



How to Start and Operate a Profitable Tour Business: Make Money While Traveling and Guiding Tours

Gordon R Bartlett

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(Jun 24, 2014) A common-sense, step-by-step guide written by a man who, in 1993, started a tour business in a remote Arizona city and operated it profitably for 19 years. During those 19 years, the author and his wife escorted 171 tours and cruises, with emphasis on the Western U.S. but including destinations in all parts of the world. Total passenger count on those tours was 7,315, (an average of 43 paying travelers on each tour) with all departures from Lake Havasu City, Arizona. The business developed a strong following with a high percentage of repeat, senior adult customers. The business was home-based with only the author and his wife as employees. The author sold the business in 2012 and the new owners have conducted over twenty tours and cruises while the business continues to make a healthy profit. This book is NOT a theoretical text book. It is a guide based on the actual experience of the author, who started the business without any prior experience in the tour business. The Bartlett's were able to sustain the business over 19 years by providing excellent tours and cruises with an emphasis on great customer service. In addition to over 180 pages of sound advice and guidance, there are more than 50 pages of illustrations showing actual tour itineraries, pricing spreadsheets, sales brochures, flyers, letters, website pages, terms and conditions and customer letters that can be used as templates in starting your own tour business. This book will potentially save you hundreds, if not thousands of dollars, in starting your new business.

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