

EXERCISE:

Understanding Your Destination

It is useful to have an overview of those who visit your destination and what they do when they are there. Having this information can help you plan what you will do to attract them to your business.

This exercise is designed to help you identify how and where you fit into your destination.

Who are the visitors to your city / region?

What are they coming for?

What are their interests and motivations?

How long do they stay?

What activities do they engage in?

Is what you offer a motivating factor for people to visit?

Are there special interests drawing customers here? (culture, art, wilderness, etc.)

What can you offer them that will meet their needs?

How can you align your offer with what they are coming for?

Notes:



Identifying Your Target Audiences

EXERCISE:

This exercise allows you to examine your target audiences in terms of their expectations and your appeal to them. Identify the top three markets you want as your customers and what you need to do to make them choose your offer over and above other available choices.

Who are your target audiences?

Ask yourself if they are new audiences or existing ones you wish to grow.

What do they expect from you?

Look for their motivator - what matters to them? Can you respond to that need?

How will you satisfy their needs?

What is your offer to them? Is it tailored to their needs?

How do you differ from your competitors?

Why should they choose you? Create a compelling reason for them to choose you.

Audience 1:

Audience 2:

Audience 3:

EXERCISE:

The Hook

Developing Your Pitch

Start your message with a compelling question, fact, or statement. Your aim is to generate curiosity.

Who is your target market?

How will they benefit from choosing you?

How will you respond to your customers' needs?

Who is on your team to make this a success?

What is your competitive advantage? Why should they choose you?

Result: How will you measure your success?

EXERCISE:

Developing A Package

Develop a weekend break package for a tour operator, Travel Agent or motivated tourists visiting your destination.

1. Create a list of the resources in your region which should be included in your package

- Cultural Resources
- Special Events, Festivals
- Heritage Attractions
- Recreational Attractions
- Staffing including Guides
- Transportation Services
- Accommodations
- Outdoor Activities
- Restaurants
- Public Services
- Other

2. Identify your partners

3. Identify your markets

Target Market 1

Target Market 2

Characteristics of
your market

Origin

Motivation to buy
the package

4. Develop your package

Transportation

Include taxis, public transport & transfers

Accommodation

Hotels, B & B, camping, etc.

Tourism relevant services

Meet & greet, translator, guides

Meals

Snacks, main meals, drinks

Attractions, entertainment, activities

Museums, other cultural activities, walks, events, galleries, sporting / adventure activities, etc.

Added value

Workshops, free talks, meet & greet, guest speakers for events, free gifts, mementos, vouchers

Price

Fees, admissions and service charges

5. Plan your itinerary and price the package

Itinerary activity / event	Time	Partner	Cost per person
Total cost per person			\$

Developing Your Action Plan

EXERCISE:

This exercise is designed to provide you with an example of the elements of planning and development that may be required within your organization to develop new customers.

- Identify your customers
- Develop your message
- Develop your goals (targeted & measurable)
- Identify & list the actions necessary to achieve your goals

Actions	By When	Owner	Budget	Measurement	Status
1. Define the type of customer you are targeting					
2. Identify your proposition (what is special about what you have to offer)					
3. Hold brainstorming session to develop your messages					
4. Match your offer to your customer needs					
5. Identify how and where these customers make their choices					
6. Set goals and targets					
7. Develop and implement marketing plan to reach your chosen customer segments					
8. Develop collaborative partnerships					
9. Build you online presence					
10. Carry out 'test' packages for defined customer groupings					
11. Measure your success					