



# The Group Leader's Guide

How to successfully  
operate a faith-based tour

# Dear Group Leader,

We are inviting you to join us into this journey to the Lands of Bible! This is the first step towards a successful and fruitful tour that will change the life of your church and congregation. We had invested time and efforts to create this guide and to provide you an unforgettable experience. To assist you, we have created a complimentary **Group Leader's Guide** - How to successfully operate a church group tour.

We hope this guide serves as tangible proof of our commitment to anticipating your needs and exceeding your expectations!

If this is your first introduction to Indus Travels, we are excited to begin a relationship with you and to help you make your group pilgrimage tour a reality. Our goal is the successful planning and operation of your pilgrimage tour.

If you have already experienced an Indus Travels tour, enjoy this guide and please continue to tell others about us. You are our best supporters!

Whether you are a new friend or current friend – you can be assured that Indus Travels will continue striving to offer you the best possible pilgrimage experience.

You will find further assistance at our website: [www.indus.travel](http://www.indus.travel) or by contacting us at toll-free number (866) 978-2667 or email: [mail@indus.travel](mailto:mail@indus.travel)

Sincerely,

**indus**

exceptional experiences!

# Reasons to Choose Indus Travel

## Volume Leverage with Suppliers

Indus Travels is big enough to secure volume discounted pricing for your tour at the same time give you all the personal attention you need in leading your group.

## Customized Tours

While our website ([www.indus.travel](http://www.indus.travel)) lists many itineraries, we offer the opportunity to create a 100% customized itinerary that exactly suits the needs of your group. Few religious tour companies can offer you this personalized service.

## Marketing and Financial Assistance

We offer you a variety of tools to help you promote your pilgrimage tour: full-color flyers and registration forms, bulletin inserts for your weekly church bulletin, bulletin announcements for advertising your pilgrimage tour in your weekly bulletin, and posters for the church bulletin board. We also handle all the invoicing and collection of funds from the tour participants. This way you can focus on recruiting the group members. We do the rest.

## Knowledge

Since our founding in 2001, we have created customized group tours for many Christian organizations. We willingly share this knowledge with you to help you create your customized itinerary.

## Reputation and Experience

More than 80% of our clients/group leaders have worked with us before or are referred to us by our 'family' of repeat group leaders. Some have led more than 5 different tours with us. Clients are loyal to Indus Travels because they trust our team, know they receive good value for their investment of time and money plus haven't found better options elsewhere! We believe our experience is unrivaled in the religious travel field.

## Reliability

Our moniker-'The Most Trusted Name in Religious Group Travel' - has been earned over the years because we deliver what we promise - and more.



## Sensitivity

We understand that a Christian group tour is a unique blend of travel, spiritual enrichment, cultural experiences, and fellowship. A successful pilgrimage tour requires the right balance, and over the years, Indus has created the pilgrimages that bring your people home fulfilled in body, mind, and spirit!

# Who is Indus Travels?

## Our Mission:

To provide you and your pilgrims with a customized religious group travel experience that is professionally organized and, at the same time, highly responsive to the spiritual intentions of your journey, so that you and your pilgrims return home deeply enriched in body and soul.

## What Indus Does for Group Leaders?

When you choose Indus Travels, you can be confident of receiving only the best: exceptional service, customized itineraries, spiritual sensitivity and promotional support – everything you need to make your trip an extraordinary success!

### Customize Your Itinerary - One of our Strengths:

You will work closely with our team to custom-design a daily itinerary that meets your needs. If you buy a 'cookie cutter' or 'package' tour somewhere else you often pay for parts of the tour you don't want or need. By customizing, you pay only for what you want and need to fulfill your pilgrimage goals. Furthermore, once we know your group's interests, we can even suggest "little known" sites for you to visit, making your trip truly "one-of-a-kind." And, we have the ability to plan your trip to anywhere in the world.

### Print an Attractive Promotional Brochure and Registration:

Indus will design and print - at no charge - 100 copies of an attractive brochure to assist you in promoting your tour. We can incorporate your photo, letter of invitation, and church or organization logo into this professionally produced brochure. We also handle all registration and invoicing.

### Indus also takes care of every aspect of your group's travels:

- Confirm all your airline flights
- Book your hotels, and arrange for portage at hotels
- Schedule bus transportation for all your sightseeing
- Arrange local guides to make the sights come alive (and we even pay the entrance fees)
- Book space for daily devotions, worship services or Mass

*Full service - that's the Indus Travels way!*

### Provide Travel accessories to make your trip easier:

- Everyone in your group receives a complete travel package:
- Travel documents showing flight schedules and hotel contact info
  - Luggage tags, flight bag, and name tag

*All to make travelling with Indus Travels that much easier.*

### Arrange meetings with local communities or church representatives:

Through our Holy Land contact network we can arrange meetings with representatives of your denomination, join local congregations for worship or Mass, even arrange for presentations from groups to broaden your understanding of the realities of living in the Holy Land in the 21st century.

# Benefits of a Customized Tour

Your group is unique. Your interests are unique. You have your own set of expectations for a tour. At Indus Travels, we believe your group's daily itinerary should reflect your uniqueness. That is why we offer you a '100% customized tour.' While we offer a variety of sample itineraries on our website we encourage you to customize your itinerary in a way that will make the experience most meaningful for members of your group.



## Keeping a spiritual focus

Many group leaders like to arrange for private daily devotions, worship time or Mass for their group while touring overseas.

When you travel with Indus Travels, you can do just that!

Imagine sharing communion in the Garden Tomb site within view of the Place of the Skull and the empty tomb or holding Mass within sight of the Jordan River where Jesus was baptized. Many groups also gather for daily devotions to focus on the biblical passages that relate to the days' itinerary.

Several months before your group departs, Indus Travels contacts you to discuss the worship needs for your group.

We will recommend places where your group can gather and ask you for your preferences.

Prior to departing on your tour, you will receive a list of confirmed sites, in writing so you will know exactly where and when your group will gather. This is the Indus Travels way!

## Choosing Your Itinerary: Where to go?

Indus Travels operates tours to many countries, encompassing virtually every major site of interest to Christians anywhere in Europe, the Middle East, South Pacific, Asia and beyond.

You will find a fully updated list of our itineraries at our website. Click on Itineraries by country. Here you will find itineraries ranging from 7 to 16 days, visiting a variety of sites.

## Choosing Your Dates

You've decided to lead a pilgrimage tour but you are not sure when to go. Here are some factors to consider when choosing your group's travel dates.

### PRICE

Two factors go into constructing the price of your tour: the price for the airfare, and the price for services on the ground, including the hotels.

In general, airfares fall into 3 seasons:

- 1 November 1 to February 28 is low season (except holidays)
- 2 March 1 to May 30 and September 1 to October 30 is middle season.
- 3 June 1 to August 30 is high season.

Hotels tend to fall into similar categories, but with some exceptions which we will be glad to discuss with you when we plan your tour. Just remember: the price of a 10-day tour in high season can be 50% higher than the price for the same trip in low season.

### WEATHER

Many groups travel to the Holy Land in the first three months of the year (January-March) and in the fall (September-November) since the weather is comfortably moderate. It's important to remember that The Holy Land does experience a winter, however cold spells are short-lived and are less likely after January.

### AVAILABILITY

Experience has taught us that certain times tend to be good for people to travel; others, not so good. Trips scheduled in September, October and November tend to sell well. Trips that depart soon after Easter also sell well. However, trips in early May often have a hard time with recruitment. Experience has taught us that many churchgoers have commitments for first communions, confirmations, weddings, and graduations – commitments which prevent them from travelling. The second half of May sells better than the first half. Also, Lenten trips sell well. Of course, the group will return home before the beginning of Holy Week. If most of your group is still employed and not of retirement age, then try to maximize the number of weekends in your itinerary so people can minimize the number of vacation days they have to use to go on your trip.

### DAYS OF THE WEEK

Airfares are higher if your group flies on Friday, Saturday or Sunday. So if you can schedule your trip to depart on a Monday and return on a Thursday, you will save money. Also, most pastors want to minimize the number of Sundays they are absent from the church.

# Timeline for Planning Your Successful Pilgrimage

You will find the following time-line useful in planning your pilgrimage promotion.  
It has been well-tested by our many satisfied group leaders.

## **14 to 11 Months Before Departure: Initial Planning Period:**

- Plan your daily itinerary with your Indus Travels specialist. You might consult a core of interested persons in your church to identify the most popular destinations to find out where people are interested in travelling.
- Indus Travels will produce your promotional brochure and registration form free of charge (at the earliest, 11-months prior to departure).
- Place advertisements about the trip and about your information meetings in your church bulletins and those of neighboring churches.
- Host a General Information Meeting at the church featuring a video on your destination.
- Distribute your color brochure and registration form.
- Food - Potluck dinner with typical foods of the country you are visiting.
- Music - An evening of listening to music of the host country.
- Literature - Group members read and discuss a classic novel set in your host country.
- Distribute articles on sites you will be visiting.
- Practice with local monetary currency, and role-play shopping in a foreign country.

## **10 to 3 Months Before Departure: Orientation Period:**

- Encourage early registration for your trip. By 6-months prior to departure, your trip should be 75% subscribed; by 3 months prior, your trip should be SOLD OUT.
- Remember, final payment is due to Indus at 90 days before departure, so registrations should be mailed in to Indus at the absolute latest 3 months prior to departure.
- Hold monthly meetings with your group, showing slides or videos of places you will be visiting.
- Host cultural theme meetings:

## **3 Months up to Your Day of Departure: Final Preparations:**

- Finalize rooming list with Indus Travels.
- Finalize worship schedule with Indus Travels.
- Prepare daily prayer/song book for daily worship on your trip.
- Select leaders for various tasks (head-counter, music leader, luggage leader, etc.).
- 2 Weeks Prior to Departure: Hold a FINAL GENERAL INFORMATION MEETING to distribute airline tickets, flight bags, luggage tags, and travel documents (which will include your final itinerary, worship schedule, hotel contacts, rooming list, and insurance information).

## **Day of Departure:**

- Go to the airport with plenty of time for check-in. Have a great trip!

**After You Return from Your Pilgrimage:  
Call us immediately to start planning your  
next pilgrimage!**

# How to Book Your Group with Indus Travels

## Step 1: Establish your goals

Why do you want to visit The Holy Land? What kinds of experiences do you want your group to have? Thinking about these things will help you design a tour with a purpose. With that in mind, we can then work with you to build an itinerary to meet your goals and expectations.

## Step 2: Decide on your itinerary

Do you want to go with one of our itineraries, or do you want to customize something different? Just email us the specs you want, or call us toll-free at (866) 978-2667 to discuss what you need in your itinerary.

## Step 3: Decide on class of accommodations

Do you want to stay in superior first class hotels (5-star), first class hotels (4-star), superior tourist class (3-star). Please think through this and remember, we are here to help you decide. All the places we work with have private bathrooms, so it really comes down to the comfort level you want.

## Step 4: Decide on your meal plan

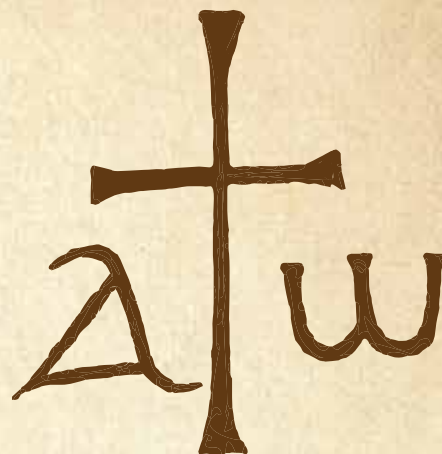
Most groups take breakfast and dinner daily. Do you want dinner included every night or do you want to give the group a few nights free to explore restaurants on their own?

## Step 5: Decide on group size

How many people do you plan to bring? Most buses hold about 48 people. We can base your price on a minimum of 40, 30, or 20 paying passengers. Remember, a smaller group yields a higher 'per person' cost.

## Step 6: Decide on the number of "free trips" you need

You probably want 'free' tickets for your group leader



and maybe other guests. Free tickets are pro-rated among fully paying members of your group. We quote you only on the number of free trips you really need. We normally calculate 1 'free' trip per 20 fully paying travelers. However, we would be glad to price your trip at 1-for-15 or 1-for-10. You can give the 'free' trips to other persons who help you promote your tour by getting more pilgrims - or 'sell' the 'free' trip(s) as fundraising for the church. Ask us how.

## Step 7: Decide when you want to go

Tours in the autumn tend to sell best, followed by spring tours. Summer is the most expensive time to travel; many groups prefer to travel in the off-season (Nov-March) when prices are lower.

## Step 8: Please Contact Us

Once you have worked through the above steps, we are ready to start planning! Please contact Indus Travels, by email, phone, fax or mail: EMAIL: [mail@indus.travel](mailto:mail@indus.travel)  
TOLL-FREE: (866) 978 2667 FAX: (604) 608 3421

## What Indus will do next

We will create an itinerary and quotation based on your specifications. We will then submit a formal quotation proposal, including a contract for you to sign. Once you complete the contract and make an initial deposit, we will create and print your promotional brochure. Remember - we can take care of all the collection of funds and invoicing!



# Seven Factors Affecting Your Pilgrimage's Price

## 1. Time of year you wish to travel:

The season in which you travel can affect your cost. Airfare and hotel prices can vary up to \$500 for the same itinerary in August versus November. We will help you choose the best season for your group's travel.

## 2. Size of your group:

Costs for the buses are pro-rated among the group. Prices for 20 persons can be up to \$200 higher than the same itinerary priced for 40 persons. Most motor coaches in Europe and the Middle East hold about 48 persons. Some double-decker motor coaches are available and take up to 72 persons.

## 3. Number of FREE trips you need:

We normally calculate 1 'free' trip per 20 fully-paying travelers. However, we would be glad to price your trip at 1-for-15 or 1-for-10. Your 'free' tickets can be granted to a group leader or other invited members of your group. Or, they can be a great fund-raising vehicle for your church or organization.

## 4. Hotels: Class and Location:

Accommodations can range from simple (religious/pilgrimage centres) up to deluxe (5-star hotels). Most groups use 4-star (classified as 'first class') hotels.

## 5. Meal plan:

Many groups will choose breakfast and dinner daily. Breakfast is usually buffet. A trip with only breakfast included will be less expensive and allow people to choose where they would like to eat. Some budget-minded groups will include dinner the first night in each city only, requiring group members to buy their own dinners other nights.

## 6. Number of days in your itinerary:

This is a logical but oft-forgotten factor that affects your price. For the Holy Land 10-12 days is average length. A more leisurely pace is more expensive.

## 7. Departure city:

Let us know what nearest airport is, or the most convenient airport from your group may departure. This airport will be the gate of departure and return. If people want to join your group from other cities, they can contact us, and we will look into airfare option.



# Information on Earning Your Free Trip and More!

## How many free trips can I get?

Normally, tours are priced to include one free trip per 20 fully-paying passengers. If you need more free trips, such as 1-for-15 or 1-for-10, just let us know and we'll calculate your quotation accordingly. You can give the 'free' trips to other persons who help you promote your tour by getting more pilgrims – or 'sell' the free trip(s) as fundraising for the church. Ask us how.

## Does everyone know I am travelling for free?

No. The terms of your arrangement with Indus are confidential

## What's the minimum number needed to make the trip possible?

Most groups require a minimum of 20 paying passengers for a customized, private tour, with your own bus and your own guide. Price varies according to group size, so the larger the group, the lower your per person price. If you can't get that many people yourself, consider teaming up with a neighboring church, and travelling together on a lower-priced trip.

## What is my primary responsibility as a 'Group Leader'?

As a group leader, your responsibility is to gather the pilgrims who will go on your tour. By gathering the people and serving as their spiritual leader, you earn your free trip(s).

## How do I gather the people?

Indus Travels can help you by printing an attractive, color promotional brochure with a registration form. We also have extensive experience in helping churches and organizations successfully promote their trip. We can help you write bulletin announcements, plan meetings, etc.



## How much 'lead time' do I need to plan a trip?

We recommend 11 months minimum lead-time from the time you announce your trip until the date of departure. Pilgrims will need that much time to plan their calendars and their budgets. That means you need to start planning with us about 1 year before your proposed departure date, so we can have your brochure ready for you 11 months before your departure.

## What is the average length of a trip?

Average trip length is 10-13 days to Europe or the Holy Land, though trips can range anywhere from 6 days to 3 weeks for multi-country European itineraries.

# Frequently Asked Questions

## How does the registration process work?

If Indus is printing a brochure and registration form for your group, then we will process all the registrations. Each registrant must submit a registration form (or photocopy), signed, with the deposit payment enclosed.

All registrations must be sent by mail. We cannot accept phone or e-mail reservations. Also, we cannot simply 'hold' a space open for people who are anticipating registering. To avoid the possibility of any errors, we require a valid registration form for each participant, accompanied by the initial deposit. The name on the registration form must match their travel document (passport). We will assign a Tour Number for your file – for record keeping purposes. All of our accounting records operate according to the Tour Number.

## Do the 'Free Trips' need to fill out a Registration Form?

We require a completed registration form from any person travelling as one of your earned 'free' trips. Airport taxes and tips are included for the free trips. Optional travel protection insurance is not included for the 'free' trips and must be purchased separately. Please contact our accounting department with any questions on the insurance program.

## How does invoicing work?

If Indus is printing your brochure, we will also handle all invoicing. Invoices are processed within two weeks of receipt of a passenger's registration form. Invoices are mailed to registrants, along with a 'Dear Traveler' Letter, General Information Sheet, and the optional travel protection plan brochure. The process has proven to work seamlessly with the thousands of people travelling with us each year. This service, which we provide, saves you from having to collect any monies for your trip.



Only one invoice is sent; passengers are responsible for making final payment per the date stated on the invoice. A reminder statement is sent out 90 days prior to departure. For questions regarding invoices, please contact our office. The final payment deadline is shown on your registration form, normally 75 days prior to departure (per the terms in your brochure). A penalty fee of \$50 may apply to each late payment.

## What is Indus Travels Travel Insurance Program?

The Travel Protection Program is an optional item, but about 90% of our registrants accept the coverage. (Please note, the coverage will be invoiced to each person, and if they do not want to accept the optional coverage, they only need to decline the coverage and adjust their balance due accordingly.)

The program offers Trip Cancellation, Trip Interruption, Emergency Medical, and Excess Baggage Protection. Please refer to the protection plan brochure for the terms and conditions of the policy. Please note that this program coverage cannot be purchased after an individual has submitted full payment for their tour.

### **How do cancellations work?**

Cancellation terms apply according to the terms on the brochure. All cancellation penalties apply per the brochure.

All cancellations must be sent to our office in writing, via certified mail or fax. Verbal cancellations cannot be accepted. Since cancellation penalties levied by the airlines and other suppliers are quite strict, we strongly encourage all your participants to purchase the Passenger Travel Protection Program.

If a partial refund is due to a registrant after they cancel, we will promptly process the refund, usually within three weeks of receipt of their cancellation letter. If the passenger had purchased the optional insurance, then in addition to notifying our office, they must also notify the insurance company.

### **How about airlines, seating requests, and special meal requests?**

Indus has made an airline reservation for your group. Since this reservation is made far in advance, the schedule is subject to change. Therefore, we prefer not to release flight information to the passengers prior to the time of ticketing. We can tell you, as the group leader, but we ask that you do not share this information as schedules change and could cause confusion.

For seating, the airlines will normally assign a block of seats to your group, and the passengers can shift seats within the group after check-in. We give the rooming list to the airlines and ask that they place roommates together within the block of seats, but we cannot guarantee this. We regret that we cannot accommodate specific seat requests on the airplane, nor can we

process frequent flyer numbers (these can be given to the airlines on check-in).

For special meal requests on the airplane, guests can call the airlines directly about one week prior to departure. The menus at the hotels and restaurants are table d'hôte, meaning that one menu is served for the entire group. Any special dietary needs must be addressed 'on-the-spot' at each hotel or restaurant, and your local guide will be available to assist.

### **How does the tour operate on the ground overseas?**

Your group will have its own local tour escort/guide. You will also have a private motor coach available according to the sightseeing in your itinerary. The guide will be responsible for all entrance fees for all the sites on your itinerary, so you need not be concerned with carrying any monies for this purpose.

### **Can Indus schedule daily devotions, celebrations or Mass for our group?**

Indus will request worship and Mass arrangements to be made for your group, and normally this includes a private area in a hotel, site or church.

### **How does the group size affect the price of our tour?**

Your group quotation is based on a minimum number of fully-paying passengers. A fully-paying passenger is a passenger who purchases the entire tour package (the airline and the land portion).

If your group fails to reach the minimum number of fully-paying passengers contracted in your quotation, then your price will increase. Why? Because portions of the trip are pro-rated according to the number of passengers, and fewer passengers means a higher per-person pro-rate (such as the cost of the motor coach, guide, etc.).

The only other items that could affect the final cost of your tour (besides a smaller group size) are a drop in the exchange rate for the US/Canadian dollar or fuel surcharges applied by the airlines. Indus reserves the right to collect such charges prior to departure.

### **What do we do about changing money overseas?**

Your group members will need to convert their money into local currency (except if you are travelling to Israel, where US currency is often accepted). In most countries, ATM machines are widely available. You also may use credit cards such as VISA, MASTERCARD, or American Express. A withdrawal at an ATM will debit your home bank account and provide you with local currency.

### **Can people deviate from the group's schedule?**

A deviation refers to a person who wants to tour with your group but wants to make some alteration in their

travel plans (such as returning a week later than the group returns or going overseas early and meeting up with the group).

Such persons are welcome to make their own airline arrangements and to purchase the 'land only' portion of the itinerary. Persons deviating are responsible for their own transfers from/to the airports. Ask our office for the 'land only' price for your tour. Certain exceptions can be made for the group leader who wishes to deviate.

### What is the 'Land Only' price?

Some members of your group may prefer to make their own airline arrangements. For these passengers, we make available what is called a LAND ONLY price. They make their own airline arrangements and are responsible for meeting the group at the first hotel for the group's first night stay. They are responsible for their own transportation to and from the airport.

## TIPS for Promoting Your Pilgrimage

### Start inviting pilgrims immediately... and keep inviting them!

To make your pilgrimage tour a success, you must continuously invite people to join you! And make a habit of inviting more people than you would take along - you will undoubtedly have some attrition. Start inviting people right away. Our general rule of thumb is that unless you have a lot of experience in promoting pilgrimage tours: For every five persons who say they plan to come on your pilgrimage tour, one-to-two persons will actually register.

### Keep a mailing list of everyone who says they're interested:

Once you receive your brochures and Registration Forms (which we will print for you - see immediately below), mail a copy to everyone on your mailing list with a personal note, inviting each person to register early. Encourage everyone to register immediately.

### Your brochure and Registration Form:

Indus Travels will print an attractive brochure, with a registration form. These should be given to those persons who express serious interest in registering. We normally print 100 of these brochures; more can be printed if needed. We will handle all collection of funds and issuance of invoices to the passengers, so you as

group leader do not have to be at all involved with the collection of funds.

To begin work on the brochure, we need the following items from you:

- Your photo (a head-shot, preferably black and white)
- An Invitation Letter (we can provide you samples)
- Your church/organization's logo (if you want that to be included).

We will send you a final brochure proof before printing. Your brochure will be delivered in about three weeks, shipped directly from our printer.

(Note: Payments are normally made payable to Indus Travels and mailed to our office. If you prefer to have the registrations payable to Indus and mailed first to you - and you in turn forward these items to our office - this procedure can be arranged, but we must be advised prior to the printing of your registration form. Please notify us right away.)

### Promotional Flyer:

You want to start promoting your trip NOW! To not lose time while your brochure is in production, we will create a promotional flyer for your trip. The flyer can be produced within 24 hours and sent via overnight delivery to you or sent immediately as a PDF file. The flyer will show the dates of your tour, sightseeing highlights, pricing, and contact information. This allows

you to 'hit the ground running' so you can start promoting your tour immediately.

### **How You Can Use Your Promotional Flyers:**

- Insert them in the church bulletin
- Post the flyers on the church bulletin board
- Place them in the back of the church
- Distribute them at church meetings
- Carry them with you to hand out at all church functions

### **Promotional Poster for church Bulletin Boards:**

When we mail the promotional flyers to you, we can include a poster for your church bulletin board – and for neighboring churches. This poster will contain the same information as the flyer, showing your name or telephone number to contact for more information about your pilgrimage.

### **Host an Information Meeting at your church:**

- Plan an Information Meeting at your church
- Distribute the brochures and Registration forms
- Encourage all attendees to register at the meeting (mention that the number of single rooms at hotels are limited - available on a first-come basis.)

At this meeting, you can show a video about your destination (Indus can loan you a video for this meeting). The meeting will help to ignite interest in your trip. Four weeks prior to the meeting, place a meeting announcement in your church bulletin and those of neighboring churches.

### **Church Bulletin announcements:**

Place a continuously running announcement about your pilgrimage in your church bulletin. Below you will find a sample bulletin announcement. Send the announcement to neighboring churches as well, and ask them to run it:

### **Sample Bulletin Announcement**

Under the theme "Jesus revealed through His Word, His life, His land and His culture" Rev. Carl Johnson is leading a Holy Land tour that includes major Biblical and historical sites guaranteed to deepen your understanding of scripture, history, and current events.

The tour leaves Toronto on Sunday, January 24, returns Monday, February 1, 2016 and includes air and ground travel, accommodation, a trained certified tour guide, most meals, daily devotions and much more!

For more Information speak with Pastor Johnson or call him at XXX-XXX-XXXX

### **Promote Your Trip in Your Local Area:**

To promote your trip outside your immediate church, here are some tips:

- Community newspapers and church/denominational publication: Place an announcement in the community notes section of your local newspaper. These announcements are often free. Or place an advertisement in your church/denominational publication. Indus might be able to share the costs with you, so please inquire.

- Announcements at church services and meetings: Announce the trip regularly at worship services and at church group meetings. Remember, people will respond to an invitation to go on pilgrimage, and inviting people is an important part of your role as the leader of the group. Once invited, people can then discern if they are called to participate. But you have to invite them first!

### **Using your website to promote your trip:**

Place a button on your website with a click-thru to an information page about your pilgrimage. Indus Travels will provide you with a PDF version of your brochure and registration.

### **Monitoring how your group is selling:**

Even though final payment is due to Indus Travels 75 days before departure, we need to make an evaluation on the viability of the trip before that 75-day mark – meaning we must know by 120 days prior to departure if your group will have enough people to travel.

Within 3-months of receiving from us the color brochure and registration, you should have collected deposits from at least 50% of your group. Four-months prior to departure, your trip should be almost sold out!

While we would like to give you more time to promote, bear in mind that we have in many cases made significant deposits to the airlines and/or hotels on your behalf. Furthermore, if we have reserved a guide for your group – and your group is not going to materialize– then we would like to provide sufficient time for the guide to find additional work since guiding is their welfare.

Once we start receiving and processing registrations for your trip, we can generate a computer printout of all the registrants and email the list to you upon your request.



**indus**  
exceptional experiences!

**Indus Travels Inc.**

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