



COLLABORATIVE MARKETING: **CO-OP STRATEGIES TO GROW YOUR TOURISM BUSINESS**

BRIAN JEWELL — THE GROUP TRAVEL LEADER INC.

THREE KINDS OF COOPERATION

1. Relational Resources

2. Packaged Products

3. Collaborative Campaigns

FOUR MODELS FOR SUCCESSFUL CO-OPS

- 1. Ad-Hoc Partnerships**
- 2. Citywide Co-ops**
- 3. Multi-Destination Co-ops**
- 4. Ring Around an Anchor**

QUESTION:

Who should I be collaborating with? Which model of co-op is the best fit for our destination or organizations?

WHAT YOU NEED TO SUCCEED

- **Common Ground**

- **Creativity**

- **Group Buy-In**

- **Some Spare Time**

- **Consistent Effort**

- **Common Objectives**

- **A Ringleader**

- **Trust**

- **Some Spare Cash**

- **Patience**

QUESTION:

**Which of these areas is my community strong in?
Where do we need to improve?**

MAXIMIZE IMPACT, MINIMIZE COST

- **Host Experiences**

- **Cross-Promote**

- **Host an Influencer**

- **Host a FAM Tour**

- **Try a Sales Mission**

- **Run Ads Together**

- **Co-op on Events**

- **Start a Non-Profit**

QUESTION:

Which of these techniques is the easiest place to start? Which could have the biggest impact on my destination or organization?



MAGAZINES



grouptravelleader.com

PODCAST



[grouptravelleader.com/
podcast](https://grouptravelleader.com/podcast)

ADVERTISING



gtl-advertising.com