



DETOURS American West

Suzanne Hagberg
 722 S. Perry Lane, Tempe, AZ 85281
 (480) 633-9013
 (480) 415-4613
 detoursamericanwest.com

DETOURS is a premiere tour company that provides professionally guided experiences of the American West. DETOURS can take your clients or your groups anywhere in the states of Arizona, Nevada, Utah, Colorado, California and New Mexico. As the leader in professionally guided tours of the Western USA, DETOURS has been offering the most personalized, comfortable and memorable tours since 2001. Started by a team of professional guides with decades of experience, DETOURS pride itself on creating and delivering an amazing experience for every guest. For us, everything is in the details! Our custom vehicles seat up to 13 guests, ensuring a tailored touring experience. Each guest will enjoy their own reclining leather captain's chair, while viewing nature's magnificence through oversize windows. DETOURS American West operates guided day tours, overnight tours, multi-day, adventure, cultural and private custom tours. Whether it's a single day journey to the Grand Canyon, a week exploring the several National Parks, or two weeks discovering the Ancient Trails of the Anasazi and Pueblo Tribes, DETOURS itineraries will amaze even the most seasoned travelers. Our tours are offered in multi-lingual guided services for both small and large private groups. Go off the beaten path and take a DETOUR with DETOURS American West!

How would you classify your business?

Inbound/Receptive Operator

Type of Business:

Customized, FIT, Group, Leisure, MICE, Scheduled

Types of Travel:

Leisure: Visiting Friends/Relatives
 Leisure: Vacation/Holiday
 Corporate: MICE

Average Size of Booking:

FIT - 1 to 9 pax
 Groups - 10 to 49 pax

Percentage of business that is

Business-to-Business: 40%

Annual Sales Revenue:

4 million

Percentage of business that is international inbound to the U.S.:

25%

Number of Annual USA Travelers Generated:

6,000 pax & up

Estimated Average Revenue per

USA Traveler:

USD \$999 & Below

Number of Years conducting international inbound travel to the USA:

19 years

Two Highest Performing Quarters:

Q1 Jan to Mar, Q2 Apr to Jun

Types of Products Purchased:

Accommodations
 Entrance Tickets
 One-Day Tours
 Dining

How are you working with hotels/suppliers?

Group and Static

Types of Packages Offered:

Cultural/Historical Tours
 Custom Tours (Shopping, Sports, Luxury, Culinary)
 Adventure/Outdoor Tours

USA Destinations Served:

Pacific (Alaska, California, Hawaii, Oregon, Washington)
 West (Colorado, Idaho, Montana, Nevada, North Dakota, South Dakota, Utah, Wyoming)
 Southwest (Arizona, New Mexico, Oklahoma, Texas)

Top 5 Markets Served:

Arizona, Nevada, Utah, Colorado, New Mexico

Languages Offered:

Spanish, German, Italian, Japanese, Portuguese

What is Trending in 2020?

Custom Private Tours with unique experiences

What are you looking for at the 2020 Summit?

Luxury Experiences-including dining, activities and accommodations
 Off the beaten path experiences
 Cultural experiences
 Adventure

NOTES: