

# SALES MANUAL

## SCANDINAVIAN

### ROAD TRIP NOV 2025



Fill out the form to create a sales manual for developing tour packages for the roadshow- AVIAREPS Around the World Roadshow Nordics;  
10 - 13 November 2025

Stockholm, Helsinki, Oslo, Copenhagen

*To be returned in Microsoft Word format*

#### 1. GENERAL INFORMATION

- Name of operator/company:
- Type (hotel,DMC,tour operator,guide,holiday accommodation,consortium, etc.)
- Head Office:
- Foreign market representative (name + email):
- Language spoken by staff:
- Website:
- Social media profile (Instagram, Facebook, other):

#### 2. PRODUCT/EXPERIENCE TO PROMOTE

- Name of experience/package/service:
- Brief/Short description (max 600 characters):
- Duration of experience (eg. 2 hours/half day/3 days):
- Location (city or area of interest):
- Minimum/maximum number of participants:
- Estimated price (specify if per person or per group):
- What is included (eg. Guide, tastings, transport, equipment, insurance):
- What is NOT included:
- Need to be booked in advance (yes/no – how far in advance?):
- Accessibility for people with disabilities (specify disability):
- Special offers for families/children:
- Possibility to customize/personalize offer:
- Animals allowed (yes/no):

#### 3. PROMOTIONAL MATERIAL

- If you have High-resolution photos or videos available, please attach them here.
- Literature/promotional material already translated into English/relevant language? (yes/no – specify language)

#### 4. OTHER/EXTRA INFORMATION (Optional)

- Partnership with other Ligurian operators (e.g. Restaurants, hotels, guides):
- Sustainability or environmental certifications (if applicable):
- Potential awards received:
- Any other comments relevant to the promotion: