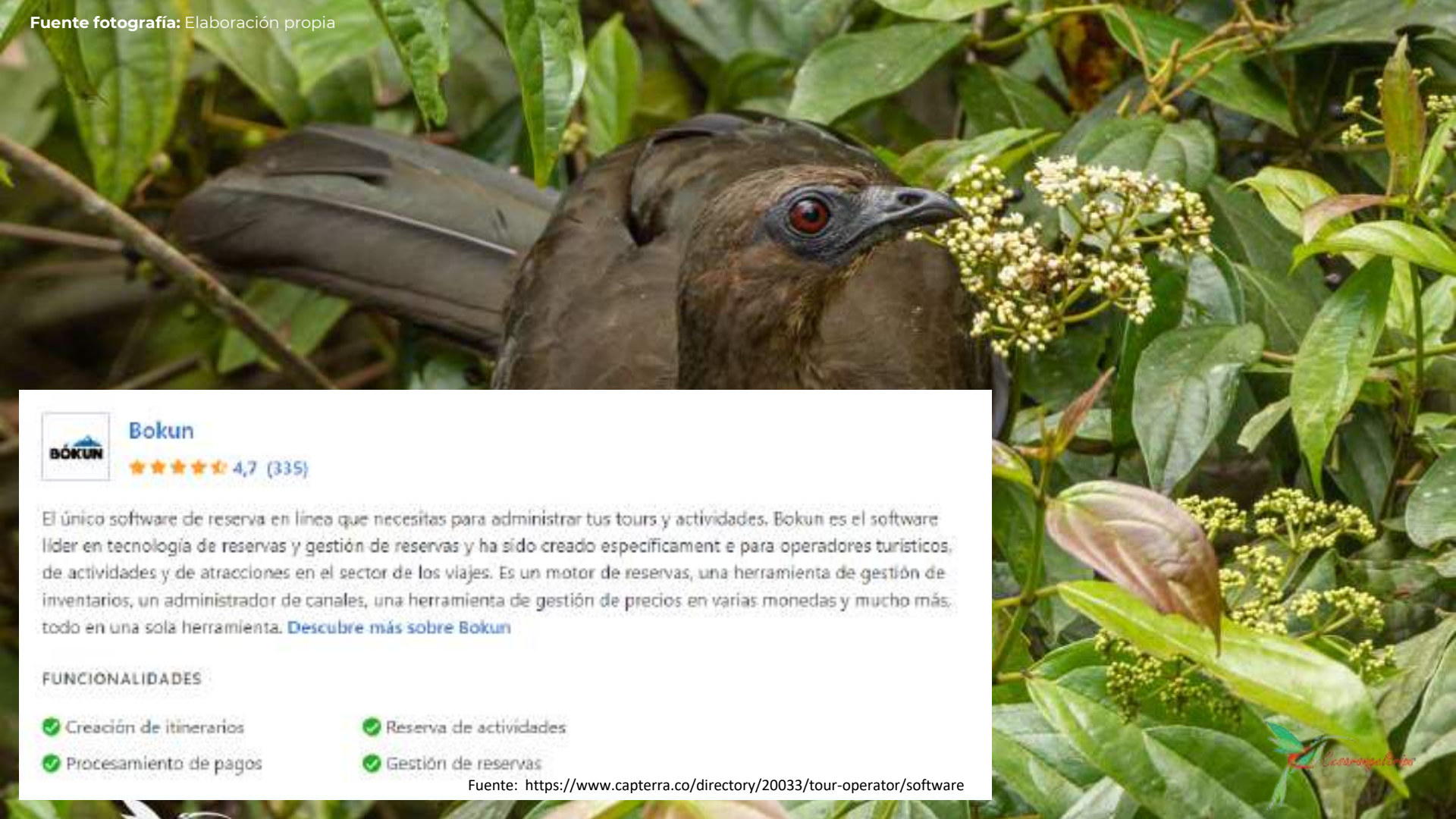
Solución SaaS completa para DMC, agencias de viajes y operadores turísticos. TOOGO permite administrar toda la actividad: creación de viajes, presupuestos, CRM, gestión de grupos, reservas, logística, finanzas, CMS, creación de documentos con presupuestos, documentos de viaje, hoja de ruta, precios, vales, facturas, formularios de registro, reservas, pagos, notas de crédito, etc. TOOGO es el fruto de años de experiencia en el comercio turístico. Ha sido diseñado por y para profesionales del turismo. Descubre más sobre Toogo

FUNCIONALIDADES

- Creación de itinerarios
- Reserva de actividades
- Procesamiento de pagos
- Gestión de reservas

Fuente: https://www.capterra.co/directory/20033/tour-operator/software

Fuente fotografía: Elaboración propia



Bokun

4,7 (335)

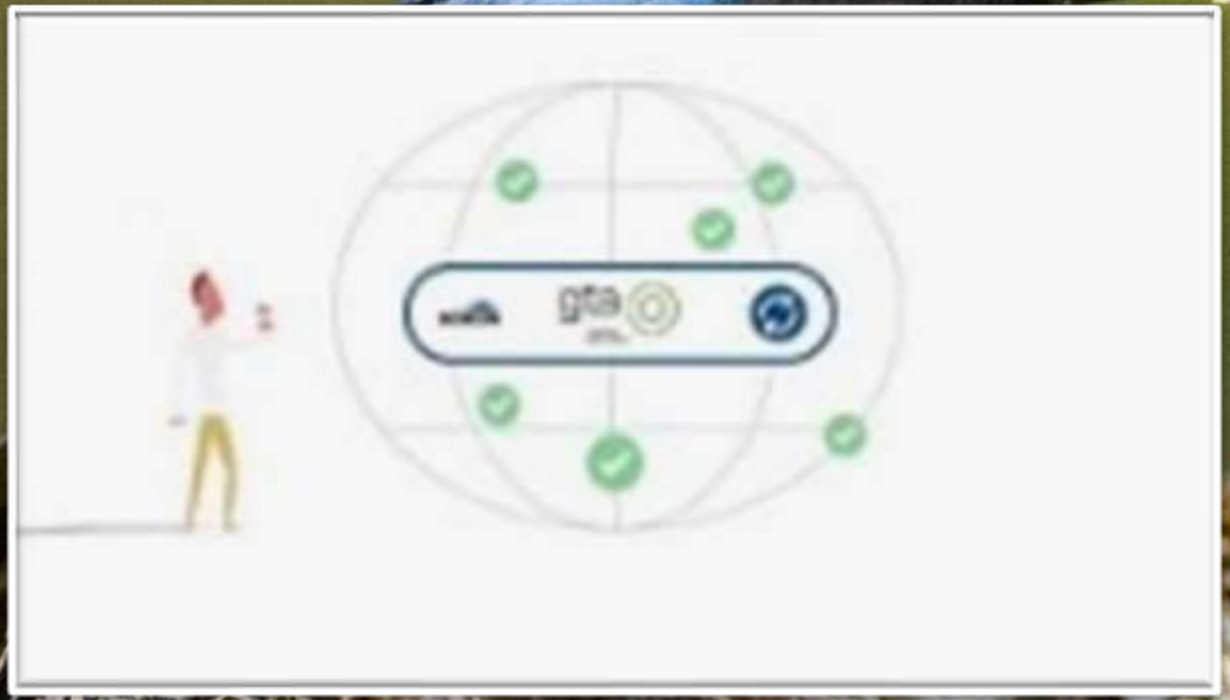
El único software de reserva en línea que necesitas para administrar tus tours y actividades. Bokun es el software líder en tecnología de reservas y gestión de reservas y ha sido creado específicamente para operadores turísticos, de actividades y de atracciones en el sector de los viajes. Es un motor de reservas, una herramienta de gestión de inventarios, un administrador de canales, una herramienta de gestión de precios en varias monedas y mucho más, todo en una sola herramienta. Descubre más sobre Bokun

FUNCIONALIDADES

- Creación de itinerarios
- Reserva de actividades
- Procesamiento de pagos
- Gestión de reservas

Fuente: https://www.capterra.co/directory/20033/tour-operator/software

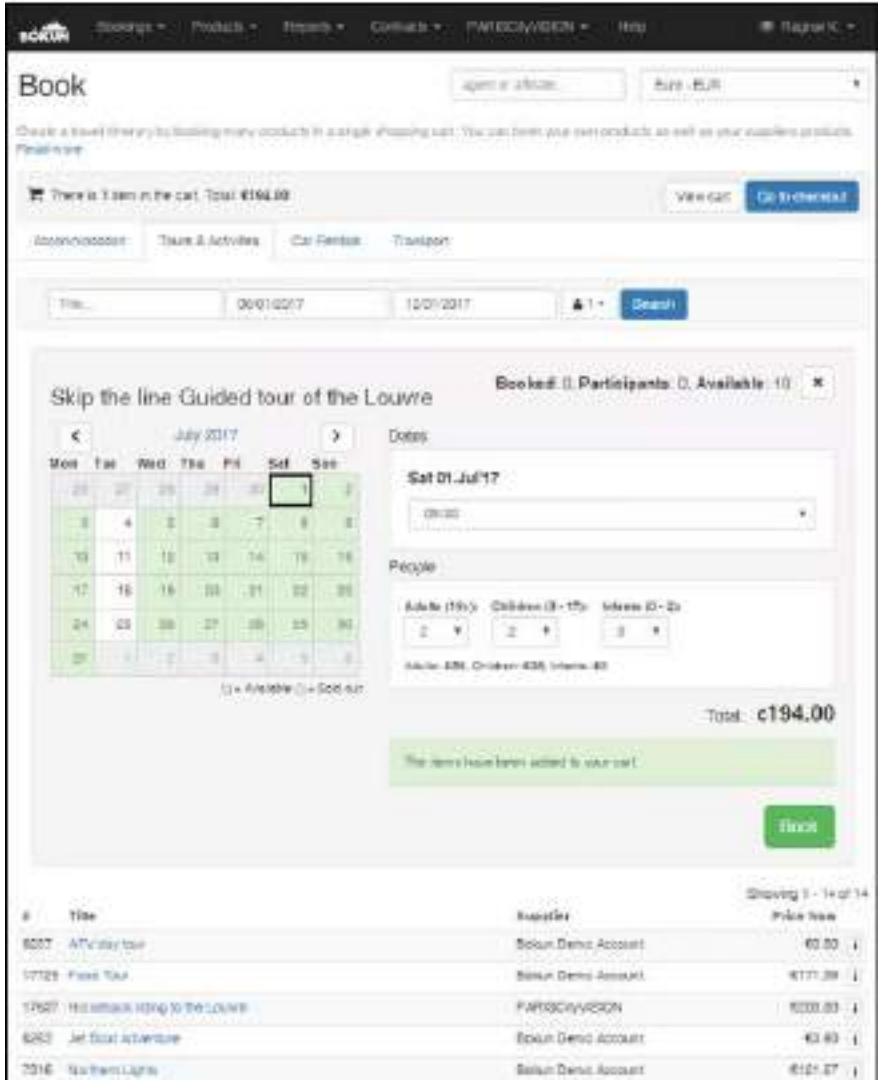
Fuente fotografía: Elaboración propia

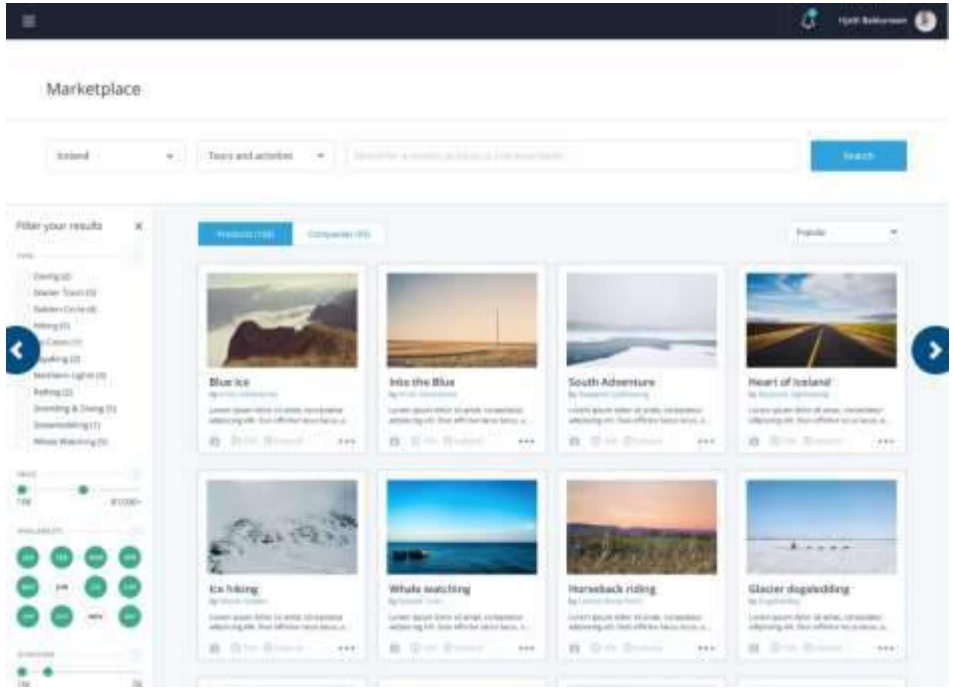


Fuente fotografía: Elaboración propia



©César Angel


Book
Skip the line Guided tour of the Louvre
Booked: 0, Participants: 0, Available: 10
Dates
Sat 01 Jul'17
People
Total: c194.00
Book


Marketplace
Blue Ice
Into the Blue
South Adventure
Heart of Iceland
Ice hiking
Whale watching
Horseback riding
Glacier dogsledding



City Sightseeing

Tutorials - Bokun

1 hour

Price from

€80



Food Tour

Tutorials - Bokun

1 hour

Price from

€10



Hiking up Mountain

Tutorials - Bokun

1 hour

Price from

€130



Horseback Riding

Tutorials - Bokun

1 hour

Price from

€30



Explore The West - Pearls of Connemara

Tutorials - Bokun

150 hours

Price from

€250



Hop on Hop off Bus

Tutorials - Bokun

1 hour

Price from

€25



Italian Cooking Class

Tutorials - Bokun

6 hours

Price from

€80



St. Paul's Cathedral

Tutorials - Bokun

1 hour

Price from

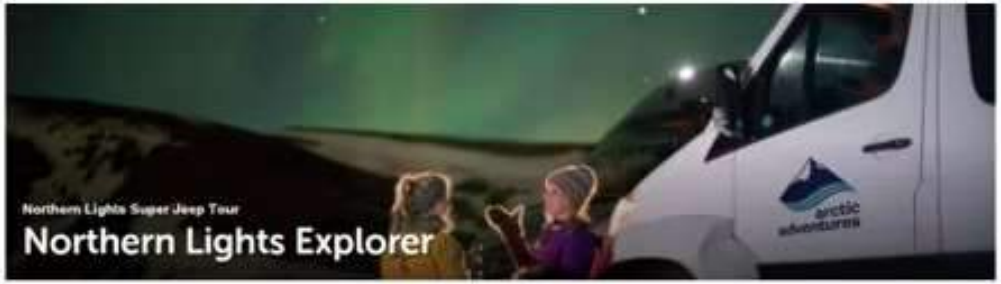
€16

Popular Activities

- Caving
- Glacier Tours
- Golden Circle
- Hiking
- Ice Caves
- Kayaking
- Northern Lights
  - Northern Lights Explorer
- Rafting
- Sightseeing tours
- Snorkeling & Diving
- Snowmobiling
- South Coast
- Whale Watching

Also recommended

- ATV-, Quad- & Buggy
- Blue Lagoon
- Combo Tours
- Horse Riding tours
- Super Jeeps
- Volcano Tours



Escape the reach of tour busses and city lights on this off-the-beaten-track northern lights super jeep excursion!

Price from **19.990 ISK** per person

Tour highlights

- Northern lights
- Super Jeep
- Small group setting
- Available from September 1st until April 20th

Details

Rated: Easy – Family tour for everyone
Duration: Approximately 4 hours.
Pick up time: Please be ready in time for your pick up at your Reykjavik accommodation and note that it can take up to 30 minutes for us to arrive.
Included: Pick-up from Reykjavik, hot chocolate, biscuits and expert guidance. If you do not see any lights we rebook you on a second tour for free.
Remember to bring: Warm outdoor clothing, waterproof jacket and pants, headwear and gloves. Good warm shoes and wooly socks. Northern lights tours require you to watch the skies and that means you will be outside at night in Iceland in winter. Dress warmly, there is no such thing as too many layers of clothes on our Aurora tours.
Minimum age: 6 years.
This product is also available as a private tour. for more information click here.

Book now

April 2017

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Available | Sold out

Dates

Sat 01 Apr'17

20:30

People

Participants: 1 | Children (6-16 years old): 0

Participants: ISK 19.990, Children (6-16 years old): ISK 9.995

Yes, we would like to be picked up

Total ISK 19,990

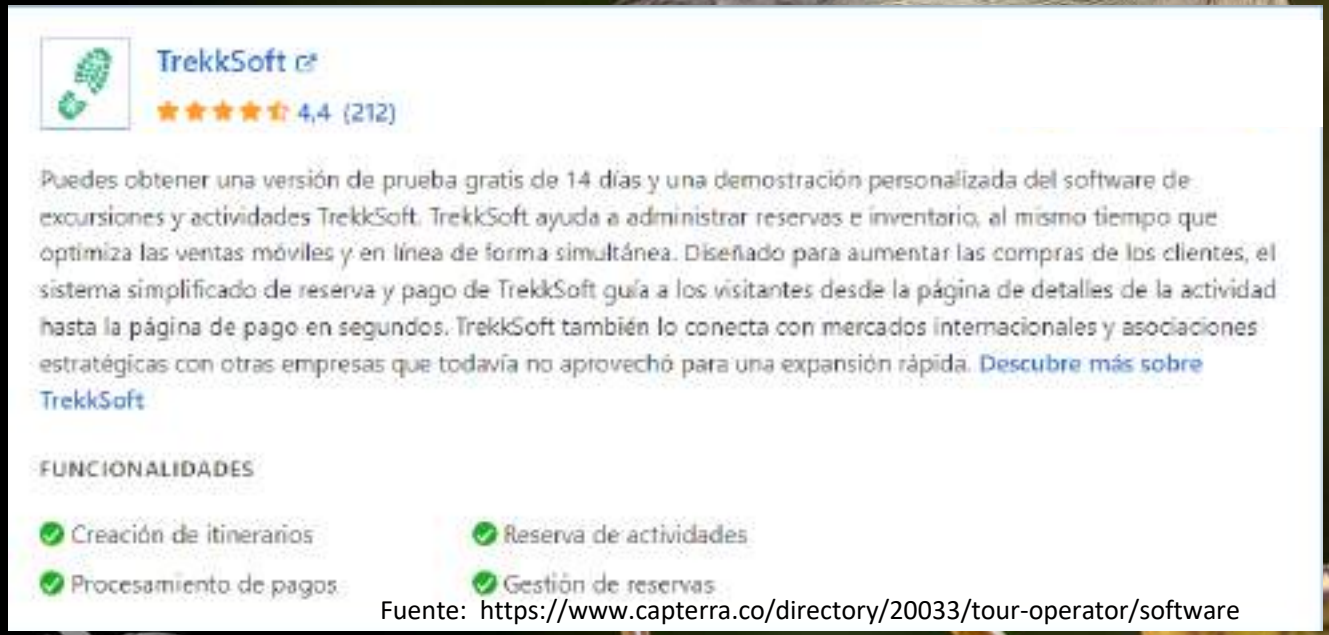
Book

Funciones de Bokun

- CRM
- Creación de itinerarios
- Creación de paquetes
- Gestión de precios
- Gestión de recursos
- Gestión de reservas
- Procesamiento de pagos
- Reserva de actividades



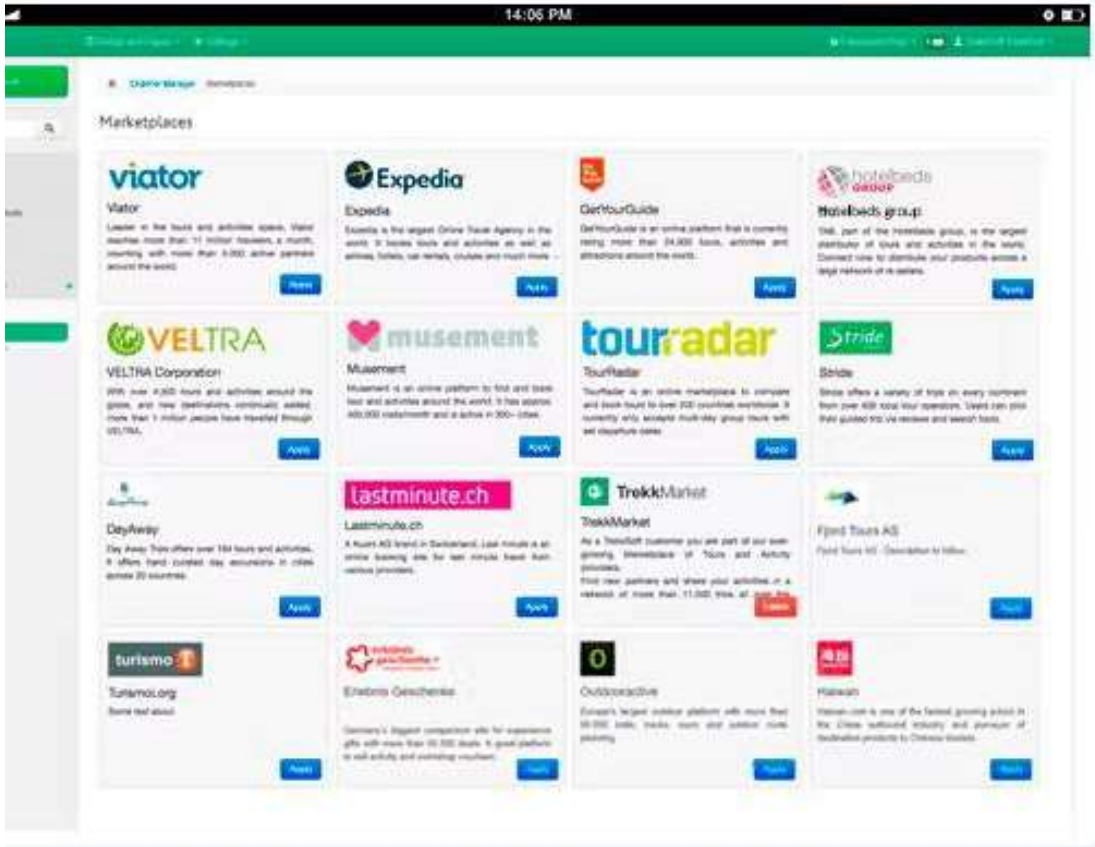
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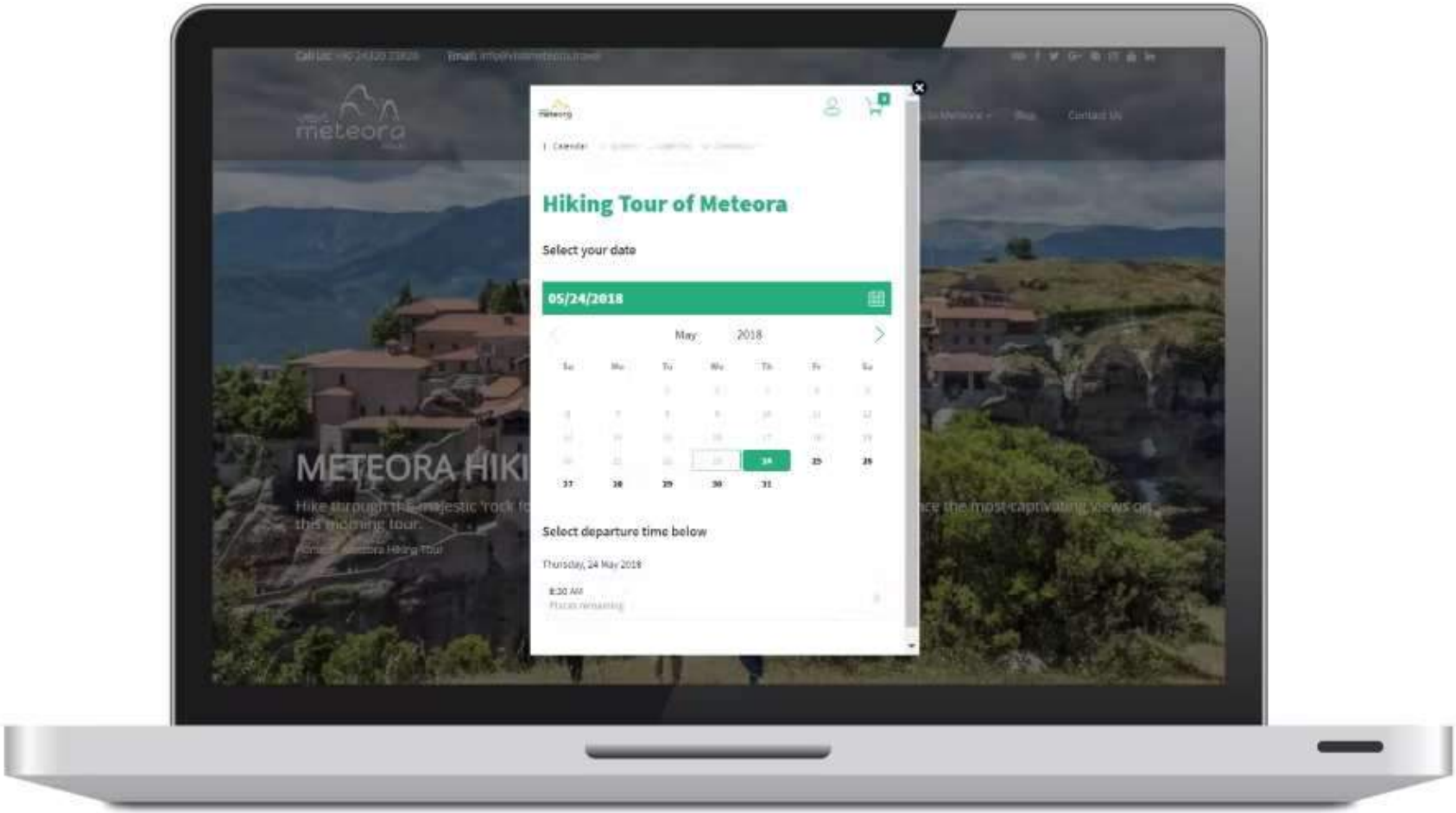


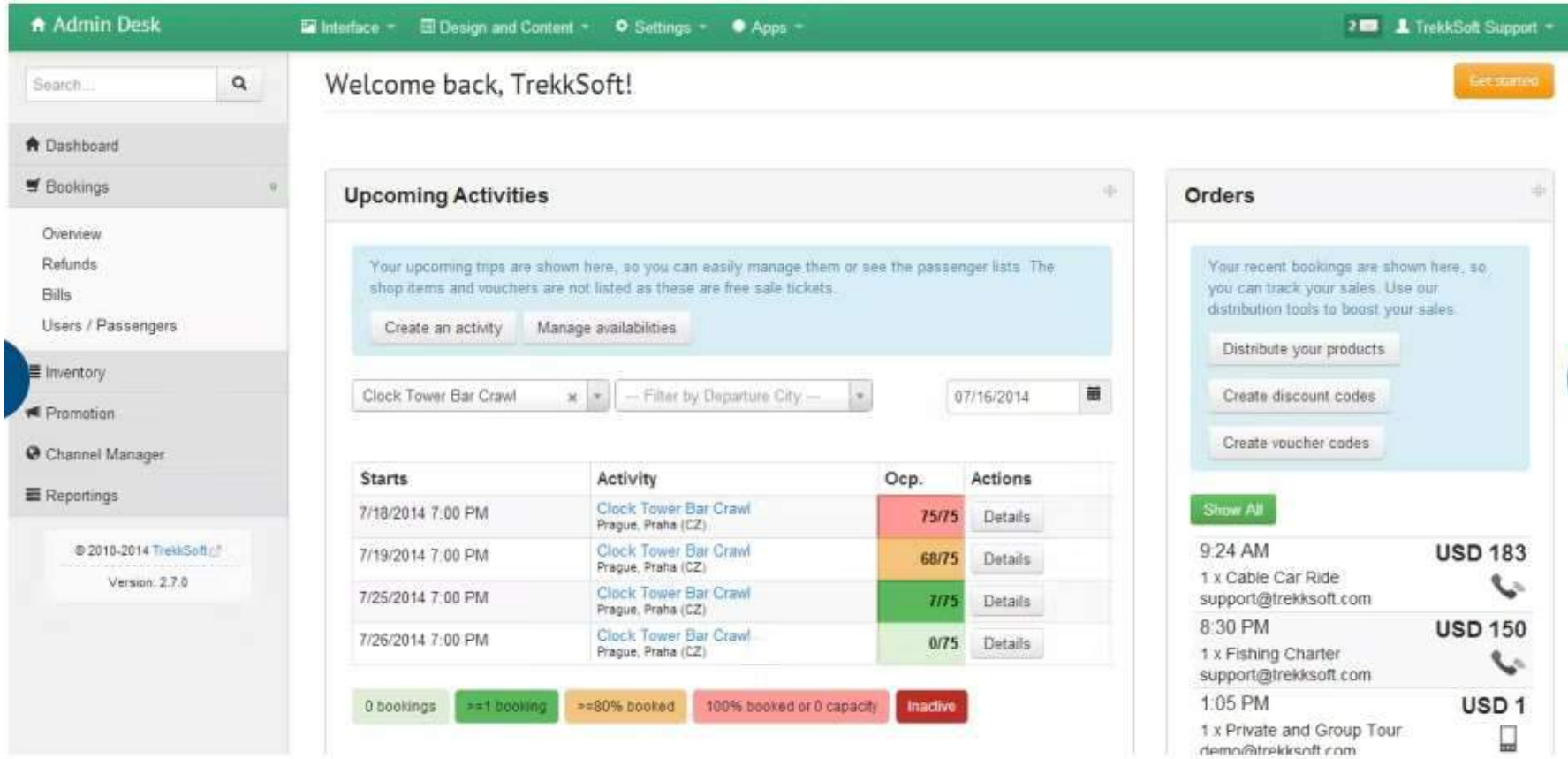
Fuente: https://www.capterra.co/directory/20033/tour-operator/software

Fuente fotografía: Elaboración propia

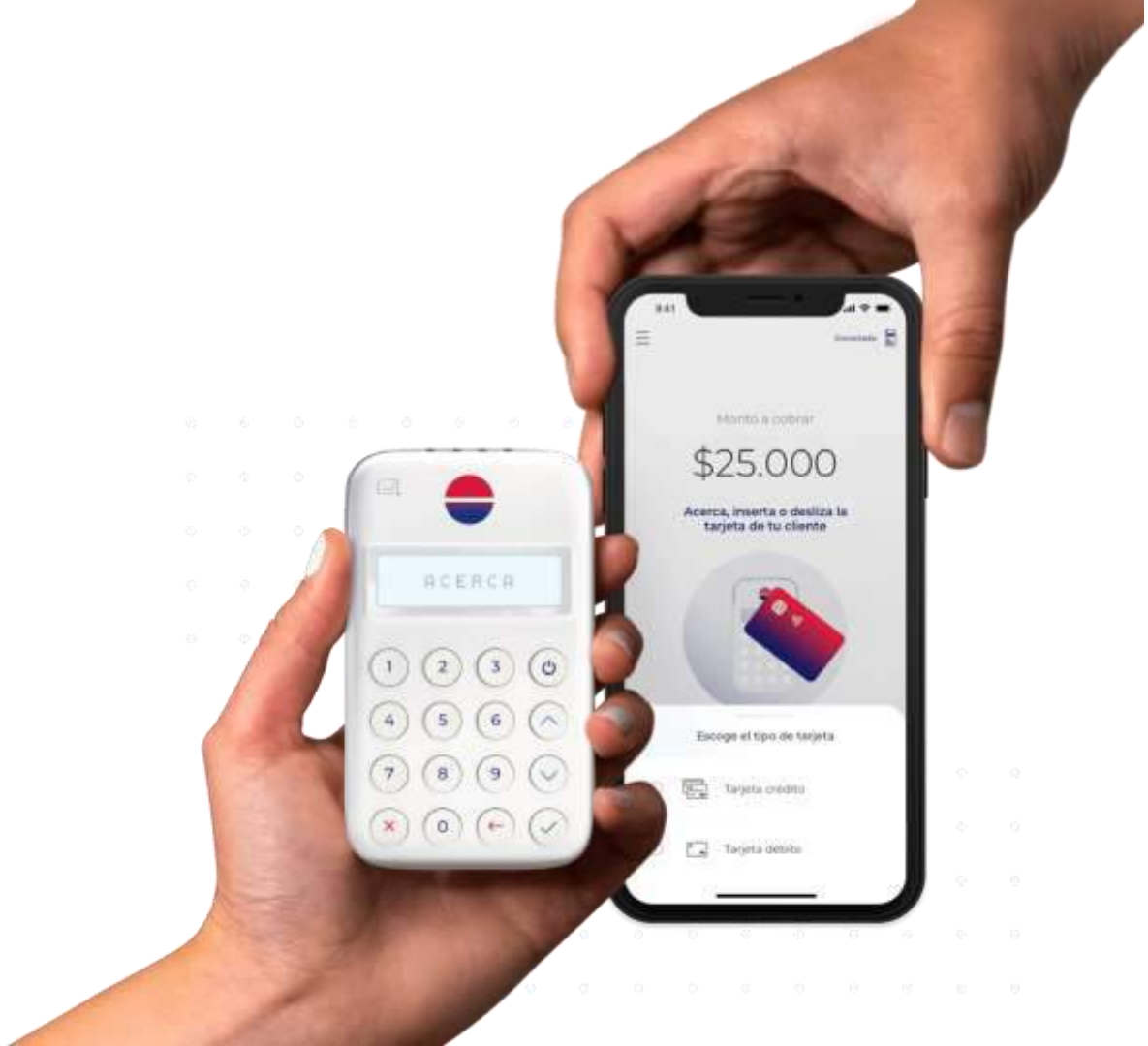



14:06 PM
Marketplaces
viator
Viator
Expedia
Expedia
GetYourGuide
hotelbeds group
Hotelbeds group
VELTRA
VELTRA Corporation
musement
Musement
tourradar
TourRadar
Stride
DayAway
lastminute.ch
Lastminute.ch
TrekkMarket
TrekkMarket
Fjord Tours AS
turismo
Turismo.org
Erlebnis Geschenke
Outdooractive
Hotelcon


Hiking Tour of Meteora
Select your date
05/24/2018
May
2018
Select departure time below
Thursday, 24 May 2018
8:30 AM


Admin Desk
Interface
Design and Content
Settings
Apps
TrekkSoft Support
Search...
Welcome back, TrekkSoft!
Get started
Dashboard
Bookings
Overview
Refunds
Bills
Users / Passengers
Inventory
Promotion
Channel Manager
Reportings
© 2010-2014 TrekkSoft
Version: 2.7.0
Upcoming Activities
Your upcoming trips are shown here, so you can easily manage them or see the passenger lists. The shop items and vouchers are not listed as these are free sale tickets.
Create an activity
Manage availabilities
Clock Tower Bar Crawl
— Filter by Departure City —
07/16/2014
Starts
Activity
Ocp.
Actions
7/18/2014 7:00 PM
Clock Tower Bar Crawl
Prague, Praha (CZ)
75/75
Details
7/19/2014 7:00 PM
Clock Tower Bar Crawl
Prague, Praha (CZ)
68/75
Details
7/25/2014 7:00 PM
Clock Tower Bar Crawl
Prague, Praha (CZ)
7/75
Details
7/26/2014 7:00 PM
Clock Tower Bar Crawl
Prague, Praha (CZ)
0/75
Details
0 bookings
>=1 booking
>=80% booked
100% booked or 0 capacity
Inactive
Orders
Your recent bookings are shown here, so you can track your sales. Use our distribution tools to boost your sales.
Distribute your products
Create discount codes
Create voucher codes
Show All
9:24 AM
USD 183
1 x Cable Car Ride
support@trekksoft.com
8:30 PM
USD 150
1 x Fishing Charter
support@trekksoft.com
1:05 PM
USD 1
1 x Private and Group Tour


E-Mail
Password
Login
TREKK SOFT
MasterCard
BUSINESS
paypass


Monto a cobrar
$25.000
Acerca, inserta o desliza la tarjeta de tu cliente
ACERCA
Escoge el tipo de tarjeta
Tarjeta crédito
Tarjeta débito


ADVENTURE
EMBARK ON THE JOURNEY OF
BOOK NOW
FIND ACTIVITIES

Funciones de TrekkSoft

- Asistencia al cliente
- CRM
- Creación de informes/análisis
- Creación de itinerarios
- Creación de paquetes
- Gestión de clientes
- Gestión de precios
- Gestión de recursos
- Gestión de reservas
- Notas de reserva
- Presupuestos y estimaciones
- Procesamiento de pagos
- Reserva de actividades
- Reserva en línea
- Reservas de grupo
- Sistema central de reservas
- Sistema de calendarios o recordatorios

TREKK SOFT

COMMISSION BASED MODEL

Commission based model

By TREKK SOFT

How this works?

FEES

Offline fees	0.55€
OTAs fees	2.5%
Online booking fees	5% per direct online booking
Payment Gateway	2.5% + 0.25€ per transaction for operators based in Europe
	3.0% + 0.25€ per transaction for operators based outside Europe

More for your business

Start fee of
799€
(one-time)

The integration needs to be completed within 3 weeks

The contract has a minimum validity of 12 months

Las comisiones.
Dependiendo por donde ingrese la reserva se cobra una u otra comisión.

Hay 3 canales por donde puede ingresar una reserva:

El offline (0.55 centimos por reserva)
Pasarela de pago 3% (solo se aplica cuando se utiliza la terminal de pago para cobrar reservas)
luego esta el Online 5% (si entra a través de tu página web y nuestro botón de book now) y **por ultimo si estas conectado a una OTA te puede ingresar por ese canal (2.5%)**

TARIFAS DE TREKKSOFT

Tasa de plataforma online: Tasa de reserva de plataforma para reservas realizadas online: web propia. marketplaces, enlaces de pago (cada vez que el cliente entra y paga los datos de su tarjeta de crédito) y cada vez que hay un pago a través de Payyo

Tarifa de plataforma Offline:tarifa de reserva para reservas desde el punto de venta a través de los revendedores, a través del proveedor de actividades al insertar reservas manualmente, al usar la aplicación móvil B2B y retirar efectivo, o al usar un método de pago externo.

Pasarela de pago: tarifa asociada a la solución de pago. Esta tarifa sirve para cubrir los costes de transacción entre la cuenta bancaria del huésped y la cuenta del proveedor de la actividad (Cambio de moneda. Cancelaciones. Devoluciones. ...).

¿QUÉ SE DEDUCE Y QUÉ SE DEBE PAGAR?

Todas las tasas y comisiones que tengan que ver con la Pasarela de Pago (Payyo) siempre se descontarán del dinero que te transfiera Payyo.
El resto de tarifas y comisiones se le facturarán mensualmente a usted desde TrekkSoft.



ULTIMATE

Ultimate

How this works?

By TREKKSOFT

Connect your business with your customers, agents and resellers.

Best price
€200
(month/annually)

What is included?

Booking management system;

Channel Manager;

Partner Network;

Business Intelligence

FEES

Offline fee	€0.50 per booking
Online fee	2.0% per booking
OTAs fee	2.0% per booking
Payment Gateway	2.5% + €0.25 for operators based in Europe
	3.0% + €0.25 for operators based outside Europe

Los Costos de Suscripción se pagan anualmente y se requiere el pago por adelantado del plazo de 12 meses. (2400 euros) Las tarifas de reserva en línea, las tarifas offline y las tarifas de pasarela de pago se cobran a intervalos regulares durante su período de suscripción.
Como puedes ver las comisiones serian mas bajas en este caso:

Costo de Comisiones:
Offline 0.50 Centimos por reserva
Online (Reservas hechas en tu Pagina web utlizando el widget de reservas: 2% Por reserva
OTAs Conexion: 2% Por reserva
Pasarela de Pago: 3%

Por lo tanto estarias pagando una comision minima de 0.50 centimos para algunas reservas y un maximo de 5% por las del online con pasarela de pago.

Además de esto tendrás:
- Administrador de cuenta asignado que soporta su cuenta
- Soporte de sesión de integración:
El equipo de Trekksoft tiene como objetivo configurar y poner en marcha de 3 a 5 productos más vendidos dentro de los 7 días posteriores a la fecha del contrato. (Información requerida del proveedor dentro de las 72 horas posteriores a la fecha del contrato).
La integración debe estar terminada en 3 semanas.
- Límite de 100 actividades, sin límite de agentes, usuarios



ACCELERATE

Accelerate

How this works?

By TREKKSOFT

Connect your business with your customers, agents and resellers.

Best price
€100
(month/annually)

What is included?

Booking management system;

Integrated payment gateway;

Resource Management

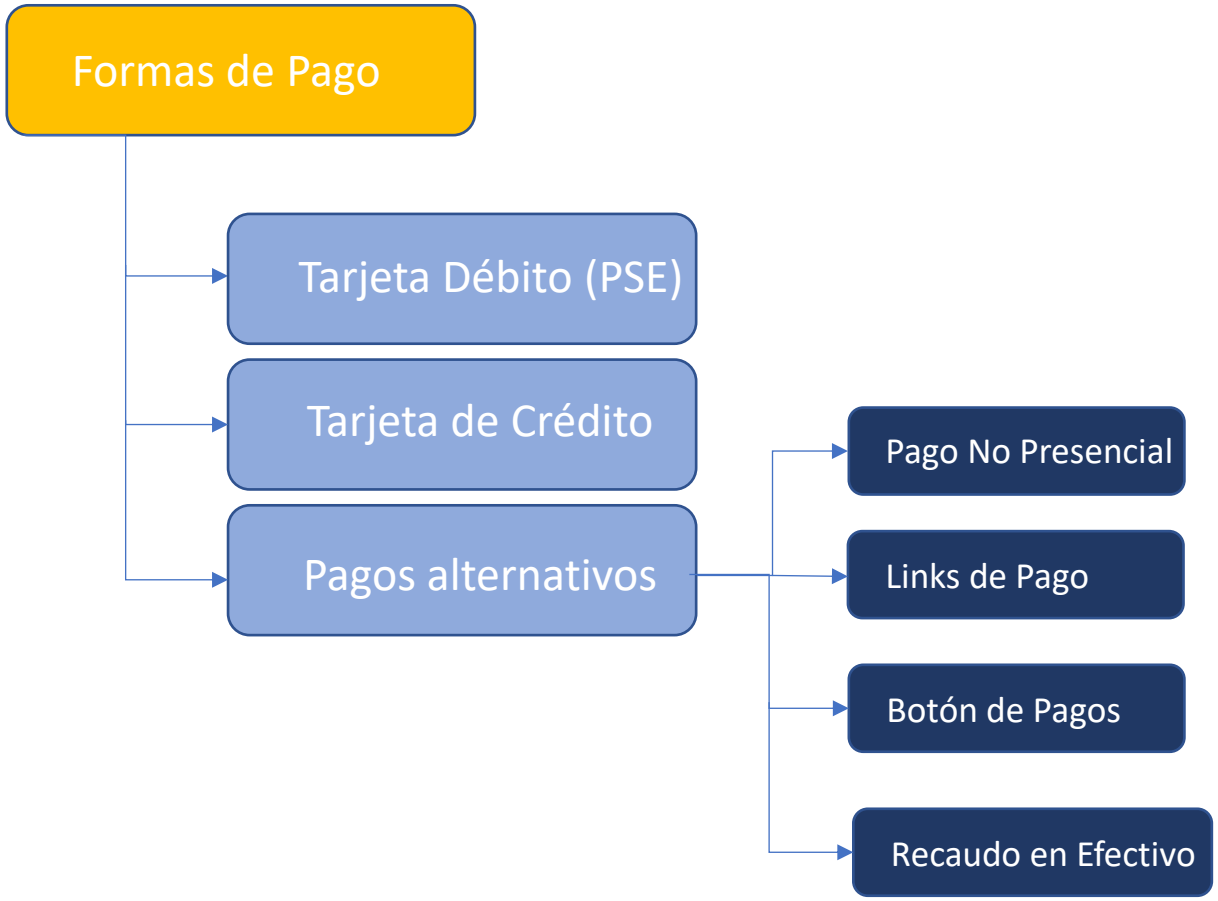
Partner Network;

FEES

Offline fee	€0.55 per booking
Online fee	2.5% per booking
OTAs fee	2.5% per booking
Payment Gateway	2.5% + €0.25 for operators based in Europe
	3.0% + €0.25 for operators based outside Europe

Accelerate:

Finalmente, **El Accelerate tiene un coste mas bajo de subscripcion de 1200 Euros anuales pero tiene comisiones bajas. En este caso hay algunas limitaciones en nivel de funcionalidad y numero de actividades y agentes que pueden tener.**



Formas de Pago Alojamientos

EJEMPLOS



PSE

https://bit.ly/3fzXXTI

Pago no presencial

https://bit.ly/3M8OXRI

https://bit.ly/3MbitX9

Links de pago

https://bit.ly/3V6pInd

https://bit.ly/3MbitX9

Botón de pago

https://mashoteles.com.co/

Recaudo en efectivo

https://bit.ly/3fF61Tf

https://bit.ly/3eb0Av2

https://bit.ly/3eb0Av2


MUCHAS GRACIAS!!!

https://www.linkedin.com/in/cesarangelvalencia/
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@cesarangeltrips
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+57-3105382774







