

FAQ Sheet

How to create a flat sheet for your tourism business.



Q: Why is it important for your tourism business to have a professional sales sheet, sometimes called a “flat sheet”?

A: A clear, trade-ready sales sheet helps your tourism business **convert interest into actual bookings** by giving buyers all the key details they need in one quick, scannable place. It signals that you are professional and export-ready, makes it easier for tour operators to slot your experience into itineraries, and increases the chances that **your product is remembered and recommended** when they are building programs.

Sales sheets are ideal for travel trade marketplaces, tour operator outreach, and for sharing with SCRTA and other partners when they receive product inquiries from domestic and international buyers.

Q: What does a sales sheet look like?

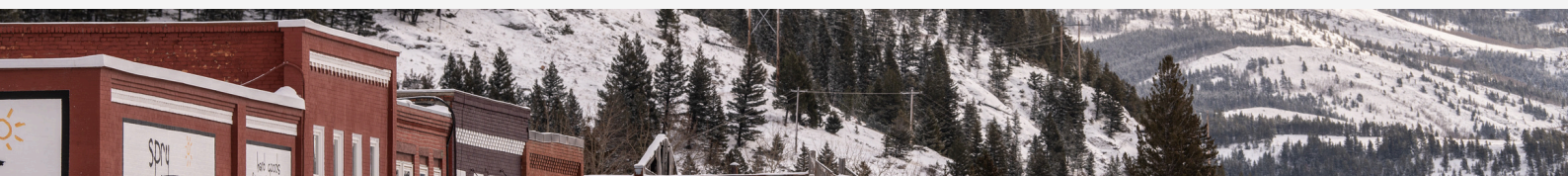
A: Your sales sheet should be 1-2 pages maximum. Remember, a sales sheet is a quick, scannable tool, rather than a tool like a brochure, which would have much more detail for the individual customer. Check out an example here: <https://www.canva.com/templates/EA-FL-iM6eV4-blue-minimalist-modern-travel-packages-sell-sheet/>



Q: What kind of details should I include on my flat sheet?

A: All information that would be considered essential to someone trying to book an experience with you within your region and province. Consider details that make your business stand out from others and make travel easy or unique.

- Guided or self guided experiences
- Indoor pool
- Wi-Fi
- Recreation gear rentals
- Recreational programming
- Barrier-free rooms
- Elevator
- Onsite restaurant
- Free onsite parking
- Trade friendly
- Motorcoach rates available
- Group menus available
- All-inclusive packages (inc. gear, transport, etc.)



Q: Are there key headings I can include in my sales sheet to help illustrate how my business can fit into group tours or itineraries?

A: Yes. When planning the draft of your sales sheet, consider the following headings and accompanying detail. Keep descriptions short.

About the company – A short, energetic overview of who you are and what you offer.

About the tour, attraction, and/or accommodation – A brief introduction to your product that focuses on the experience and outcomes for guests.

Experiences/Packages – List any relevant packages your business provides. Concise descriptions are best – remember, this document is a general sell for buyers, not a detailed brochure. List your ability to create custom packages, if you have it.

Location – Where you are located. When not a location like a hotel, cite anything relevant that is at your shop or programming site. Consider a customer that may not have a personal vehicle or who is travelling in a group on a bus.

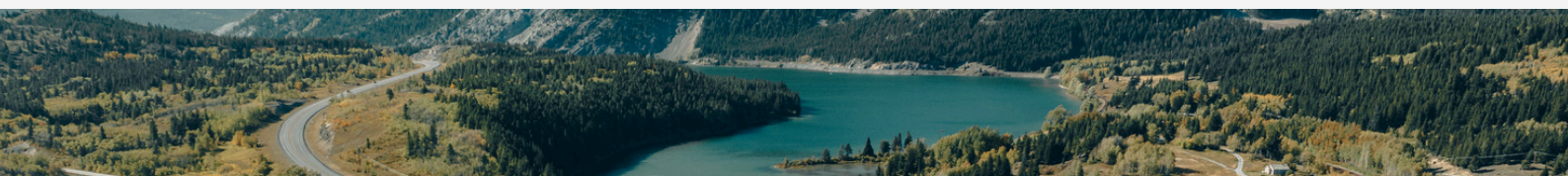
Nearby Attractions – List all relevant attractions including other tourism attractions or experiences that compliment the visitor experience in the area and their driving distances. You may have partnerships with other operators in the region. Feel free to list these as well. You can explain further or alternately under the “Experiences/Packages” section if required. For example:

Major/minor cities (1 hr)
International Airports (1.5 hr)
Historic Sites (1 hr)
UNESCO Sites (15 mins)
Culinary experiences/breweries etc (1.5 hrs)

Tour inclusions or property facilities

- For tours or attractions: list inclusions and key selling points that help travel trade understand the product and the experience guests can expect (e.g., lunch, transfers, special access).
- For accommodations: list property facilities, dining options, room types, and bedding configurations.

Features – Spotlight the features that truly make your product unique: unusual itinerary highlights, insider access, special storytelling, or interactions guests will not find elsewhere.



Rates

Confirm that you offer travel trade rates and standard terms of trade without listing specific discounts on the sheet. This reinforces that you are ready for a collaborative, negotiated partnership rather than a one-way rate card.

Availability

Operating days and hours, seasons, and any blackout periods when the product is not available (e.g., statutory holidays, seasonal closures, specific weekdays).

Bookings

Explain clearly how the product can be booked (channels, systems, or booking contacts).

Contact us – To chat about travel trade rates, please contact the Sales Manager at 902-123-4567 or email sales@mybusiness.com. For solopreneurs or small business, it is best to create a dedicated email address for sales or bookings, rather than a personal email or “info@” email.

HELPFUL WRITING TIP: Use a “must have vs. nice to have” test: keep only content that directly helps a buyer understand what the experience is, who it is for, when it runs, how to sell it, and how to book it, and move everything else (background story, extra photos, detailed policies) into a separate info sheet or follow-up email so your core sales sheet stays clear and scannable.

Tips for a strong sales sheet

- Keep your writing tight, upbeat, and easy to scan – **ideally 1–2 pages.**
- Use headings, sub-headings, and bullets. Remember, this is a trade marketing piece, not a consumer brochure, so design and language should speak directly to trade buyers.
- Skip slang or overly casual language that may not translate well; focus on clear English that highlights the visitor experience.
- Make your unique selling points pop so it is obvious why your product stands out.
- Use high-quality, high-resolution images that show what guests actually do and feel on your experience.
- Before sharing, make sure your file is easy to open and a reasonable size, especially for email.
- Keep your sales sheet fresh by updating details as they change; if printing, use smaller runs to avoid waste and outdated stock.

