

## KEY ACTIVITIES AND RESOURCES

The visitor or customer experience is not just about the product that you offer, this is the core, but the overall experience includes every single interaction your customer has with your business – online and offline, pre visit, during and post.

When developing your tourism experience, start by focusing on the during (or experience) phase and consider both the external customer facing engagement and the internal business operations or back of house process that you need to support product delivery. Be customer centric, always keeping your ideal customers top of mind!

The below covers some of the key considerations, activities and resources needed at each stage and not a definitive list.

Travel Stage	Pre		
<b>Dreaming, Consideration and Intention</b>	<table border="1"> <tr> <td data-bbox="365 834 1176 1436"> <b>Platforms</b> <ul style="list-style-type: none"> <li>Do you have a website? How often is it updated? Does it accurately reflect your experience?</li> <li>Are you active on the social platforms that your ideal customers are using?</li> <li>Have you set up all relevant listings (ATDW, Google My Business, TripAdvisor) so that you can be easily found by customers?</li> </ul> <b>Content</b> <ul style="list-style-type: none"> <li>What are the stories you are telling online to inspire visitation?</li> <li>What are the stories that your customers are telling about you and how are you encouraging them to tell them?</li> <li>How do you sell the destination and show visitors where you fit in an itinerary?</li> </ul> </td><td data-bbox="1176 834 2038 1436"> <b>Marketing</b> <ul style="list-style-type: none"> <li>Do you have a marketing plan in place, including content marketing and search engine optimisation, to drive online traffic?</li> <li>Do you have a social media plan in place which leverages destination marketing activity?</li> <li>What strategies do you have in place to drive user generated content?</li> <li>Are you clear on your unique selling points and promoting them via your content?</li> <li>Are you tracking and monitoring your activities so that you can measure return on investment?</li> </ul> <b>Partnerships</b> <ul style="list-style-type: none"> <li>Are you working actively with TA, DNSW, DNC and LTO to maximise marketing efforts?</li> </ul> </td></tr> </table>	<b>Platforms</b> <ul style="list-style-type: none"> <li>Do you have a website? How often is it updated? Does it accurately reflect your experience?</li> <li>Are you active on the social platforms that your ideal customers are using?</li> <li>Have you set up all relevant listings (ATDW, Google My Business, TripAdvisor) so that you can be easily found by customers?</li> </ul> <b>Content</b> <ul style="list-style-type: none"> <li>What are the stories you are telling online to inspire visitation?</li> <li>What are the stories that your customers are telling about you and how are you encouraging them to tell them?</li> <li>How do you sell the destination and show visitors where you fit in an itinerary?</li> </ul>	<b>Marketing</b> <ul style="list-style-type: none"> <li>Do you have a marketing plan in place, including content marketing and search engine optimisation, to drive online traffic?</li> <li>Do you have a social media plan in place which leverages destination marketing activity?</li> <li>What strategies do you have in place to drive user generated content?</li> <li>Are you clear on your unique selling points and promoting them via your content?</li> <li>Are you tracking and monitoring your activities so that you can measure return on investment?</li> </ul> <b>Partnerships</b> <ul style="list-style-type: none"> <li>Are you working actively with TA, DNSW, DNC and LTO to maximise marketing efforts?</li> </ul>
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Booking	<ul style="list-style-type: none"> <li>How do you overcome any objections that customers may have?</li> </ul>	<ul style="list-style-type: none"> <li>Are you working collaboratively with other local operators to tell a collective story?</li> </ul>
	<b>Platforms</b> <ul style="list-style-type: none"> <li>How do you make it easy for the customer to book with you - either directly or via a third party?</li> <li>Is your own booking platform up to date and easy to use?</li> <li>Are you working with the right mix of distribution partners?</li> </ul>	<b>Systems and Processes</b> <ul style="list-style-type: none"> <li>Do you have the right tools in place - booking platform, channel manager and CRM System to capture customer data?</li> <li>Do you have accounting systems and processes to enable reporting on booking sources?</li> </ul> <b>Staff Training</b> <ul style="list-style-type: none"> <li>Is there training in place on how to use the booking system, up date rates and listings across all platforms?</li> </ul> <b>Partnerships</b> <ul style="list-style-type: none"> <li>Do you keep a database of partners and contracted rates?</li> </ul>
Anticipation	<ul style="list-style-type: none"> <li>How do you set the expectation and build excitement prior to arrival?</li> </ul>	<b>Communications</b> <ul style="list-style-type: none"> <li>Do you have a standard template for pre arrival communications to guests (via email or SMS), which include all the details that they need?</li> </ul>
Travel Stage	During	
Experience	<b>Experience Delivery</b> <ul style="list-style-type: none"> <li>How long is the tour? What are the start and finish times? How often will it run?</li> <li>What is included in the tour - guide, food, drinks, equipment?</li> <li>How do staff interact with guests? What 'stories' will they tell ? How will the experience be delivered?</li> </ul>	<b>Staff Training</b> <ul style="list-style-type: none"> <li>What training needs to be in place to ensure consistent delivery of the experience? Customer service, tour guide, presentation and storytelling.</li> <li>Does everyone across the business know about the experience, what it is, when it runs and how much it costs?</li> <li>Are relevant staff trained in the booking platform and how to</li> </ul>



	<ul style="list-style-type: none"> <li>How can you make the experience interactive?</li> </ul> <p><b>Signage</b></p> <ul style="list-style-type: none"> <li>How does your customer find you? How do they know where to go? What is your signage like, online and offline?</li> </ul> <p><b>Product Presentation</b></p> <ul style="list-style-type: none"> <li>What do they see when they walk in the door? How does it feel? Is the space inviting? Look from the customer's perspective.</li> <li>How are the customers greeted when they arrive?</li> </ul>	<p>use it?</p> <p><b>Standard Operating Procedures</b></p> <ul style="list-style-type: none"> <li>Have you documented the process of experience delivery? From arrival through to departure?</li> <li>How do you know who is booked on a tour, what guests are coming and when? Do you have a process to share manifests (booking details) with relevant staff?</li> <li>Do you have brand guidelines and are they consistently applied to all aspects of the product? Signage, collateral, staff uniforms?</li> <li>How do you make sure the business is clean, tidy and well maintained - are there checklists and procedures in place?</li> </ul>
Travel Stage		Post
Remember / Share	<p><b>Customer Service</b></p> <ul style="list-style-type: none"> <li>Are you delivering an amazing experience for every customer, so that they want to write a review?</li> <li>How do you thank your customers as part of the experience delivery?</li> </ul> <p><b>Momentos</b></p> <ul style="list-style-type: none"> <li>What things can you create that your customer can take-away as part of the experience?</li> <li>How 'instagramable' or 'photogenic' is your product? How can you curate 'instagrammable' moments for your customers?</li> </ul> <p><b>Platforms</b></p> <ul style="list-style-type: none"> <li>Are you set up on relevant sites, Google, TripAdvisor,</li> </ul>	<p><b>Communications</b></p> <ul style="list-style-type: none"> <li>Do you have a standard template for post visit communications (email or SMS) to ask for reviews and feedback?</li> <li>Do you tell your customers your social @handles and #hashtags to make it easy for them to share?</li> </ul> <p><b>Standard Operating Procedures</b></p> <ul style="list-style-type: none"> <li>Is there a process in place to monitor and respond to reviews? Are you proactively managing your online reputation? Who is responsible for this?</li> <li>What is the process for managing feedback - good and bad? Do you share it with staff to celebrate success? And use it to improve the experience?</li> </ul>



Facebook etc, so that customers can easily review your business?

**Staff Training**

- Is adequate customer service training in place for staff to ensure consistent experience delivery?
- Do you need online reputation management? Have staff been trained in how to respond to reviews?