



SHOP AMERICA TOURS
www.shopamericatours.com
**OFFICIAL PROCEDURES MANUAL,
New Package Submission Form
Frequently Asked Questions**
Updated: 11/07

A. OBJECTIVES

1. Sell and fulfill the most exciting and rewarding shopping, dining and cultural experiences for international and domestic travelers.
2. Provide revenue/commissions for tour operator and travel partners.
3. Provide revenue for participating SAA members and package partners.
4. Provide revenue and operating income for SAA.

B. ABOUT SHOP AMERICA TOURS

Shop America Tours are special shopping, dining and cultural experiences designed to enhance the overall travel experience. SA Tours are available in more than 23 major destinations throughout the USA and range from Shop & Play, a \$15 fun package to Shop & Spa and Luxury Shopping Sprees priced at several hundred dollars. Shop America Tours generally do not include hotel accommodations or airfares, as our travel partners sell these. Some of our new California Cultural packages feature Historic Hotels of America. SA Tours can be packaged with hotels or airlines. We are open and flexible.

Sales of Shop America Tours began in Las Vegas in fall 2003. To date we have sold over 20,000 Shop America Tours packages and now offer more than 145 exciting packages in most popular tourism locations throughout the USA including Las Vegas, California, Florida, New York, Phoenix/Scottsdale, Tucson, Denver, Oregon, Honolulu, Dallas, Houston, Atlanta and more.

There is no cost for Shop America Alliance (SAA) partners to participate in Shop America Tours. We pay you for the cost of your tour elements as the packages are sold and redeemed. You receive FREE online consumer exposure and travel trade marketing. Cultural and Attractions Partners can be included in Shop

America Tours packages when they are affiliated with a sustaining SAA Destination partner and package with a SAA partner.

Shop America Tours is now fully accessible in English and Spanish. The Japanese version will launch in 2008 in select markets.

C. DEVELOPMENT PROCESS

1. SA Tours are developed by the SAA members with direction from SAA staff. They can be customized, and generally are not offered on an exclusive basis. VISIT www.shopamericatours.com to review all the current packages.

2. SA Tours are designed to be user friendly and can be sold direct to consumers online, via tour operators and travel agents, via meeting planners, hotel and airline partners and through online referral partners.

3. SA Tours generally follow established templates, including:

SHOP & PLAY

SHOP & DINE

SHOP & DINE GOURMET

SHOP & SHUTTLE

SHOP & DINE & SHUTTLE

SHOP & BEAUTY

SHOP & SPA

SHOP & SHOW

SHOP & SKI

MAN OF STYLE

MACY'S VIP SHOPPER

CultureToursAndMore including:

HATS-- History, Arts, Tours, Shopping

BAGS—Botanical Arts, Tours, Shopping

EATS—Epicurean Arts, Tours, Shopping

Package elements and pricing can vary by location and in most cases SA Tours will accept and market new and unique shopping related tours. The criteria for tour acceptance is:

A. Market potential-- will it sell?

B. Pricing—can it deliver the required income for all parties involved and value for the guest?

C. Ease of facilitation—ease of supplier billing, SAA member agreement to manage all on site issues and assure guest satisfaction.

NOTE: SA Tours Names and concepts are proprietary and are owned by SAA. Participating SAA members agree that they will not use these package names or

concepts to market their own packages, although they are welcome to repackage and use the package elements in their own promotions.

D. HOW TO LAUNCH YOUR NEW SA TOURS

Step one: RESEARCH

Review current packages at www.shopamericatours.com. Determine an existing SA Tour template that works for you or discuss new concepts with SAA staff. We love new ideas!

Step two: PACKAGE DEVELOPMENT

Complete the NEW SHOP AMERICA TOURS NEW PACKAGE SUBMISSION form attached and submit, with complete pricing, copy, logo, photo and contact info to shopamericatours@aol.com.

Step three: APPROVALS

SAA will review your package and get back to you to discuss any tweaks or changes. You will need to sign the Shop America Tours agreement providing us with permission to package and sell your tours and outlining our terms.

Step four: LOADING YOUR PACKAGES ONLINE

Once all details are confirmed and the agreements are signed, your package will be submitted to our IT team for load up to www.shopamericatours.com. This process takes 10 to 20 working days and can take longer in peak times. You will be asked to review the final proof when load up is completed. At this point, your package is available for sale. We recommend that you link your web site to your SA Tour page to enhance your sales potential.

Step five: MARKETING YOUR PACKAGES

SAA will market your packages ongoing to our network of travel partners including Expedia, Travelocity, Orbitz, Mark Travel (Southwest Vacations, United Vacations, Continental Vacations, Funjet, Midwest Vacations,), Gray Line, Viator, ARES and more. We cannot guarantee which partners will select to market your packages or when this will occur. However, we will work with you to maximize distribution and will notify you as each new partner picks up your packages for inclusion in their web site or tour book. The more you do on your own to market your SA Tours packages, the more successful you will be.

Step six: THE SALE

Guests receive a voucher when they purchase a Shop America Tour. In most cases they print these from their own computers, like an airline E-ticket. The vouchers are travel docs that are all different as they are issued by various travel

firms, but all contain guest information on where to go to get their packages and the following important information:

*Name of travel partner or tour operator, i.e. ARES, Travelocity, Southwest Vacations or Gray Line

*Shop America Tours

*Name of Guest

*Reservation Number

*Name of Tour purchase and location, i.e. Shop & Shuttle, Fashion Outlets Las Vegas

*Travel dates or arrival date

Step seven: ADVANCE NOTIFICATIONS

SA Tours provides your designated contact with advance notification via email of the sales of your SA Tours. These confirmations include the important info noted above in step six. However, not all our travel partners provide these advance notices, so in some cases you may have guests arriving for some of your packages without prior notification. In cases where appointments are needed for tours, meals, personal shoppers or spa services, this is clearly stated in the vouchers and guests must call ahead to schedule. In other packages, i.e. Shop & Dine and Shop & Play, you are advised to have a supply of these on hand in order to promptly fulfill for guests arriving without advance notifications.

Step eight: WELCOMING YOUR SA TOURS GUESTS

Guests will present their vouchers as directed in the copy you provide i.e. at the Ticket Office, Customer Service or Concierge Desk or Management office. Your staff needs to verify the voucher by checking the guest ID and collecting the vouchers. Your staff needs to recognize the vouchers and Shop America Tours. They should warmly welcome the guests, providing their package elements promptly and efficiently. **PROPER TRAINING OF YOUR FRONT LINE STAFF IS YOUR RESPONSIBILITY AND CRITICAL TO YOUR SUCCESS.** You must never turn away a Shop America Tours guest!

In rare cases, we have experience fraudulent duplication of vouchers. **PLEASE CHECK THAT EACH VOUCHER HAS ITS OWN UNIQUE RES NUMBER AND THAT THE PERSON USING THE TOUR IS NAMED ON THE VOUCHER.** This will eliminate fraud. SA Tours cannot submit duplicate vouchers for payments, so these will be returned to you if you accept them and you will not be paid for any dupes or fraudulent vouchers accepted.

The vouchers are valuable and necessary for billing back up. Please collect them all, keep copies for your records and submit originals with your invoices. If there is any question about missing vouchers, please fill out an **EXCEPTION REPORT** and submit with your billing.

Step nine: INVOICING and PAYMENTS

On a monthly basis, you will need to submit your invoice to Shop America Tours for reimbursement of your package net rates, as per our agreements. You will be reimbursed by check within 30-40 days of the receipt of your invoice.

Please send invoices to
SHOP AMERICA TOURS
Accounting Department
1308 Westhampton Woods Court
Chesterfield, MO 63005
Phone 707-224-3795

(Please do not fax invoices. You are welcome to email invoices to shopamericatours@aol.com, but you will still need to mail the voucher copies)

The invoices need to be submitted with an Excel format work sheet attached and will need to have the vouchers attached. If the voucher is missing, please attach an EXCEPTION REPORT (as outlined below, FAQ #6). Sorry, we cannot bill for no-shows.

Shop America Tours bills the tour operators and partners and handles all accounting. We will advise you of any errors in your billing or discrepancies noted by the tour operators and deduct these from your payments.

Step ten: HOW TO MAKE CHANGES TO YOUR SHOP AMERICA TOURS

Normally, we accept changes once a year in January. If you need to make a CRITICAL copy change or remove a package, please email to shopamericatours@aol.com and allow 10 to 14 days for changes to the www.shopamericatours.com site. We will confirm the change with you. It may take longer to make the changes on partner sites, and SAA will monitor those.

Pricing changes can only be submitted to the tour operators on an annual basis. Please notify us at shopamericatours@aol.com by October 1 if you would like to change your pricing for the following year and these changes will be effective for Shop America Tours sold after January 1. Note that all sales prior to January 1 will need to be honored at the previous rate regardless of the date of fulfillment, as outlined in your SA Tours agreement.

NEW Shop America Tours
New Package Submission Form for SAA Members and USCHT
Marketing Council Members Only
All other package partners need be referred by SAA or USCHT members

Please complete and email to shopamericatours@aol.com
SAA Members-- Please attach your logo and one high res photo

Date:
Primary Contact Name:
Email:
Direct Phone:

Name of Cultural Attraction, Retailer or Shopping Center:
City
State
Physical address so guest can locate:
Web site
Guest services contact phone number:

Overview copy of attraction: (60 words max.)

Name of Package:
Package Inclusions:
List all in detail including any special instructions to call for appointment, etc.

Guest fulfillment instructions/where to present voucher to redeem the package:

Email address for ShopAmericaTours sale notifications:

Days/hours of operation and any exclusion.

Net price of package per person (the amount you are to be reimbursed) \$

Value of package, if all elements were purchased independently: \$
If some elements have no retail value, provided estimates of perceived value

Please include any other information you would like to add or questions you may have.

Thank you! You will be notified when your package is accepted and ready for you to preview at www.shopamericatours.com. We look forward to working with you. Please call 707-224-3795 with any questions.

FAQ

Frequently Asked Questions re Shop America Tours

1. How much commission do tour operators and travel agents earn when they sell Shop America Tours?

Major Tour Operators that contract directly with Shop America Tours receive commission of 15% to 20% on all packages sold. Most packages pay 20%. Some of the packages (Shop & Play) pay at commission of up to 26%. We only extend these higher commissions to major partners who will produce volume sales and pay in a timely manner.

Travel agents and smaller partners can earn an automatic 10% commission when they purchase online at www.ShopAmericaTours.com with their credit card and enter a PROMO CODE. We provide various Promo Codes to different groups to track response. You can provide the promo code **TravelTrade** to any smaller tour operators, travel agents or travel trade media you work with.

2. What should we do if a Tour Operator, travel agent, hotel or other partner wants to contract directly to sell Shop America Tours?

Please refer them to Rosemary McCormick 707-224-3795, ShopAmericaTours@aol.com, or to Rosemarie Reyes, 917-841-8923, rosemariereyes@hotmail.com. We will review our program with them and if they qualify send them an agreement with net rates. If they do not qualify for our contract rates, we will be happy to set them up with a promo code until their volume grows.

3. What is the value of the online exposure we get with Shop America Tours?

Currently, more that 60% of all US travel is planned and booked online. We know that even when guests do not book our packages, they are seeing them and making plans to visit and shop your locations. Positive exposure on the leading travel web sites can only enhance your business. There are many estimates of the page value on the leading sites, based on traffic and online ad rates. One page on Travelocity, for example, has been valued by some sources at \$5000 per month. So if you take the total of the number of pages you have with Shop America Tours by the number of sites that agree to sell your packages, you will have an estimate of the "value" of this exposure.

In addition, SAA works closely with leading travel partners on a variety of promotions that feature Shop America Tours and can enhance your exposure value.

4. How can I get my packages listed on Expedia, Travelocity, Orbitz or (fill in the blank)?

Shop America Tours has great relationships with these travel partners and is continually working with them to market your packages and develop ongoing promotions. The challenge is that we compete for space online with every other form of activity, so some destinations are currently maxed out on some major sites. The good news is that with the advance of technology, and the success of our packages, we hope to be able to place more of your packages on more sites in the future.

Please work with SAA and respond to special promo offers as this helps you placement opportunity.

5. How can I increase sales of my Shop America Tours packages?

A. Link your site to your page on ShopAmericaTours.com. You guests will be able to buy seamlessly.

B. Promote your packages and your site via PR, Trade Shows, contests, ads, signage, other partners.

C. Improve your packages-- great packages with excellent values sell best. Ask your friend or neighbor if she would buy it. If not, it needs an upgrade.

6. What do we do if guests arrive without their vouchers?

A. If you have no advance email record of the guest, ask for their ID and Credit card and copy both, then provide the tour requested. Advise the guest that we will not charge their credit card if we locate them in the system. File an **EXCEPTION REPORT** with the info below.

B. If you have received an email notice that of the sale, just verify their ID Include an EXCEPTION REPORT and include with your billing.

EXCEPTION REPORT (for guests who do not present a voucher or itinerary)

Please include:

Name of guest(s)

Guest address and phone

Date of arrival

Name of package and location (i.e. Shop & Dine at Fashion Show Las Vegas)

Name of tour operator or travel company they purchased from (i.e. Priceline)

7. Can we bill for "no-shows"?

No. Tour operators do not pay SAA for no-shows in most cases, so we can no longer bill these for you. The larger operators will also send cancellation emails in advance.

8. Can we get our own PROMO CODE for special promotions?

Yes. Please email ShopAmericaTours.com for any special event where you'd like your own promo code good for 10% off SA Tours and we'll provide one for your use.

9. Does Shop America Tours offer refunds?

Yes. Shop America Tours is committed to 100% guest satisfaction. We will do whatever we can to make our guests happy in the case of a dispute. Some of the tour operators that sell our packages offer more limited refund policies, but all have good customer service and refund policies and make every effort to keep guests happy.

10. Who or What is ETIX?

ETIX is the resource that operates Shop America Tours back of house ticketing system. Your email notices from ShopAmericaTours.com will say "Thank You For Your ETIX purchase." ETIX is one of the largest vendors of event tickets in the USA.

11. How does the DISCOUNTED AIRFARE, HOTEL AND RENTAL CAR section of the ShopAmericaTours.com site work?

We are pleased to partner with Travelocity Partner Network to provide full travel services and one stop shopping to our online visitors. This site offers all the same services and rates as Travelocity and is private labeled as ShopAmericaTours on all vouchers. Check it out and save!

12. What is involved in making changes to my packages?

Depends on how much distribution your package has and how complex the changes are. Simple copy changes can be made easily to the ShopAmericaTours site in a few days. However, to notify 12 other tour operators and ask them to make a copy or pricing change can take up to 60 days and involve hours of follow up so please be patient.

13. What are HATS, BAGS & EATS packages?

HATS, BAGS & EATS packages are a partnership between California Travel & Tourism Commission, Shop California and Shop America Tours to develop and market CULTURAL, HERITAGE and SHOPPING packages in California.

These unique packages, priced from \$20 to \$400, are developed and managed by Shop America Tours and also sold at www.VisitCalifornia.com.

HATS= History, Arts, Tours, Shopping
BAGS= Botanical Arts, Gardens, Shopping
EATS= Epicurean Arts, Tours, Shopping

Key Facts

- Shopping and Dining are the top tourism activities in America
- Cultural & Heritage Tourism is the third most popular travel activity in America
- Visitors who engage in Cultural & Heritage Tourism and Shop stay longer, spend more and have the highest levels of satisfaction with their travel experiences

14. What is CultureToursandMore?

CultureToursandMore.com is a new web site in development by the U.S. Cultural & Heritage Tourism Marketing Council devoted to cultural and heritage tourism packages that will promote all California HATS, BAGS & EATS packages as well as other regional cultural and heritage tourism packages. Currently, CulturToursAndMore.com links to a landing page on ShopAmericaTours.com. Shop America is contracted to handle development and marketing for CultureToursAndMore.com

15. Can I have my own landing page at ShopAmericaTours.com?

Shop America Sustaining partners, and those partners with multiple locations and high volumes, can request a their own Landing page which showcases their tours only and reflects their creative look. See ShopAmericaTours.com/Macys and ShopAmericaTours.com/California for examples and contact us if you would like more information.

Landing pages and expanded tour development services are also available on a pay to play basis in some areas.

16. What kind of Web Traffic does ShopAmericaTours.com have?

We have recently partnered with Google Analytics to track our web traffic. For a 30-day period in Oct-Nov 2007 we had over 8000 visits and over 7300 unique visitors.

We expect this to increase as we grow. We do well in search engine rankings due to our depth of quality content.

17. What's Next?

Shop America Tours is finalizing plans to partner with DiscoverAmerica.com, the new DOC/TIA official USA site that will premier early in 2008. It will include direct links to ShopAmericaTours.com.

We are also finalizing plans to partner with SpaFinder.com and other affiliate marketers that enhance our core business.

Ongoing, we are always seeking more innovative ways to promote your business and sell Shop America Tours. We welcome your input.

Details to follow on these exciting new opportunities!

QUESTIONS and SUGGESTIONS are welcome!
Please contact us at shopamericatours@aol.com

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MMinNapa@aol.com

Sheila Armstrong, Executive Director, US Cultural & Heritage Tourism Marketing Council, 843-341-6392, sarmtr3@aol.com

Rose Reyes, Development Director, Shop America Tours, 917-841-8923,
rosemariereyes@hotmail.com

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patlee13@aol.com

We look forward to working with you!