

Launch, promotion and booking

Publicising your tour

Remember that most people like to book their holidays well in advance, so don't leave it until the last minute to publicise your tour! Also remember that hotels will require firm bookings and a deposit – or even full payment – months in advance.

If your tour is going to include several clubs, it's a good idea to launch it at least 6 months in advance. Your publicity material will need to include:

- The dates of the tour
- The route, including daily distances
- Where you will be staying
- The cost per participant
- The non-rowing programme, if any
- How to book (paper form or online)

Where to advertise

You'll probably arrange for the tour details to be posted on your club website, but not everyone will see that.

You could contact other clubs directly – there's a list of clubs which have a recreational rowing section on the Recrowing website: <http://recrowing.org.uk/findaclub.html>

There's also a Facebook page: <https://www.facebook.com/groups/recrowing/>

General Data Protection Regulations

When corresponding with your potential or actual tour participants, you need to be careful not to contravene GDPR. This means:

- Recipients of group emails must be listed in the BCC (blind carbon copy) part of the email address so they are not visible to other participants. This also means that people can't do "reply all" which saves a lot of email traffic!
- Personal details (addresses, phone numbers etc.) must not be listed on your website
- Participants must give their permission for you to hold their details on computer (a tick box on the booking form is sufficient).
- After the tour, you must delete personal details unless people have given permission for you to continue to hold them.
- Participants have the right to see what details you hold on them and correct them if necessary.
- You must not share personal details with anyone not connected with the tour organisation.



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