

Operators/Handlers Advanced Search – Category Explanation

Region of Tour/Programme

This is whereabouts in Wales the company operates and not where they are based e.g. a company based in Scotland offering tours of North Wales.

Country operator based in

This is where the company is based rather than where it operates. The list will expand in the future to include the Netherlands, Germany, France, US & Canada, Austria, Switzerland, Belgium and Ireland. It's important as a German coach operator for example wanting to offer a walking holiday in Wales would firstly search for a walking operator based in Germany rather than the UK due to locality and language.

Type of Operator

Activities

Operators that offer activities in Wales e.g. mountain biking, coasteering, kayaking, quad biking, horse-riding – basically any activity except for walking and cycling as there is a separate category for them.

Coach Holidays

Operators that offer overnight coach holidays in Wales. Please note that this should not be operators that only offer coach hire. Trips have to be packaged into a holiday and include accommodation and sightseeing. A good example is Shearing Holidays. Companies that offer day tours or operate out of small minibuses should be categorised under sightseeing not coach holidays.

Cruise

Specialist operators who have particular knowledge of working with cruise-liners and are experienced in dealing with a high number of visitors. They manage all the ground handling and logistics including transportation and sightseeing.

Cycling

Operators that offer cycling holidays in Wales – guided or self-guided. Mountain biking operators can be included too.

Destination Management Companies

Destination Management Companies (DMCs) work in the business tourism industry and provide a one-stop shop for clients organising business events in Wales including incentives, meetings, conferences, teambuilding and corporate golf days. They manage everything from planning to completion, including finding a venue, transfers, accommodation, transportation, sightseeing and special events/experiences. A company or association is likely to use the services of a DMC because of their specialist local knowledge so this service would mainly be used by overseas companies coming to the UK.

Golf

Operator providing golf holidays in Wales. They will book everything including the course, caddies, accommodation and sightseeing.

Ground Handlers

Ground handlers are the leisure travel trade version of DMCs. They make all the arrangements for incoming groups of travellers from overseas from the moment they arrive in the UK to when they board the plane to go home. This includes accommodation booking, transfers and sightseeing tours.

Incentive / Event Management

Business tourism specialists who organise business events or incentive experiences for the corporate market. Incentive means a special experience, usually offered to either stimulate sales staff to sell more or as a reward for increased sales activity. These operators tend to only organise the event or special experience and not other logistics such as transportation and accommodation and would usually work with clients in the UK rather than abroad (DMCs would usually work with clients based abroad and then they would contract with incentive or event management companies)

Incoming

These are operators based in the UK who deal with overseas operators. Incoming tour operators basically offer the same services as ground handlers although they are more likely to offer their own programmes and not essentially custom-made programmes.

They may also get involved with actually getting the clients here in the first place i.e. booking their flights where as a ground handler only gets involved once they arrive in the UK.

Self-catering

Agencies/operators offering self-catering accommodation - could be a company only offering self-catering accommodation e.g. Coastal Cottages or a tour operator selling tours which includes self-catering accommodation.

Sightseeing

Operators offering sightseeing tours of Wales e.g. general tours which includes visiting castles, historic sites, railways, national parks, coastline - basically showcasing the highlights of Wales.

Special Interest

Operators offering special interest tours. This could be confused with sightseeing tours but special interest tours are more themed and cater for specific areas e.g. gardens, religion, ancestry, haunted, myths and legends. Some companies may offer general sightseeing tours as well as special interest tours or they will be able to accommodate specific requests and tailor-make a special interest tour specifically for clients.

Teambuilding

A teambuilding operator will work with the corporate market and arrange teambuilding activities for companies who want to develop a team of people by promoting team work, team bonding, leadership skills and team performance. Team building usually consists of a group of people (small or large) taking part in a range of bonding exercises, sometimes complex. Companies often need specialist assistance in bringing this together and team building operators offer activities such as rope courses, kayaking, coastering, caving, sailing, paint ball, quad biking, 4 x 4 driving, survival and bushcraft and much more specifically for this market. These operators can usually put together a bespoke package to meet specific needs.

Transport

Transport operator offering a mode of transport for hire/charter e.g. coach, car, helicopter, railway (which would allow you to hire a carriage)

Walking

Operators offering walking holidays in Wales – guided or self-guided.

Options

Commission applies

Offers commission to operators. We just need to know if they offer commission not the rate offered. We would urge them to state yes.

Group Discount

Offers a discount to a group of people. (The number of people that companies will class as a group will vary)

Scheduled Tours

Offers scheduled tours at specific times and on a regular basis. Tours will be advertised on their website and pre bookable.

Tailored Tours

Offers tours that are tailor-made to meet clients needs and can be arranged at any time.