

# Job Description

## Tour and Travel Manager/Trails Coordinator

- Reports to: Executive Director, Sherry Ellington
- Job Summary: To plan, organize and execute the sales efforts (and related services) focused toward the motorcoach and individual traveler markets. To assist with the advertising and public relation efforts of the bureau. To cultivate an in-depth knowledge of the Alexandria/Pineville area.
- Duties:
- Assist in the development of, and subsequently, the successful implementation of all sales strategies related to the tour and travel market as defined in the annual business plan. Produce monthly action plan adding new strategies as needed and drawing details from annual business plan.
  - Achieve the annual sales call, group booking, and qualified lead distribution goals for the tour and travel market segment as defined in the annual business plan.
  - Assist in the development of the annual budget, and then exercise expense control as defined by the annual budget for the tour and travel market segment. Work with the Executive Director to develop and then maintain expense control over marketing and public relation efforts.
  - Maintain positive working relationships with area hotels, attractions and related tourism industry representatives.
  - Use the bureau's computer database sales tracking system to maximize the sales effort. Maintain all files in current/updated condition (traces and reports) to identify and solicit potential tour and travel business.
  - Ensure a constant stream of qualified leads (as defined by the bureau's sales policies and procedures) to the Alexandria/Pineville hotel and motel industry, to the attractions and to other stakeholders as appropriate.
  - Present weekly, monthly and annual reports on sales call completions, definite bookings, qualified lead production and lost business to the Executive Director.

Provide expenses reports and other reports as requested by the Executive Director and as they relate to the duties of this position.

Complete a minimum of 100 telephone calls and 3 site visits, 3 qualified leads generated to the hotels, and 20 new contacts placed in the database per month within the market segment.

Assist in developing sales collateral materials for all market segments. Work with the Executive Director and Marketing Manager in the development and production of all promotional programs, sales brochures, advertising and public relations efforts of the bureau.

Develop and keep track of programs to measure the effectiveness of advertising and public relation efforts. (I.e., inquiry response, conversion studies, clipping services, 800 number surveys, etc.)

Complete other assignments as deemed necessary by the Executive Director in the fulfillment of the Alexandria /Pineville Area Convention and Visitors Bureau's (APACVB) mission.

Attend meetings and develop itineraries pertaining to central Louisiana Trails. Work closely with the APACVB partners, including "Where Cultures Connect."

## QUALIFICATIONS

Must be experienced and knowledgeable about the tourism industry, with a minimum of 2 years of sales experience.

Training and experience in the development of sales promotional programs and public relations efforts is necessary.

Experience with computer database programs is a plus.

Strong communication skills, both verbal and written, are required.

Ability to develop and maintain a budget is needed.

Bachelor's Degree from an accredited college or university is preferred, equivalent work experience will be considered.