

Understanding your Routes to Market



- From connection
To conversion

TED

Tourism
Enterprise Development
Programme



tourism
northernireland

Why during the Lockdown?

1. Put your destination on their radar
2. Put your business on their radar
3. Build Expectations & FOMO

WHO

Are you talking to?

Customer Types

Friends

Family

Children

Markets

Local

ROI Counties

NI counties

Breaks

Day Trips

Short Breaks

Annual Holiday

What are the key things
**You need to
Communicate?**

Reunite

Freedom

Community

Reassurance

Reward

Fun!

HOW do you Communicate it?

1

Should sound as personal, and hand-crafted as possible

Keep them short. The faster you can get your point across, the better

2

3

Keep them simple and avoid too much jargon.

Create FOMO. Make your offering sound exclusive.

4

5

Build credibility with data and case studies, not bold statements.

Use your own voice. Don't copy templates. Sound like a human!

6

What do they want?

Experiences that are ready for them to buy (or sell)

- ✓ Adventure activities like hiking trails or surfing
- ✓ Self- guided and guided tours
- ✓ Cookery workshops and demonstrations
- ✓ Interesting dining options; themed dinner, farm BBQ or afternoon tea
- ✓ Overnight stays

A menu of options

What Are you Selling?

(What is on your market stall?!)

- Clear Product Offering
- Clear Display
- Clear Branding
- Clear Pricing

Clarity

Can you define your business in 1 line?

Can you tell then WHAT you are selling in 1 line?

Do you have GREAT imagery?

Do you show “social proof”?

Clarity

| Experiences | Short Description | Min & Max | Duration | Public Price Per Person |
|-------------------------------|--|-------------------|-------------------|-------------------------|
| Seaweed Walk, Talk & Taste | Guided seaweed walk along a secluded beach at low tide to harvest sustainably and learn about 12 different seaweeds. | Min: 5 Max: 30 | Approx. 1.5 hours | €XX |
| | Inclusions: Forage, Cookery tips | | | |
| Seaweed Forage & Beach Picnic | Guided seaweed walk along a secluded beach at low tide to harvest sustainably and learn about 12 different seaweeds. | Min: 5 Max: 30 | Approx. 2.5 hours | €XX |
| | Tasting of fresh seaweed and prepared snacks on the beach, picnic-style | | | |
| | Inclusions: Seaweed tea, 3 seasonal savoury snacks and 1 sweet snack | | | |

Create a Grid for Clarity

- Clear experience names and offerings
- Clear Inclusions
- Clear Min & Max Number
- Clear duration
- Include Retail price

Where can you sell
YOUR experience?

Direct

Indirect

- 1 Explain your Offering in 1 Sentence
- 2 Use VERY strong imagery
- 3 Define you're your experiences on a grid
- 4 Have standard and premium offerings

Where can you sell
YOUR experience?

Direct

Website sales (SEO)
Sales phonecalls
Email marketing
Social Media (Facebook,
Instagram, Twitter)

Indirect

3rd party websites
Referrals
Online Tour Operators

- 1 Explain your Offering in 1 Sentence
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Compromise

How do you adapt you offer for a domestic market?

- ✓ Freedom!
- ✓ Reunite
- ✓ Inspiring landscapes
- ✓ Local Gems & personal recommendations
- ✓ Fun & Treats!
- ✓ It is SAFE

What Are you Selling domestically??

Review every one of your
experiences....

- Will they appeal to the domestic customer?
- Do the images match your core clients?

For example...

“Irish Hospitality”

Make an Irish Coffee



Reshape

Reposition

Repositioning Experiences for the Domestic Market

What to do with experiences traditionally sold in global markets?



Example: Bread making

Highlight nostalgia, fun and opportunity to learn

- Unique to Ireland
- Pride in Ireland's traditions
- Inter-generational activity
- Potential to create memories
- Potential to learn a new skill, gain a super recipe!

Make the experience more contemporary: for example

- By adding seeds or fruits
- Easy to bake bread-making kits: Craft Beer bread?
- Adapt: add sides and accompaniments for brown bread?
- Make traditional Irish bread as fashionable as sourdough!

What should we Highlight?

- Amazing Scenery and fresh air
- Learning and having fun!
- Understanding where our food comes from

For example...

“Irish Hospitality”

Make an Irish Coffee

Reassurance re Covid 19

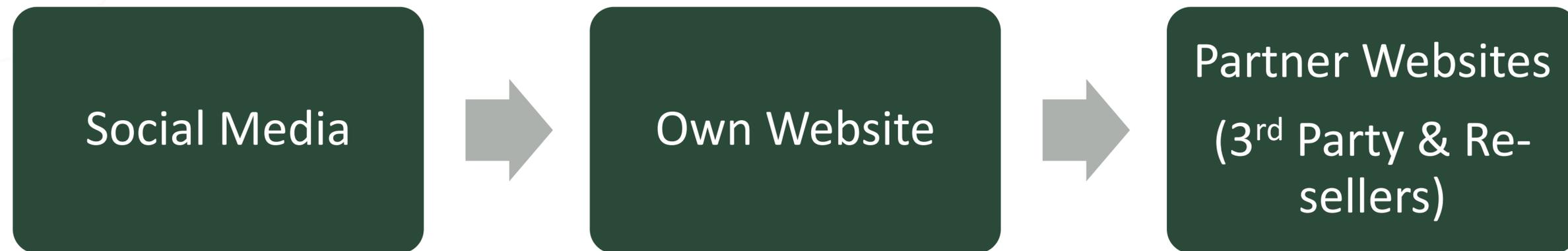
- Maximum numbers
- Schedules & layouts
- On site safety measures
- Videos and imagery (proof)
- Virtual tours
- Clear cancellation policies

Covid 19 Policy

Here at Lovely Guesthouse, we would like to assure you that we have been working hard to welcome you back so that together we can create new memories! As always, the health and safety of you and our team are SO important to us. With this in mind...

- 1** Reduced visitor numbers to X
- 2** Sanitisation procedures
- 3** Mask guidelines
- 4** Distancing

Which channels?



Create Compelling Content!

Amazing Imagery
Personal Recommendations

Local Stories

Use Emotion

Reassure

What is the “feeling” you want to inspire?

- 1** But have some fun!
- 2** Capture the action!
- 3** Caption your pictures to “tell the story”
- 4** Sell the destinations first

Remember...

- Connect now
- Stay on their radar
- Re-invent for domestic and future International sales
- Keep it personal!

Thank you

