



Sweet Magnolia Tours, Inc.

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 sweetmagnoliatours.com

Sweet Magnolia Tours was founded and started business in Nashville in January 1991. We offer product in the Southern region of the United State. Our offices are located in Nashville, TN, Branson, MO, Memphis, TN, and Chattanooga, TN. We are a receptive tour operator specializing in the South. Our services include hotel and sightseeing packages for groups and individuals, step-on guide service, meet & greet at the airport and hotels, as well as, planning and packaging multiple day itineraries for both FIT fly/drives & groups.

How would you classify your business?

Inbound/Receptive Operator

Type of Business:

Customized, FIT, Group, Leisure

Types of Travel:

Leisure: Visiting Friends/Relatives

Leisure: Vacation/Holiday

Leisure: Special Events/Sports

Leisure: Other (Educational, Health Treatment, Religion)

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: NA

Percentage of business that is international inbound to the U.S.: 50%

Number of Annual USA Travelers Generated:

2,500 to 5,999 pax

Estimated Average Revenue per USA Traveler:

USD \$3,000 to \$4,999

Number of Years conducting international inbound travel to the USA: ~20 years

Two Highest Performing Quarters:

Q2 Apr to Jun, Q3 Jul to Sep

Types of Products Purchased:

Accommodations

Entrance Tickets

Transportation

One-Day Tours

Dining

How are you working with hotels/suppliers?

For FITs, properties provide our company with static room rates.

For groups, properties provide our company with room rates that are determined by availability and demand.

Types of Packages Offered:

Cultural/Historical Tours

Custom Tours (Shopping, Sports,

Luxury, Culinary)

Entertainment/Special Events

Adventure/Outdoor Tours

USA Destinations Served:

Southeast (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee)

Top 5 Markets Served:

Canada

United Kingdom

Germany

Australia

France

Languages Offered:

French, German, etc.

What is Trending in 2020?

Authentic and experiential travel.

What are you looking for at the 2020 Summit?

Lasting partners that can satisfy the needs of clients.

NOTES: