

GETTING STARTED

The following checklist illustrates some of the recommended steps for building a successful Segway® Personal Transporter (PT) tour business. To learn more about the information needed to start a tour operation please register at: www.segway.com/tours.

SELECTING AND MAPPING A TOUR ROUTE

It is important to have a plan on exactly what roads, pathways, trails or other areas that your tour will travel along. Your tour route will also help determine which Segway PT model is best suited for your tour.

- Create a map of the route that can be annotated during an exploratory ride
- Utilize the map for creating tour marketing materials, imagery for a website or for illustrating the proposed route to any regulatory bodies involved in providing permission to use the Segway PTs on that route
- Record the route length and time required to complete
- Indicate any planned stops or areas of interest
- Create content to be relayed by the guide during the tour based on areas of interest

TOUR OPERATION RESOURCES

listed below are some of the operational aspects you will need to consider:

- **Staffing:** the number of people required to operate a tour will be based on the size of your tour fleet, projected number of tours per day and how you will conduct rider training
- **Reservation System:** determine the optimal way that you will book and maintain your tour reservations (on-line, toll free number)
- **Operation Space:** plan for appropriate space for storage of machines, room for both indoor and outdoor training sessions, including access to media equipment and display of any additional items you offer on your tour
- **Tour Guest Offerings:** If you are operating a tour in varying weather climates/conditions items such as water, sunscreen, rain ponchos and other similar items should be considered available for sale or as part of the tour.
- **Additional Revenue Items:** Consider providing items unique to your tour/situation that your guests might want and/or need such as photos, t-shirts and other apparel.
- **Insurance & Waivers:** It is important to protect your business and your assets. Find an insurer that works best for you. Meet with a trusted attorney to draft a liability waiver for your guests to sign before they learn how to operate a Segway PT.