

## Sales Channels

### Agency Sales

Most of the sales and arrangements are done in the agency office. Customers are coming and sitting with the travel agent and decide on the best way to travel according to their needs, requirements and budget.

### Seminars

Seminars on trips to exotic places are held every week at the agency's facility or at chosen places such as universities, colleges, community centers etc. In the seminar a presentation of an exotic place is done by one of the agency's guide showing films and pictures and explaining about the place. In the seminar, customers are registered for guided tours.

### Mail Order Catalogs

The agency distributes a catalog every 6 months that represents the tours and trips that are offered. The catalog includes order forms that people can fill out and send it in to the agency.

### Sub-contractors

Hundreds of small travel agencies operate in New York City. Exotic Travel will offer the best agencies to represent and sell special travels. The selected agencies will be approved and instructed properly for this assignment.

### Magazines and Newspapers

	Circulation	Target Audience	Space	Cost	Est. Sales
Trips Today	750,000	Age 30-40	1/2 Page	\$5,000	\$200,000
Jungle Travels	1,000,000	Students	1/2 Page	\$10,000	\$250,000
Young & Beauty	1,000,000	Age 25-35	1/2 Page	\$5,000	\$300,000

### Mail Order Catalogs

Lists	Mailing Circulation	No. of Pages	Cost	% Response
Students	100,000	5 Page	\$5,000	3%
Families	200,000	5 Page	\$10,000	4%