

Sundarbans Ecovillage Association

2022 BUSINESS PLAN



**Bangladesh
Ecotourism &
Conservation
Alliance**



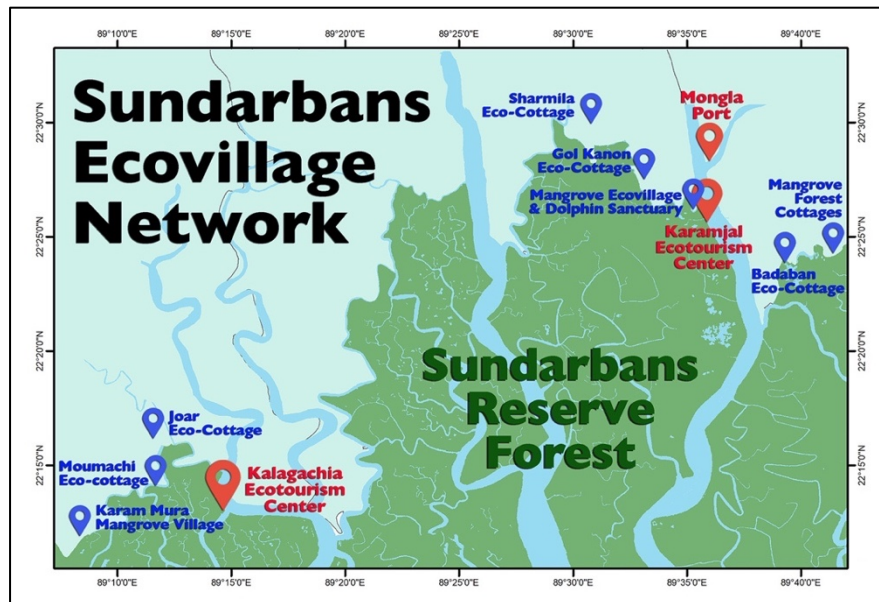
Business Profile

The Sundarbans Ecovillage Association (SEA) is comprised of eight community-based tourism (CBT) destinations on the periphery of the Sundarbans Reserve Forest (SRF), each with an accommodation. These destinations include:

- Badaban Eco-cottage (South Chila, Bagerhat)
- Mangrove Forest Cottages (South Chila, Bagerhat)
- Gol Kanon Eco-cottage (West Dhangmari, Khulna)
- Mangrove Ecovillage & Dolphin Sanctuary (East Dhangmari, Khulna)
- Sharmila Eco-cottage (Kailashganj, Khulna)
- Karam Mura Mangrove Village (Kalinchi, Satkhira)
- Joar Eco-cottage (Munshiganj, Satkhira)
- Moumachi Eco-cottage (Bara Bhetkhali, Satkhira)

Each of the SEA lodging destinations share some or all of the following characteristics:

- CBT group or local community-member ownership



- On average 2-4 individual rooms, most with shared bath, built out of natural local materials such as wood, bamboo and nipa palm
- Basic amenities including electricity, fans, and mattresses
- Food service featuring local cuisine
- Some tour offerings, as well as boat transportation services

Current Business

Although there is some variation in products, services, pricing, target markets and visitation between the SEA destinations, most reflect the following:

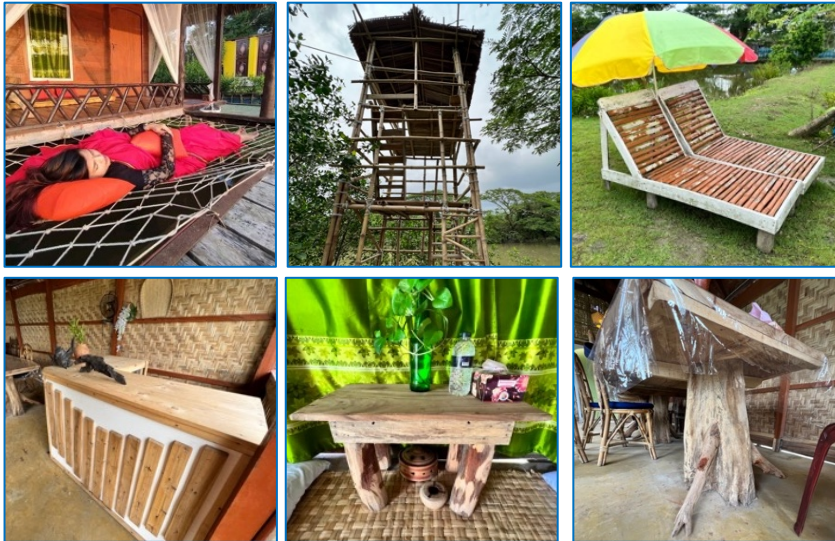
- Pre-Pandemic Annual Visitors: 300-600 guests/year
- Accommodation Services: BDT 1000-3000/guest/night
- Guest Profile: 90% domestic (e.g. Dhaka, students), 10% international (e.g. mainly Europe), two-night stay average, mostly weekends, < 5% repeats.
- Seasonality: High – Sep. to Mar., Low – Apr. to Aug.
- Food Services: BDT 100-400/meal
- Tour Services: Cultural show ≈ BDT 3000/show, Country boat ride ≈ BDT 300/hour, Wildlife viewing hike ≈ BDT 200/hour
- Sales Channels: Direct – 90%, Indirect - 10%

Business Growth Opportunities

Accommodations

Improvements will be made the existing accommodations facilities at the SEA destinations that will not only improve their comfort, but will also upgrade their use of natural and cultural motifs in their design, as well as improve their sustainability and reduce operating costs. These improvements, which may vary based on destination, include:

- Installation of solar power systems, solar-powered ceiling fans & lighting
- Construction of furniture for bedside tables, luggage racks and lounge areas
- New interiors featuring bamboo, sustainable wood and natural mats
- Improvement of pathways and outdoor lighting
- Mirrors placed in all rooms, as well as natural-design decorations]
- New drapes, bedding and towels
- Construction of viewing towers and jetties
- Improvement of reception areas
- Improved signage throughout the facilities, including welcome signage, directional signage, interpretive signage, and “codes of conduct” signage



Food Services

New menus will be developed that ensure that both authentic cuisine is featured, as well as reflect culinary trends of healthy, fresh, and locally sourced food items. The cost of new menu items will be analyzed to ensure that prices reflect projected profit margins. Presentation of food items will also be improved, as well as table settings and dining room décor. In addition, new food items will be introduced to improve the visitor experience such as natural fruit juice “Welcome” drinks and “Thank You” sweets upon departure.

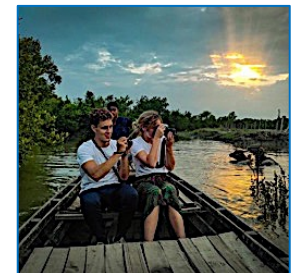


Tour & Transportation Services

Each Sundarbans Ecovillage Association destination will offer a menu of nature, cultural, and recreation-based tour options that attract more visitors to the destination in the first place, extend visitor stays, and benefit a greater number of local residents. Tour concepts include:

Nature-Based Tours

- “Tiger Talks” from Village Tiger Response Team members to describe the life of villagers living amongst tiger populations
- River/canal wildlife tours
- Birdwatching tours
- Medicinal plant tours
- Forest “survival” tours
- Native seeds & mangrove restoration tours



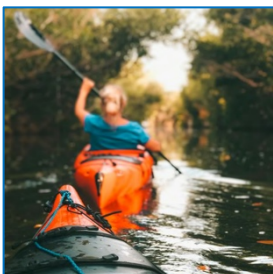
Culture-Based Tours

- Bonbibi shrine/traditions tours
- Visits to artisan workshops and crafts training
- “Village Life” tours featuring home gardens & ponds, temples & mosques
- Traditional cuisine cooking classes
- Cultural performances, both musical and drama
- Traditional agriculture and forest collection practices, including honey collection, nipa palm collection, and salt-making



Recreation-Based Tours

- Forest walk/hiking tours
- Bicycle tours to nearby communities & points of interest
- Traditional fishing tours
- Kayaking tours
- Mud-bath tours
- Traditional Bangladeshi game (Kabadi, Carrom) tours



Transportation Services

- Land-based transportation
- Water-based transportation



Market Analysis

Visitor Trends & Opportunities



Bangladesh’s Growing Middle Class & the Desire to Connect with Nature

Bangladesh is the most densely populated country in the world, with 170 million people living in a land area the size of Florida (which has 9 million people), most of them in Dhaka and other regional cities. Within that massive population, there is a middle class that is growing exponentially, with increasing

discretionary income available for travel and tourism. The Sundarbans is sort of a mythical natural area that most Bangladeshis know of and revere, and an increasing number of middle-class Bangladeshis are coming to the SRF as domestic nature and culture enthusiasts to escape the traffic and chaos of the country’s urban areas.



Experiential Travel

Experiential travel revolves around cultural exploration and activity-based travel experiences. Tourists and travelers don’t want to simply check things off their bucket list any more. They want to seek out experiences that enrich them and make them engage with a place and a culture in a more intimate way. Authenticity has become a core principle for a lot of travelers today. Tourists want

to go beyond gazing out of a tourist bus and actually spend time interacting with locals. According to TripAdvisor, the world’s largest travel website, experiential travel like food tours, cooking classes, and historical and cultural experiences are skyrocketing. The opportunity exists for both liveaboard boat operators and CBT destinations in the periphery communities to offer activity and cultural-based travel that “experience junkies” seek.

Target Markets



Domestic Nature & Culture Enthusiasts

Part of the exponentially growing urban-based middle/upper-middle class Bangladeshi society. Couples and families. Often utilize personal transportation to arrive to the destination, primarily from Dhaka. Seeking a soft-nature experience (i.e. taking selfies, short hikes, landscape viewing) over long-weekend “getaways” from the city. Often experience the SRF via the 3D/2N liveaboard boat tours, but also are increasingly looking for more immersive experiences like community-based tourism in the Sundarbans periphery communities. Small but growing market segment.



Domestic Travel Clubs

Organized group travel, usually students and young adults, from national urban areas (e.g. Dhaka). Usually arrive to destination by bus. Prefer a budget multi-day trip to the SRF. Interested in CBT experiential travel – from staying in local home stays to cultural immersion and high levels of participation (i.e. artisan workshops, local farming techniques). Catered to by a small but

active number of domestic travel clubs that promote themselves primarily through social media. Very small but fast-growing market segment.



Scientific, Academic, Volunteer and Educational (SAVE) Travelers

Primarily from the US, Europe and Japan; organized groups with a shared special interest (e.g. medical missions, anthropology, biology) and for a specific purpose such as field research, learning or volunteer opportunities. The majority experience the SRF via customized,

extended tours (1 week +) organized by NGOs, universities or specialty SAVE tour operators (the latter two often liaise with inbound domestic tour operators). Interests include applied learning opportunities, traditional lifestyles, culture, nature and community development.

Marketing Plan

Online Marketing Activities



Branding

A powerful brand will be created that represents the inimitable natural and cultural qualities of the SEA destinations. The brand identity will be reinforced through media content, merchandise and marketing messages.



Sundarbans Ecovillages Network Website

A new website will be developed that features all of the SEA destinations. It will offer:

- Destination travel planning information
- Individual webpages for each of the SEA destinations that feature their accommodations, food services, tours, transportation services, maps and arrival/departure information, & the natural/cultural aspects of each destination that make them unique
- Tour product & service pricing
- Suggested multi-day itineraries that combine complementary SEA destinations
- Photo & video galleries as well as virtual tours of the destinations
- Frequently Asked Questions (FAQs) and corresponding information
- Sustainable Tourism Policies
- Description of the positive economic, environmental and social impacts that are supported by SEA visitation
- A travel blog with engaging content on the SEA destinations
- Links to SEA social media platforms & online travel review websites
- SEA Travel Philanthropy Program needs & opportunities



Sundarbans Ecovillages Network Online Presence

Engaging and dynamic content will be regularly posted on social media platforms such as Facebook, Instagram, and YouTube as well as to the Google suite of online tools. Online content will feature:

- Photos and videos highlighting SEA destination products & services
- Special events such as regional religious festivals and holidays
- “Meet a Villager” profiles & interviews (i.e. artisans, guides, leaders)
- Sundarbans wildlife & cultural photos
- Seasonal drivers for visiting the Sundarbans (i.e. weather, low-season pricing & promotions, events, etc.)



Earned Media Campaign

Online influencers and travel writers will be engaged to develop content that explores the unique qualities of the SEA destinations and features blogs and articles that raise visitor awareness and demand in the Sundarbans & its periphery communities.



Direct Email Campaign

Leading potential sales partners, both inbound and outbound, will be researched and identified. Those potential partners will then be targeted with a direct email campaign that features interactive HTML content that links them to the SEA website and travel trade partners-only marketing content to raise their interest in adding the SEA destinations to their national and international offer. The email campaign will be followed up by direct phone calls by the SEA Marketing & Sales Team who can provide detailed information, answer follow-up questions, and invite trade partners to Familiarization Tours.

Offline Marketing Activities



Travel Guides

Print travel guides remain a powerful promotional tool for destinations, particularly for Free & Independent Travelers (FITs) who often use them to self-organize their trips both prior to and during travel. Bangladesh travel guides include Rough Guide, Footprint and Lonely Planet...amongst others. Publishers will be contacted and provided SEA product & service updates, and travel writers will be invited to the destination.



Trade Shows

National and international travel trade shows are an effective way to introduce new tourism offerings to the private sector – including tour operators, travel agents, and regional hotels – who are so critical in linking markets to destinations. National trade shows in Dhaka and regional cities, as well as regional trade shows in the Pacific-Asia, will be priorities.



Familiarization Tours

There is possibly no better way to introduce a tourism destination to the private sector than by organizing a Familiarization (FAM) tour during which travel trade representatives have the opportunity to experience the destination first-hand, often with discounted rates. The SEA destinations will identify priority potential sales partners, and encourage them to visit.



Print Promotion

Although the travel marketing world is moving online, print promotion like traditional brochures are still one of the most useful marketing tools for all tourism businesses. They still have a major role in travel decision-making. A recent study found brochures are the #1 influencer of tourists & visitors once they are in a destination. SEA print promotion will be developed and placed in high-traffic areas such as hotel lobbies, Visitor Information Centers, & National Tourism Offices.

Sales Plan

Direct Sales (Business to Client – B2C)



Sundarbans Ecovillage Association Marketing & Sales Team

The SEA Marketing & Sales Team will consist of 1-2 individuals (initially) who are responsible for managing Customer Relationship Management (CRM) activities for the network. The SEA Marketing & Sales Team members will have marketing and sales backgrounds, be multi-lingual, possess outstanding communication and organizational skills, as well as value promptness & attention to detail. They are likely to be based in the Khulna area, enabling them to provide sales and logistical support to the SEA destinations and its sales partners, as well as be able to effectively represent the network's products & services with the travel trade in Dhaka and internationally. The SEA Marketing & Sales Team will earn a base salary, as well as commissions based on sales performance.



Sundarbans Ecovillage Association Website

The SEA website will be the primary driver to direct sales of the periphery village destinations. A dedicated Marketing & Sales Team will be tasked with answering visitor inquiries that come in via email, phone and text. Quick response times and high-quality customer service will be paramount to ensure direct sales. Communication templates will be developed with detailed responses to a variety of potential visitor information needs, combined with tailored, personal responses that make the potential guest feel valued. Website “e-commerce” tools such as calendars that highlight availability and upcoming tours as well as transactional capabilities will also be explored.

Indirect Sales (Business to Business – B2B)



SEA Sales Partners

Alliances with a collection travel trade sales partners will be developed through trade shows, direct email and phone campaigns, and FAM tours. Preferential wholesale/net rate pricing that offers partners a competitive commission will be determined, and additional information needs like booking terms and conditions will be developed. SEA Sales Partners will also be provided digital marketing content like tour descriptions, photos & videos that they can then incorporate into their own promotional efforts.



Online Travel Agencies (OTAs)

Increasingly, visitors turn to online sources not only for travel planning information, but to reserve and pay for their travels as well. In addition, OTAs like TripAdvisor – the world’s largest travel website – provide objective “peer-to-peer” reviews of destinations and service providers that research has shown is nearly as trusted as friends and family. SEA destinations will upload their tourism products & services onto popular OTAs, as well as determine wholesale/net rates that provide the OTAs the sales commissions they require.

Management & Staffing Plan

Although each SEA destinations’ specific management & staff plan will vary based on the tourism products & services it offers, most will require the following key positions.

Management



Board of Directors

Each network destination will elect a member to the SEA Board of Directors, most likely the Manager of the primary tourism enterprise at the destination. One member of the SEA Marketing & Sales Team will also serve on the board. The role of the board will be to make financial and operational decisions that affect the network as a whole, and will each represent one vote in decision-making.



Advisory Committee

The SEA Advisory Committee will consist of select individuals who will provide occasional technical insight and mentor in the overall management and development of the network. These individuals will include representatives of the private sector, NGOs, and academia.



Community Tourism Groups

Each SEA destination will be organized into a Community Tourism Group made up of every village member who works with and benefits from participating in the Sundarbans Ecovillage Association. The enterprise groups will meet quarterly to discuss financial and operational matters, receive guest feedback from the Community Tourism Manager, undergo periodic trainings, and make collective decisions when required, with each member representing one vote.



Community Tourism Manager

Each SEA destination will elect a Community Tourism Manager to represent it on the SEA Board of Directors. The manager can be any member of the Community Tourism Group, and may often be the owner of the primary tourism business at the destination. The manager will be responsible for being the main point of contact with the SEA Marketing & Sales Team for managing reservations and sales, coordinating destination products & services, acting as the destination ambassador for guests, and supporting periodic tourism trainings & workshops. The Community Tourism Sales Manager will be paid a corresponding wage based on a small percentage fee being added to all tourism product & service sales facilitated at that destination by the SEA Marketing & Sales Team.

Staffing

Once again, each SEA destinations’ specific management & staff plan will vary, however most will require the following staff positions:



Accommodation Services

- Owner/manager
- Housekeeping

- Grounds keeping & maintenance



Food Services

- Cook/chef
- Waiters



Tour Services

- Interpretive guides
- Porters



Transportation Services

- Drivers
- Captains
- Assistants

Training & Product Development Plan

Management



Board of Directors

Board of Director members will be trained in financial planning and management procedures, annual work planning, decision-making procedures, tourism biodiversity conservation and cultural heritage preservation strategies, travel philanthropy, as well as the bylaws that govern the Sundarbans Ecovillage Association.



SEA Marketing & Sales Team

The SEA Marketing & Sales Team members will receive training in the following areas:

Marketing

- Marketing strategy & planning
- Brand strategy
- Marketing content creation, collection & management
- Online marketing
 - Social media marketing
 - Blogging/Vlogging

- Earned media
- Monitoring/managing online reviews
- Website maintenance

- Offline marketing
 - Print promotion
 - FAM trips
 - Travel guides
 - Press and public relations

Sales

- Direct (B2C) sales
 - Customer relationship management & communications
 - Terms and Conditions (i.e. payment/cancellation policies)
 - Managing pre-departure information/FAQs/trip briefings
 - Client information forms
 - Liability waivers/release forms
- Indirect (B2B) sales
 - Working with travel trade sales partners
 - Working with Online Travel Agencies
 - Rack rate vs. net rate pricing strategy

Finance & Operations

- Working with Community Tourism Groups
- Financial planning (i.e. marketing/sales budgeting)
- Basic accounting
- Financial management (i.e. sales, payments)



Community Tourism Groups

Community Tourism Group members will be trained in collective decision-making procedures, tourism biodiversity conservation and cultural heritage preservation strategies, community development strategies (i.e. education, health) customer service, integrating guest feedback into job performance, as well as the bylaws that govern the Sundarbans Ecovillage Association.



Community Tourism Manager

Each Community Tourism Manager will be trained in the following areas:

- Customer service
- Tour procedures:
 - Managing communications with the SEA marketing & sales team
 - Managing communications with local tourism service providers
 - Maintaining a reservations calendar
 - Receiving & welcoming visitors
 - Soliciting client feedback and communicating it to tourism service providers
- Basic accounting & financial procedures:
 - Distributing payments to local tourism service providers
 - Maintaining a revenue & expense journal
 - Financial reporting procedures

Staff

Community Tourism Group Members will be trained in the delivery of their specific tourism products & services. Topics will include:



Accommodation Service Providers

- Customer service
- Room design
- Housekeeping
- Grounds keeping
- Accommodation services job descriptions:
 - Roles & responsibilities
 - Checklists before & after a stay
- Accommodation services sustainability best practices
- Accommodation services emergency planning
- Managing a visitor log book
- Basic accounting & financial procedures:
 - Determining direct operating expenses
 - Determining indirect operating expenses
 - Maintaining a revenue & expense journal



Food Service Providers

- Financial reporting procedures
- Customer service
- Menu design
- Hygienic food preparation
- Serving food
- Food services job descriptions:
 - Roles & responsibilities
 - Checklists before & after a meal
- Food services sustainability best practices
- Food services emergency planning
- Basic accounting & financial procedures:
 - Menu costing & pricing
 - Determining indirect operating expenses
 - Maintaining a revenue & expense journal
 - Financial reporting procedures



Tour Service Providers

- Customer service
- Natural & cultural history of the region
- Interpretation & story telling techniques
- Tour design & content creation
- Guiding skills (see text box)
- Basic first aid
- Tour services job descriptions:
 - Roles & responsibilities
 - Checklists before & after a tour
- Tourism activity rules & regulations in the SRF
- Tourism biodiversity conservation and cultural heritage preservation strategies
- Delivering conservation messages to increase visitor awareness & advocacy



Transportation Service Providers

- Customer service
- Transportation services job descriptions:
 - Roles & responsibilities

- Checklists before & after a trip
- Transportation services sustainability best practices
- Transportation services emergency planning
- Basic accounting & financial procedures:
 - Determining direct operating expenses
 - Determining indirect operating expenses
 - Maintaining a revenue & expense journal
 - Financial reporting procedures



What Does It Mean to be a “Good Guide”?

Tour service providers will be trained using a proven methodology that has been implemented in more than 20 countries around the world, training more than 750 local interpretive guides. Guiding skills trained will include:

A Good Guide:

Speaks Loudly and Clearly

- The most important thing for good communication with clients

A Good Guide:

Uses Non-Verbal Communication

- Smiles
- Makes eye contact
- Body language

A Good Guide: Acts Professionally

- Is punctual
- Greets tourists
- Is courteous and attentive
- Dresses well

A Good Guide: Prepares in Advance

- Learns
- Practices

A Good Guide:

Knows the Audience

- Learns about visitors during the tour
- Uses that information to make the tours more personal and relevant to each guest

A Good Guide: Provides Necessary Information for Tourists

- Informs visitors of the location, time, and length of tour
- Informs visitors what they will need to bring and wear
- Informs visitors of any rules or special considerations

A Good Guide: Shares Personal Experiences & Stories

- Balances facts and figures with personal experiences
- Relates stories to tour attractions and activities

A Good Guide: Makes the Tour Dynamic and Helps Visitors Learn

- Asks questions relevant to the tour
- Uses demonstrations and games
- Uses natural and cultural objects to explain things so visitors can touch, smell and taste things

A Good Guide: Manages the Group

- Makes sure everyone can see and hear well
- Keeps the group together
- Chooses comfortable locations for stops
- Handles unexpected situations

A Good Guide: Handles Difficult Questions

- Relays only accurate information
- Honest (“I don’t know”)
- Writes down visitor questions and follows up with answers

A Good Guide: Knows First-Aid and Carries Appropriate Equipment

- Carries a First-aid kit
- Knows how to react to emergencies
- Carries appropriate comfort equipment

A Good Guide: Continues to Learn and Improve the Tour!

Sustainability Plan

BEDS & The Ecovillage Program

Supported by the Bangladesh Environment and Development Society (BEDS), the Ecovillage approach attempts to promote ecological balance and create harmony between humans and nature. As a part of the Ecovillage Program, SEA destinations will have the opportunity to participate in & contribute to solutions of complex social and environmental problems such as poverty, drinking water, electricity, cooking fuel, riverbank erosion, education, natural resources management & gender equality.



Under the Sundarbans current Ecovillage Program – BEDS has supported community development efforts that include 4,594 people with access to safe drinking water, 375 households adopting fuel-efficient cooking stoves, and 3,000 families being enlightened by solar energy. Environmental impacts include a total of 150,000 mangroves and nearly 130,000 social trees being planted, the introduction of climate-adaptive house design, and the establishment of a native seed preservation program. Educational impacts include 4,050 students from 25 schools receiving environmental education & 340 villagers learning environment-friendly farming and fishing techniques.

BEDS also supports CBT development by providing ecotourism training to 90 local tour operators and 60 local tour guide, training 60 families in cultural heritage preservation, and training 45 women in handicraft and sewing activities.

The ultimate goal of The Ecovillage will solve complex social and environmental problems such as poverty, drinking water, cooking fuel, and gender equality. Constructing an Ecovillage will act as a catalyst that creates much-needed local jobs, connects the community to nature, and attracts visitors who support rural development and biodiversity conservation.

SEA Contributions to the Ecovillage Program

Members of the SEA Community Tourism Groups will have multiple opportunities to contribute to the community development, health, education, environmental and gender equality outcomes of the Ecovillage approach. These include:



Community Development & Conservation Commitments

Every single Community Tourism Group member and beneficiary of the Sundarbans Ecovillage Association will make a personal commitment of unpaid time to support Ecovillage Program activities in their villages. For example, guides training in natural/cultural history, interpretation & storytelling will be asked to commit 25 hours a year to teaching environmental education in local schools. Eco-cottages may commit to providing clean drinking water from systems funded by investor & donors to village members. Community Tourism Group members may commit to personally planting 100 mangrove seedlings per year.



Profit Sharing

SEA destinations may be asked to dedicate a small percentage of year-end profits from the sale of tourism products and services to a Community Development & Conservation Fund that supports the direct costs of activities such as Community Management Organizations (CMOs), Community Patrol Groups (CPGs), education & healthcare funds, and elderly support funds.



SEA Merchandise Sales

Destinations will be asked to sell SEA merchandise such as hats, t-shirts and calendars, of which 100% of profits will directly support Ecovillage activities.



Travel Philanthropy Program

SEA destinations will be asked to promote the network's Travel Philanthropy Program that collections donations (e.g. clothing, medical supplies, school supplies) as well as financial donations from guests. This will be done through promotional materials, messages incorporated into guided tours, and via the SEA website and marketing activities.

Key Milestones

Network Formation

ACTIVITY	MONTH					
	1	2	3	4	5	6
Present SEA concept, opportunities, & Ecovillage sustainability commitments to CBT destinations	■					
Confirm participating CBT destinations	■					
Form SEA Board of Directors		■				
Form SEA Advisory Committee		■				
Form SEA Community Tourism Groups		■				
Identify SEA Marketing & Sales Team members		■				
Identify & Comply With Legal Requirements			■			
Establish SEA Bank Accounts			■			

Destination Enhancements

ACTIVITY	MONTH					
	1	2	1	4	1	6
Conduct Destination Enhancement Assessments		■				
Develop Destination Enhancement Budgets		■				
Identify Potential Investment/Funding Sources		■				
Promote Destination Enhancement Needs/Opportunities with Investors/Donors			■	■	■	
Conduct Destination Enhancements				■	■	■

Training & Product Development

ACTIVITY	MONTH					
	1	2	3	4	5	6
Finalize SEA Destination Tourism Products & Services	■					
Conduct SEA Board of Directors Training		■				
Conduct SEA Community Tourism Group Training		■				
Conduct Community Manager Training			■			
Conduct Tour Services / Interpretive Guide Training			■	■		
Conduct Accommodations Services Training				■		
Conduct Food Services Training					■	
Conduct Transportation Services Training						■

Marketing

ACTIVITY	MONTH					
	1	2	3	4	5	6
SEA Marketing & Sales Team Training			■			
Develop SEA Website Content			■	■		
Develop SEA Content Plan				■		
Create SEA Social Media and Google Pages				■		
Launch SEA Website					■	
Develop SEA Blog/Vlog Posts						■
Research & Contact Sales Partners			■	■		
Conduct FAM Tours						■
Research & Contact Earned Media Partners					■	
Conduct Direct Email Campaign & Follow Up Activities				■	■	
Provide SEA Destination Information to Travel Guides						■
Develop & Distribute SEA Print Promotion						■

Sales

ACTIVITY	MONTH					
	1	2	3	4	5	6
Develop SEA Sales Procedures, Terms & Conditions						
Establish SEA Reservation & Sales Systems						
Determine SEA Rack/Net Rates for Sales Partners						
Finalize Agreements With Sales Partners						
Create SEA OTA Listings						

Sustainability

ACTIVITY	MONTH					
	1	2	3	4	5	6
Development & Adoption of Community Development & Conservation Commitments						
Determination of Profit Sharing Mechanisms						
Creation of the SEA Travel Philanthropy Program, Needs & Opportunities						
Incorporation of SEA Travel Philanthropy Program Messages into Promotional Materials, Guided Tours, & Marketing Activities						
Development & Distribution of SEA Merchandise						

