

## Creating a Travel Trade Sales Sheet

A **sales sheet**, also known as a **profile sheet** or **flat sheet**, is a great resource for tourism operators to have on hand as an additional business-to-business sales tool when working with travel trade. It provides a concise overview of your business offerings, location, pricing and travel trade contacts.


A sales sheet is often distributed at travel trade marketplaces, in tour operator outreach, and by Tourism Nova Scotia as they receive product inquiries from tour operators in various markets.

### What Does a Sales Sheet Look Like?

TNS SAMPLE SALES SHEET



# SEASIDE INN

123 Seaside Rd, South Shore, Nova Scotia  
seasideinn.com | 902-123-4567 | sales@seasideinn.com



**About Seaside Inn**


Seaside Inn is a beautiful seaside resort year round resort offering modern accommodations, locally sourced dining, and recreational activities for all ages.

**Accommodations**

- Open year-round
- 4 Star oceanfront Resort
- 100 Guest rooms
- 12 Oceanfront chalets

**LOCATION**



**NEARBY ATTRACTIONS:**

Seaside Inn is conveniently located on the South shore of Nova Scotia close to many key attractions

- Halifax (1 hr)
- Halifax International Airport (1.5 hr)
- Peggy's Cove (1 hr)
- UNESCO Old Town Lunenburg (15 mins)
- Yarmouth (2 hrs) - docking location for Day Ferries Portland/Yarmouth
- Wolfville, Nova Scotia's Wine country (1.5 hrs)



**Experiences/Packages**

**LEARN ABOUT LOBSTER**

Participate in our Lobster 101 class where you will join our chef to learn how to prepare the perfect lobster dinner, enjoy a traditional lobster dinner before returning to your oceanview room.

**PADDLERS PICNIC**

The best way to explore the area is on the water. Join your tour guide on the beach to depart on a half day kayaking tour of the area. Enjoy a locally sourced picnic lunch in an exclusive location only accessible from the water.

**Features**

- Spa
- Indoor pool
- Wi-fi
- Kayak and bike rentals
- Recreational programming
- Barrier free rooms
- Elevator
- Onsite restaurant
- Free onsite parking available

**Trade Friendly**

- Motorcoach and FIT rates available
- Group menus available, including lobster dinner experience
- Any additional benefits for travel trade only




**CONTACT US**

To discuss travel trade rates please contact Sales Manager at 902-123-4567 or email sales@seasideinn.com

123 Seaside Rd, South Shore, Nova Scotia  
seasideinn.com

### Tips for a Strong Sales Sheet:

- Keep your writing concise and easy to read, preferably 1-2 pages in length
- Use headings, sub-headings and clear points. Remember, this is a trade marketing piece, not a customer brochure. Your layout and language should be targeted to trade buyers.
- Avoid overly informal language or slang as it can easily get lost in translation. The safest bet is to use plain English that focuses on communicating the visitor experience.
- Make sure your unique selling points (USPs) are clear, highlight what makes your product stand out.
- Use good quality, high resolution images that demonstrate the product you offer.
- Once completed, check your file is easy to open and a manageable size, especially if it is to be emailed.
- Keep your sales sheet current by updating any information which may have changed. If printing, print in small batch quantities to avoid excessive cost and waste.

## Information to Include on Your Sales Sheet

Make sure your sales sheet includes essential information laid out clearly so it is easy to scan at a glance

- **About the Company:** This is a brief overview of who you are and what you offer.
- **About the tour, attraction and/ or accommodation:** This is a brief introduction about your product.
- **Tour inclusions or property facilities:**
  - For tours or attractions - list the inclusions and selling points to help travel trade understand the product and experience that visitors can expect to receive. This should focus on tangible inclusions, such as lunch and transfers.
  - For accommodation - list the property facilities including dining options, room types, facilities and bedding configurations.
- **Features:** Highlight the features that make your product stand out. This is where you can detail your USPs. Some examples include unusual itinerary highlights, access to insider knowledge or locations, or unique interactions with people or places not offered elsewhere.
- **Location:** Your physical location and/or mailing address. If you are offering a tour, detail where the tour starts. It is good practice to include a map to show the location in the context of the surrounding area, including proximity to major towns, landmarks or airports. Depending on how your customers find you, you might also detail travel distances from nearby cities or transport hubs and parking/access information.
- **Rates:** Acknowledge that you offer travel trade rates and other normal terms of trade. We strongly recommend that you do not include your trade discounts and terms of trade on this sheet. Remember that this will be a negotiated partnership relationship, not a seller-dictated arrangement. All the tour operator wants to hear is that you are open to negotiating in the context of what they reasonably would expect.
- **Availability:** Operating hours and days the tour, attraction and/or accommodation operates. Note any consistent blackout periods when the product is not available to be booked, e.g. public holidays, seasonal closures or certain days of the week.
- **Bookings:** Detail how the product can be booked.
- **Contact:** Your contact person dealing with travel trade - phone, email and website.

## Developing Your Own Sales Sheet

If you are looking to develop your first sales sheet or refresh your existing one, Tourism Nova Scotia has developed a template to make this process easier for those looking for some design assistance. Or feel free to come up with your own design to highlight the above information.

The template has been made available on Canva.com, an easy to use web based design program, which can be accessed using their free account option.

### [View the Template](#)

If you do not already have a Canva account, you can set up your free account [here](#). Once registered you will be able to access and edit the sales sheet template at the above link.

How to use the Canva Template - [Link to Template](#)

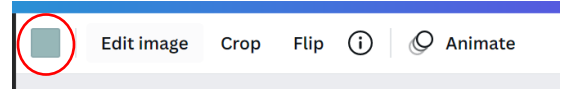
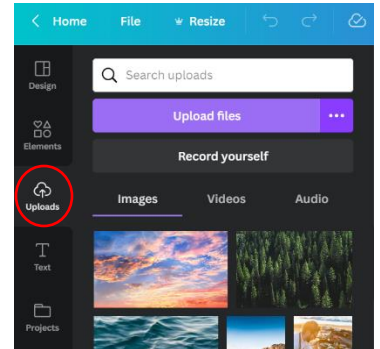


Simply select the Text field and make text changes in the selected text box.

Upload your business photos in the “Uploads Tab” tab on the menu on the left hand side. Once uploaded click-and-drag them over the photo placeholders.

Select the pin and reposition it over your location.

To change a shape colour select the coloured area and choose your preferred colour from the menu at the top of the page. Feel free to use your branding colours if you know the RGB or Pantone numbers.



Continue to update subsequent photo and text fields as noted above.

Rename/replace sections as applicable to your business offerings.

Once your sales sheet is complete, please feel free to share with the Market Development Team at Tourism Nova Scotia. We are pleased to provide additional assistance or feedback. With your permission TNS will retain a copy of your sales sheet on file for future opportunities.

**Contact:**

Natalie Shaw  
[natalie.shaw@novascotia.ca](mailto:natalie.shaw@novascotia.ca)  
 902-237-8170

For users unable to access/use the Canva Template, a Microsoft Word version can be made available by contacting Natalie Shaw.

