

TOUR PROGRAM CASE STUDY

CLIENT OVERVIEW

Over 1,200 train junkies, members of the Lionel Collectors Club of America, flew into Colorado and enjoyed a week of meetings, exhibits and specialty tours. The members of the organization are hobby train enthusiasts and most consider the LCCA Convention their annual summer vacation - taking an opportunity to see the sights while they are away.



PROGRAM GOALS AND OBJECTIVES

The Meeting Planner's main goal was to create a tour program that highlighted the state's numerous attractions. Being train collectors, the planners also indicated a desire to include as many train and railway related attractions as time permitted. The final tour program offered to attendees included six 'trains', four sightseeing excursions and two private train layout tours.

THE CHALLENGE

The client's request of The Arrangers was two-fold. They wanted us to provide the logistics and management for a large tour they had arranged on their own, including a complicated day-long trip to Cheyenne, Wyoming. In addition, they also asked us to research, locate, secure, and manage other tours in and around the Denver area.

The attendees were primarily Baby Boomers, so we needed to take into consideration the length of the tours and the amount of time spent on buses. The client indicated that they were early risers and didn't mind paying a bit more to include a group luncheon or gourmet box lunch en route. As always, we also paid close attention to reserving advance tickets and to the timing of the train departures, as many sell out in the peak summer tourist months.

THE RESULT

We toured them high and low, near and far... From the Royal Gorge valley and atop the 14,000ft Pike's Peak via the Cog Railway to the Colorado Railroad Museum and the historic Georgetown mining train, the tours were received as "second to none." Twelve tours, totaling over 2,200 guests, showcased the state, making the convention so successful that – even before they left – they began planning for their return.

AWARD WINNING

The LCCA Tour Program won the Association of Destination Management Executives (ADME) Achievement Award for the Best Tour Program. This is an international award for the best DMC services under the category of Creative Activity.

"We found The Arrangers more than equal to the task, whether the tour was of our making or theirs. All schedules and timetables were met, including a number that required timeliness. Although it's been over two months since the Convention, we continue to receive compliments from our members concerning the great time they had. And many single out various tours as examples to prove their point. They are also usually quick to mention the friendliness of the "pink ladies" – the on-board guides provided by The Arrangers."
Eric P. Fogg, Immediate Past President, Lionel Collectors Club of America.

