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| --- | --- | --- | --- |
| **Key Segment** | **What do we currently do?** | **How can we enhance this?** | **Priority Projects / Quick wins** |
| Online Direct |  |  |  |
| Online Indirect / 3rd Party |
| Offline Direct |
| Offline Indirect / 3rd Party |
| Key Routes to Market |
| Key Events |

**CONSTANT PURCHASABILITY- Make it easy to book**

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| **Key Segment****CONSTANT PURCHASABILITY- Make it easy to book- Example** | **What do we currently do?** | **How can we enhance this?** | **Priority Projects / Quick wins** |
| Online Direct |  | Own website – clarity, ease, speed​Is it competitive?  Offering good value?​Can they buy add ons and  extras? |  |
| Online Indirect / 3rd Party |  | Check all other online platforms- either aim for rate parity or incentive book direct |  |
| Offline Direct |  | Email, phone, walk ins​Review all for ease, clarity, logical pricing​Is it an easy and satisfying process? |  |
| Offline Indirect / 3rd Party |  | Where else can they book?​Review as per above |  |
| Key Routes to Market |  | Don’t try to sell EVERYWHERE!​Sell only where it makes sense… and in a way you can manage effectively & strategically |  |
| Key Events |  | Where do you need to be selling?​Will you be bookable?  What is the process? |  |

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