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# **THE SUPER SIX OF BETTER TOURISM BUSINESS**



**The** **Super Six of Better Tourism Business** are a set of six objectives that provide a framework for creating businesses and destinations that last:



1. We build profitable businesses that last
2. We manage resources responsibly
3. We benefit communities
4. We delight and empower visitors
5. We champion places
6. We work together

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| **SUPER 1: WE ARE BUILDING A PROFITABLE BUSINESS THAT LASTS** | **Yes, we already do this.** | **We’re working on this.** | **This is in our 1-3 year plan.** | **This doesn’t apply to us.** |
| We have a documented business plan that spans at least 3 years. |  |  |  |  |
| We invest in systems and processes to improve our quality and productivity. |  |  |  |  |
| We have a set of financial metrics to track, analyse and manage our performance. |  |  |  |  |
| We prioritise cashflow and cash management. |  |  |  |  |
| We invest in ourselves and our team to improve leadership and business management (e.g. through training, mentoring, coaching, conferences…) |  |  |  |  |
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| **SUPER 2: WE TAKE CLIMATE ACTION TO REDUCE OUR EMISSIONS AND OUR COSTS** | **Yes, we already do this.** | **We’re working on this.** | **This is in our 1-3 year plan.** | **This doesn’t apply to us.** |
| We have a plan to reduce our contribution to carbon emissions. |  |  |  |  |
| We measure and review the amount of energy consumed by our business each year. |  |  |  |  |
| We measure and review the amount of water consumed by our business each year. |  |  |  |  |
| We measure and review the amount of waste generated by our business each year. |  |  |  |  |
| We set targets and take actions to reduce our consumption of energy and water and the amount of waste generated by our business each year. |  |  |  |  |
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| **SUPER 3: WE BENEFIT COMMUNITIES** | **Yes, we already do this.** | **We’re working on this.** | **This is in our 1-3 year plan.** | **This doesn’t apply to us.** |
| Our business leads, supports or contributes to at least one community project every year. |  |  |  |  |
| Our business provides information on local businesses, products, services, attractions or activities to guests through our website or personal communications. |  |  |  |  |
| Our business provides employment in the region. |  |  |  |  |
| We support employment in our region by buying produce or services from local providers, producers and retailers where possible. |  |  |  |  |
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| **SUPER 4: WE DELIGHT AND EMPOWER VISITORS** | **Yes, we already do this.** | **We’re working on this.** | **This is in our 1-3 year plan.** | **This doesn’t apply to us.** |
| We actively encourage visitors to leave reviews or provide feedback to us directly. |  |  |  |  |
| We monitor visitor satisfaction levels, and continuously seek to enhance the visitor experience. |  |  |  |  |
| We tell visitors about the special value that their visit brings to our place and community. |  |  |  |  |
| We make our visitors aware of opportunities to offset their carbon footprint. |  |  |  |  |
| We make our visitors aware of contribution and give-back opportunities in the destination. |  |  |  |  |
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|  **SUPER 5: WE CHAMPION PLACES** | **Yes, we already do this.** | **We’re working on this.** | **This is in our 1-3 year plan.** | **This doesn’t apply to us.** |
| We actively participate in a natural or cultural heritage conservation project. |  |  |  |  |
| We support and promote a biodiversity or ecological restoration initiative. |  |  |  |  |
| We share and apply the principles of Leave No Trace or a similar landscape code in our business activities. |  |  |  |  |
| We share relevant and engaging information about our place with our guests to help them enjoy the unique nature of their stay with us. |  |  |  |  |
| We ensure that we are well-informed on the history and culture of our place so we can confidently and authentically share it with our visitors. |  |  |  |  |
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| **SUPER 6: WE COMMIT TO WORKING TOGETHER** | **Yes, we already do this.** | **We’re working on this.** | **This is in our 1-3 year plan.** | **This doesn’t apply to us.** |
| We actively participate in local tourism networks or groups. |  |  |  |  |
| We engage with local community members and groups and seek their feedback on our activities. |  |  |  |  |
| We actively nurture relationships and constructive communications with our District Council. |  |  |  |  |
| We are actively engaged with Tourism NI. |  |  |  |  |
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