

CREATING A PLAN

...for your tourism business



Pacific Islands
Trade & Invest

Market Analysis

1. Identify and describe your target market.
2. Will you be conducting market research? If so, describe how.
3. Will you be using the services of professional market research firms? If so, describe.
4. What is the total cost of conducting market research?
5. What are the market segments most suited to your product? (For example: Family, Youth, or Honeymoon)
6. What are the origins of these markets- both domestic and international?
7. Describe your customer's travel style (For example: FIT, Group, VFR or Backpacker).
8. Describe your customer's budget and how this will impact your product development.
9. What are your customer's transport choices? (For example: self drive, private transfers or public transport)
10. You have researched your competitor's brochures? List and describe the good and bad features.

Product Description

11. What is your unique selling point (USP)?
12. Will you be doing any product development based on your research? If so, describe.
13. What are the total costs of these developments?
14. Will you be packaging your product with other experiences? If so, describe.

Strategy

15. Describe your promotions strategy. How will you promote your product to the media, consumers and the travel trade?
16. What types of direct marketing techniques will you be using?
17. What distribution channels will you be using? (For example: retailers, wholesalers and/or online)
18. Will you be using the internet to sell your products?
19. How will your target audience find you?
20. Who will provide design advice and programming skills to develop and maintain a website?
21. How will you manage the ongoing accuracy and relevancy of your website?
22. How will you enhance your presence, including third party online travel providers?
23. What is the total cost of the initial development of your online presence?
24. What is the total annual cost of maintenance?
25. Will you be developing brochures for your product? If so, describe.
26. Will you be participating in cooperative marketing programs with transport carriers, major accommodation chains and government tourism authorities? If so, describe.
27. Will you be using distributors for your product? If so describe.
28. How much commission will you be paying your distributors?
29. Will you be selling your product in international markets? If so, describe.
30. Who will be responsible for the development of your brochure?
31. What is the total cost of developing your brochure?
32. How will your brochures be delivered?
33. Where will your brochures be displayed?
34. What methods of distribution will you be using?
35. Who would find your product most appealing?
36. What are the needs and desire of your potential customers?
37. What is the best way to reach these customers?
38. What creative methods can be utilised to generate interest in a particular product?
39. How do you connect with customers on an emotional level?



40. What do you want to achieve through advertising?
41. What are the best ways to contact your target market?
Are they heavy users of the internet, do they use social networking sites or read local papers?
42. What are the customer's desired experiences? This relates to how, when and where people make their travel choices.
43. When is the best time to speak to these customers?
This is affected by seasonality and identified through previous sales patterns.
44. What is the extent of product competition in the marketplace?
45. What, if any, additional services can be offered to enhance the appeal of a product?
46. What are your competitors doing in this area?
47. What are people prepared to pay for similar products?
48. How will your product be perceived in the marketplace by customers and by your competitors?
49. What is the most cost effective method of advertising your product?
50. What is the total cost of your advertising strategy?
51. How will you be measuring the success of your advertising campaign?
52. Who will be responsible for managing your public relations? Will you be doing this yourself or will you outsource?
53. What types of media will you be using to promote your products?

Financial Plan

54. What are the operating costs of your business? Provide a breakdown of fixed and variable costs.
55. What is your desired profit margin?
56. What is your total distribution network cost?
57. What is your net rate?
58. What is your retail rate?

Operating Plan

59. What systems do you have in place to handle business enquiries?
60. What systems do you have in place to manage bookings?
61. What system do you have in place to effectively manage your business mix?



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