



Best Vegas Attractions Boosts Your Commission

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If you're selling girls' or guys' getaways in today's market, you know that providing exceptional value is the best route to a sale. Clients need to feel confident they're getting the biggest bang for their buck—and in destinations like Las Vegas, with its high-end hotels, pricey shows and, of course, the casinos, that's no easy feat. But **Best Vegas Attractions** is making it easier.

Best Vegas Attractions is a consortium of exhibitions, transportation services, tours and more in the Las Vegas area. Rather than compete with one another, the attractions have banded together to offer discounts to clients—giving you the opportunity for extra commission in the process.

"We were all going after the same consumers, practically tripping over one another to secure business," explains Robert Graff, v.p. of marketing for **Papillon Airways, Inc.**, a "flightseeing" company offering helicopter and small plane tours that's a member of Best Vegas Attractions. "We are like-minded businesspeople and had all thought at one point or another, 'there has to be a better way to do this.' Ultimately, we realized we are stronger together."

It's true—the group has been able to offer values far above what its individual members might have done. The biggest step forward was the development of its discount and referral booklets, which offer savings of up to \$500 for visitors, while allowing agents to receive up to \$100 in commission. Special offers include Papillon Airways' \$50 pp discounts on Grand Canyon helicopter tours; \$2 off admission to "Bodies: The Exhibition" and "Titanic: The Artifact Exhibition" at the **Luxor**; "buy one, get one" tickets on the Fashion Outlets Shoppers' shuttle; and 20 percent off any tour at any time from **Grand Canyon Coaches**. Agents need only request the free booklets from Best Vegas Vacations, then sign or stamp their names on the coupons inside, and distribute them to their Vegas-bound clients. At the end of each month, Best Vegas Attractions sends a check for commission on the attractions that your clients visited.

What's more, Graff says, the booklets expose travelers to a wider range of attractions in Las Vegas, which encourages clients to explore more of their entertainment options in and around the city. "This partnership provides us with a platform to implement marketing, advertising, databases and sales strategies in an impactful and cost-effective way, expanding our reach beyond what we could accomplish as individual companies," he explains. "Through this consortium, we are targeting customers through wholesale and tour operators, travel agents, airline partners, concierges and many more."

Members of Best Vegas Attractions include "Bodies: The Exhibition," Fashion Outlets of Las Vegas, **Grand Canyon Airlines**, Grand Canyon Coaches, **Grand Canyon Helicopters**, **Hard Rock Cafe**, **Las Vegas Monorail**, **Madame Tussauds Las Vegas**, Papillon Airways, **Scenic Airlines**, and "Titanic: The Artifact Exhibition." For more information, visit bestvegasattractions.com or e-mail info@bestvegasattractions.com.