



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

By Gordon R Bartlett

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## How to Start and Operate a Profitable Tour Business: Make Money While Traveling and Guiding Tours By Gordon R Bartlett

(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 thirty 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 tour business.

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## How to Start and Operate a Profitable Tour Business: Make Money While Traveling and Guiding Tours By Gordon R Bartlett Bibliography

- Sales Rank: #982777 in Books
- Published on: 2014-06-25
- Original language: English
- Number of items: 1
- Dimensions: 11.00" h x .58" w x 8.50" l, 1.33 pounds
- Binding: Paperback
- 256 pages



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### **Editorial Review**

#### **About the Author**

Gordon R Bartlett was born in Pomona, California in July 1938. He has a BS in Business Administration from California State Polytechnic University, Pomona. He has been married to Patty for 55 years and they have a daughter and son and six grandchildren. He joined IBM in 1963 as a marketing representative and spent his 28-year career in computer sales and sales management, retiring in Tucson, Arizona in 1991. The author and his wife relocated to Lake Havasu City, Arizona in early 1993 and began their tour business in May, 1993 with just 9 passengers in a rented van. On their sixth tour in December of that year, they escorted 46 passengers in a chartered bus, and never looked back! Mr Bartlett has been active in the community and has been a Rotarian for over 40 years. The author and his wife continue to travel and live in Lake Havasu City, Arizona.

### **Users Review**

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##### **Glenn Flinchum:**

How to Start and Operate a Profitable Tour Business: Make Money While Traveling and Guiding Tours can be one of your nice books that are good idea. Most of us recommend that straight away because this reserve has good vocabulary that may increase your knowledge in words, easy to understand, bit entertaining however delivering the information. The author giving his/her effort to set every word into joy arrangement in writing How to Start and Operate a Profitable Tour Business: Make Money While Traveling and Guiding Tours although doesn't forget the main level, giving the reader the hottest in addition to based confirm resource data that maybe you can be among it. This great information may drawn you into completely new stage of crucial contemplating.

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