



EXPLORING

Fused Groups

WITH DORINA BROWN TRAVEL



What Exactly is a "Fused Group"?

Fused groups don't exist. Or at least they don't exist without you. In order to come together, a fused group needs a host, and **a host can be anyone**. It can be one person or a small team. It can be an individual or it can be a business.

That host then brings together a group of people through networking, marketing and promotions for a trip that is curated and tailored to the hosts specifications.

Examples include:

A local wine store hosts a trip to France and Italy to explore different wine regions

Your book club joins a book store and hosts a tour of literary hot spots around London and Edinburgh

A potter decides to host a trip to Turkey to learn more about pottery in Avanos and to try some new techniques

The beauty of a fused group is that you really do get to dream big!



Where to Begin

As a host, you'd work directly with us at Dorina Brown Travel to build your trip.

The first step is a friendly conversation.

You'll meet with Dorina Brown Travel for a chat that helps define who you are, what you'd like to do, why, and who you'd like to target your trip for. Since we have clients across the country, meetings may be in person or via another method.

We'll talk about:

Who you are and what your brand is

How your branding can fit into a travel theme

What you'd like to get out of your trip

Who your trip is for

- families?
- adults only?
- retirees?
- your customers?
- is it open to the general public?

The back end feasibility details.

The pros and cons of hosting a trip and the duties of a host.

Our approach is always one of low pressure - we want you to feel confident in the direction you choose without feeling forced into a decision.



Who Makes a Good Host?

People who are ideal hosts for Fused Groups tend to:

- *Have a brand or identity
- *Have a natural network or dedicated following such as clients or subscribers
- *Know the importance of "value-add"
- *Are willing to put in some work to make the trip successful

Duties of a Host

Hosts are responsible for a few things including, but not limited to:

- *Marketing and Promoting the Trip
- *Identifying potential Partnerships
- *Providing any deposits required (it varies depending on Supplier), which are reimbursed after a successful trip
- *Acting as liaison with Suppliers while on the trip, unless Dorina Brown Travel accompanies you.





What does it Cost?

We don't ask for money up front from our Fused Group Hosts and instead we build our fees into the per person trip cost your guests are quoted. We want this to be a successful venture for you. We also build cancellation fees into the contract which go up the closer the cancellation is to the date of travel as a way to help ensure that the value of our consultation services are covered.



What's the Risk?

There are two main risks. The first is the up front money you would invest. For example, what you might spend on Marketing. We can build a budget into your guests trip costs, but if the trip is cancelled or your guest numbers are low, that can impact the final numbers. The other risk is that suppliers, more often than not, ask for deposits to hold group space. This deposit often has a date in which it becomes non-refundable. Every supplier will be different in the amount they ask for.

Risky Business

There are a few questions you can ask yourself that will help determine the level of risk and how successful your trip will be from a financial perspective.

What's My Following?

How many clients do you have coming to your business in a week? How many followers do you have? How engaged are your followers? Do you have a dedicated audience to invite on your trip? Is your following invested in you?

What's My Brand?

The best trips are going to be the ones that play into your brand. A Music Venue that decides to host a trip to the World Cup of Soccer is not aligning their brand or being authentic to their clients. Trips that play off of your brand will be authentic, and therefore, successful.

What's My Budget?

Trips have expenses - marketing and promotions, perhaps a swag item for your guests, maybe meet and greet before the trip. Maybe your trip will require us to rent some space for an event. These costs can be built into the price your guests pays - but having a budget and it being realistic is key.

Realistic Expectations

Who is your demographic? How long will the trip be? How much do you want to make off of the trip? These are all questions that when you set realistic expectations, you'll find better rates of success. It's unrealistic to expect to make \$100,000 on a trip designed for 30 people, but \$10,000-\$20,000 is a realistic goal for a group that size.



Ideas to Inspire

Conference

Why not host a conference on a topic that you're passionate about. Great for small and large groups alike. Hire a Keynote Speaker, or be the Keynote yourself! Consider hosting on a cruise ship or at an All Inclusive.

Charter a River Cruise

Did you know you can charter an entire river cruise vessel? Why not charter a ship and explore the world your way?

Bucket Lists

Does your brand lend itself well to items on a bucket list? Northern Lights in Norway? Attending a Festival? Maybe a trip to swim with pigs in the Bahamas!

Educational Trips

Do you have a specific skill set? Maybe you want to host a trip to teach Photography. Perhaps you are a World War II expert. Or maybe, you'd like to take a group to get Scuba Certified.

Volunteer Programs

Maybe you'd like to host a volunteer trip that supports a cause you care about while supporting the sustainability of the local region.



Benefits to Hosting A Group



Freebies

Free flights, free rooms, free upgrades...sometimes entire trips can be free for the host. Who wouldn't love a free trip?



Special Perks

Flight name changes for free, first checked bag free, admission to attractions before the public, welcome cocktails on arrival...the list goes on of potential special perks!



Discounts

Groups often mean suppliers are willing to offer special pricing on excursions, entrance fees etc. Plus, you can get private guides/transfers/tours etc. for less than if traveling solo.

Customizations

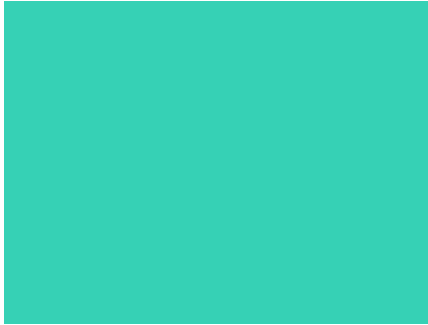
Have specific itinerary needs? Want to add in a special visit from a local presenter? Maybe you want a fully thematic trip. With a group, the sky is the limit.

Partnership

Hosting a group can be a great business partnership or fundraising opportunity. It can help with networking, brand awareness and customer loyalty.



It's a way to build relationships with your clients



Opportunities for business growth



You get to build and participate in a one of a kind itinerary



You'll be fully supported by Dorina Brown Travel every step of the way



Your trip has your brand at it's core



Networking possibilities



Travel for free!



Ability to grow your content for your social media



Build your client engagement and loyalty



Reasons To Host A Fused Group



CONTACT US TO LEARN MORE ABOUT HOW
DORINA BROWN TRAVEL CAN HELP YOU

Dream Big, Explore Bigger

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