

***Susan Sweeney Special!***  
**The Power of Travel Packaging Resource Tool Kit System**

Opportunities Unlimited is pleased to announce that we have released a new travel resource tool kit called “The Power of Travel Packaging”.

It is a comprehensive system designed to assist DMOs, travel suppliers (hotels, inns, B&Bs, attractions, cultural organizations, arts groups, historic sites, etc.) create and develop compelling travel package products for consumers. After receiving multiple requests throughout North America, following presentations, for a hands-on manual, there is now a definitive guide.

The resource tool kit provides all the elements necessary to profit from the power of travel packaging. Sample topics include designing compelling packages, package models, pricing essentials and strategies, package delivery, package distribution channels, etc. The tool kit also includes pricing exercises, samples of worksheets, travel industry resources and successful package products.

The complete system will sell for \$599. **A Susan Sweeney special is now available for \$399, plus shipping & handling.** This special expires December 23, 2005!

**The Sample Chapters Include:**

- I. The Business of Travel Packaging  
What Opportunities Does it Represent for My Business?
- II. Package Models & Possibilities  
What Are Examples of Inventive Packages?
- III. The Process of Packaging  
What is the Method for Creating Successful Packages?
- IV. Package Design  
How Do I Design Compelling Packages for Consumers & Groups?
- V. Package Pricing  
How Do I Price My Packages?
- VI. Package Distribution  
How Do I Reach Customers Through Multiple Distribution Channels?
- VII. Package Marketing  
How Do I Market and Promote My Packages?
- VIII. Package Administration  
How Do I Manage the Operational Details of My Packages?
- IX. Package Evaluation  
How Do I Assess and Adapt My Packages?

APPENDIX – Packaging Development Tools and Templates

***Susan Sweeney Special!***  
**The Power of Travel Packaging Tool Kit**  
**The Essential System to Profiting from Travel Packaging**

***Order by mail, phone or fax:***  
**Opportunities Unlimited** P.O. Box 69-2359 Quincy, MA 02269  
 Phone: (617) 786-9096 Fax: (617) 786-1081

Name	
Company	E-mail
Address	Telephone
City, State, ZIP	Fax

- Yes, send me \_\_\_\_\_ copies of “The Power of Travel Packaging Tool Kit – The Essential Guide to Profiting from Packaging Travel Products” at the **Susan Sweeney special rate of \$399 (regularly \$599)**. Tool Kits will be shipped immediately. Credit cards will not be charged until Tool Kit is ready for shipping.

Tool Kit Total: \$ \_\_\_\_\_

Shipping & Handling (\$20.00 per System): \$ \_\_\_\_\_  
 (Canada \$35.00 per System)

**Total Amount:** \$ \_\_\_\_\_

Method of Payment:

- Cash     Check     Credit Card -  Master Card     Visa

Billing Address (if different from above)

Card Number	Name
Expiration Date	Company
Name on Card	Address
Signature	City, State, ZIP

***Please note: Credit cards will not be charged until the system is shipped.***  
***FAX BACK TO (617) 786-1081***  
*e-mail: [joe@opportunityguy.com](mailto:joe@opportunityguy.com)*

***Act today – offer expires December 23, 2005!***