Innovate Tourism Programme -
Kickstart & Develop your Idea

November 2024

TOURISM NORTHERN IRELAND

Innovate Tourism

TOURISM
NORTHERN
IRELAND

Innovation
Turning ideas into value

Innovate NI – Helping deliver the Ministers Economic Vision for Northern Ireland

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Working in partnership to:

- Increase innovation knowledge and skills
- Provide advice, guidance and support
- Access to financial support at the right time
- Increase the number of innovation active businesses
- Improve innovation outcomes

But why is innovation important ?

- Remaining competitive
- Sustained growth
- Longevity

Its your Survival tool

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Turning ideas into value

Henn na Hotel - Japan

There is no such thing as a bad idea.

DO YOU KNOW WHAT YOUR CUSTOMER WANTS?

or Needs !!

GLOW IN THE DARK TOILET ROLL
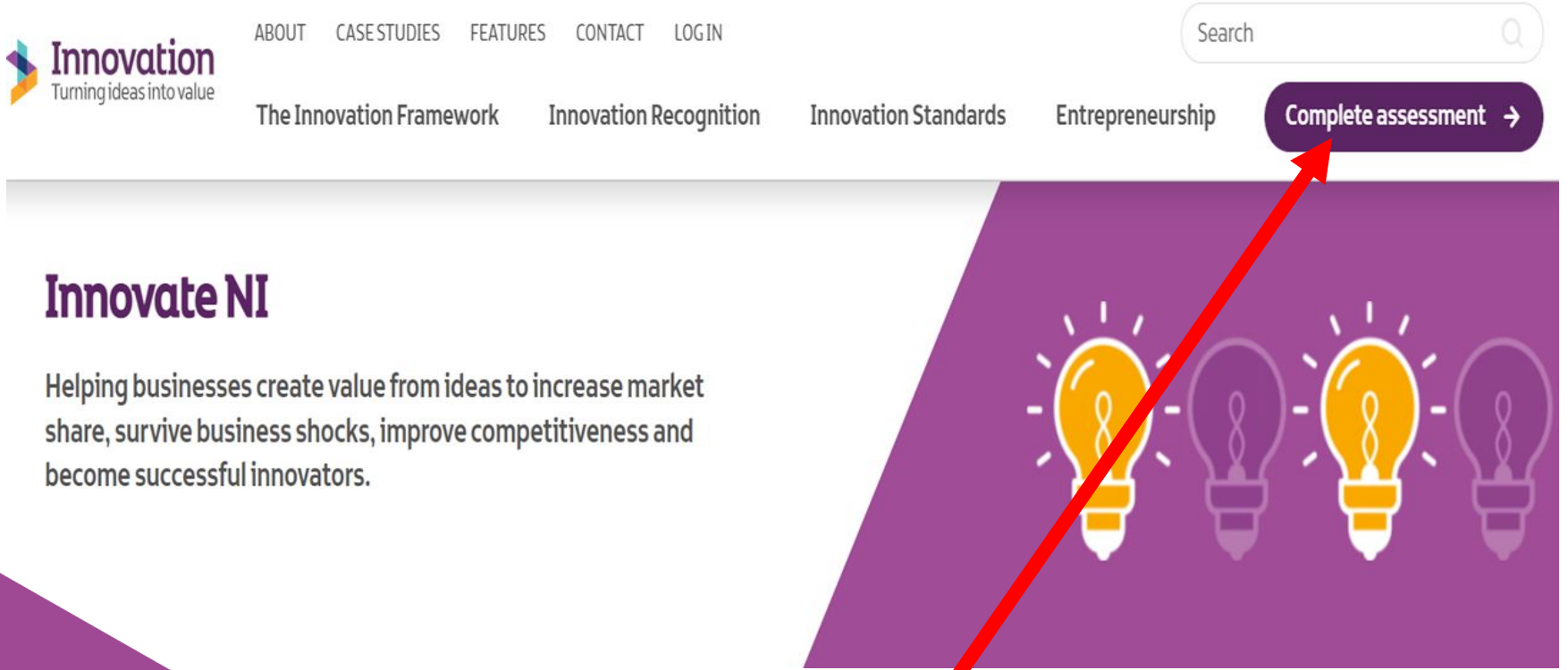
inovation
Turning ideas into value

Business reaching each stage of the framework also receive formal recognition from the Department for the Economy

How to engage Innovate NI

Go to
www.innovateni.com and
completed the innovation
assessment

Why complete the assessment ?

- Help with your ideas
- Advice and support to turn your idea into commercial success
- Build knowledge and capability
- Demonstrate to your competitors, staff and the market you are an innovation business, free PR
- Access to funding*****

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Access to funding

Assessment is directly linked to funding	Remember to focus on:	Get advice on your idea/project and the assessment
Development	**Novelty**	**Value**

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Meet the Tourism Entrepreneur

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GALGORM COLLECTION

ELAINE KELLY
GROUP PROJECTS & SYSTEMS MANAGER

CHALLENGE

Reservations systems without integration

+

High volume of bookings

+

Recruitment difficulties

Team Pressure

+

Diminished service

Galgorm
COLLECTION

ROBOTIC PROCESS AUTOMATION (RPA)

- a software based robot

- automates repetitive tasks

- works across different applications

- fast, accurate, no downtime

EFFICIENCY

COST-SAVING

CONSISTENCY

6105 **DINING RESERVATIONS**

14 **HOURS PER WEEK**

91.7% **SUCESSFUL**
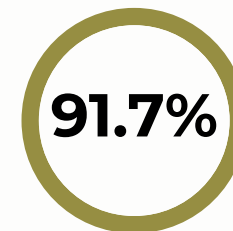
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COLLECTION

Invest NI

Innovate NI

Tourism NI : Kick-start Programme

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LEARNINGS

engage the team from the outset to alleviate fear of change

be certain of as-is process before applying automation

WHATS NEXT?

a second reservations process build is in refining stages

aspirations to extend into finance functions

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Jacqueline McCann

Facilitator

What's today all about?

This Innovation Masterclass is an **interactive 'learning in action' workshop** to teach you about the importance of innovation, and how it's applicable to your business in a tourism context.

We will learn some **skills, methods and mindsets related to the innovation framework**, how to improve your current offering and **become more innovation active - and take your idea towards launch and commercialisation.**

It will also give your business **insight into the wider Innovation supports available** to your tourism-based business.

Meet your Facilitator

Jacqueline McCann

- **Founder – Roll Innovation**

- **Innovation Specialist** with 20+ years' experience in Product, Service & Brand Development

- **Leads Global Innovation Projects** for Fortune 500 companies

- **Mentors NI/ Ireland HPSUs (**Catalyst/ Enterprise Ireland)

- **Named on 3 Patents** for AstraZeneca for Pharmaceutical Packaging

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Who we work with

Workshop Goals

Innovation Fundamentals

Understand Innovation Fundamentals of the Innovate NI Framework and practice skills and methods through immersive, hands-on activities.

Concept Development

Zoom in on the needs and behaviours of your key Stakeholders and/ or Visitors – to identify friction points and opportunities in the journey; Skills and methods to develop out your idea into a more fully formed prototype.
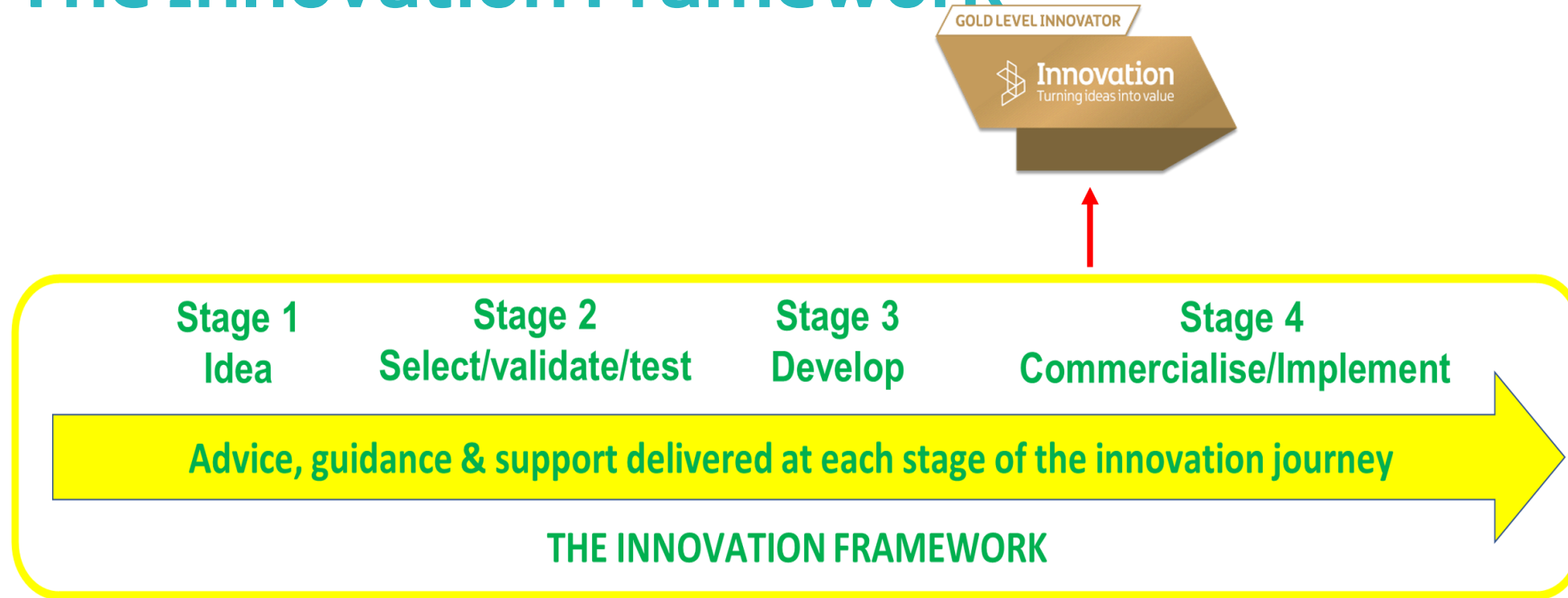
Commercialisation of your Idea

How to construct the right the business model that will help drive the success of your business idea in the real world.

Plug into Business Support

How your tourism-based business can plug in to the various sources of support via Tourism NI and Innovate NI to help you become more innovation active.

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The Innovation Framework

GOLD LEVEL INNOVATOR

Innovation
Turning ideas into value

Stage 1	Stage 2	Stage 3	Stage 4
Idea	Select/validate/test	Develop	Commercialise/Implement

Advice, guidance & support delivered at each stage of the innovation journey

THE INNOVATION FRAMEWORK

WE WILL COVER ALL OF THE STEPS IN THE FRAMEWORK TODAY

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Areas of Focus for Today

💡 **IDEATION:**
Problem Definition & Solution Development

✅ **VALIDATION:**
Selection and Assessment of Ideas

🖼️ **DEVELOP:**
Prototype your Solution & Value Proposition Development

🎯 **COMMERCIALISATION**
Business Model Canvas

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Session Overview

1

WELCOME, SET UP, SUPPORTS

- Welcome & Overview (TNI)
- The Innovation Framework (Innovate NI)
- Warm Up Energiser

2

INNOVATION FUNDAMENTALS

- Innovation overview (in the context of Tourism)
- Cover Story – Vision of Success Exercise

3

PROBLEM DISCOVERY

- Overview of Visitor/ Guest Segments
- 'Day in the Life' User Journey Mapping
- How Might We.. Questions

4

IDEATION & VALIDATION

- Starter Ideas
- Share back

5

DEVELOPMENT - PROTOTYPING

- Journey Map Prototype
- How to validate – feedback matrix
- Craft Value Proposition

6

COMMERCIALISATION

- Business Model Canvas
- Commercialisation Checklist
- Reflections
- Post-workshop Assessment (Innovate NI)

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How we will work

Individual Reflection & Focus Time

Individual reflection time, working on your own on practical exercises.

Learn from Us

We will share knowledge in relation to the Innovation Framework/ creative process.

Collaborate & Share with Each Other

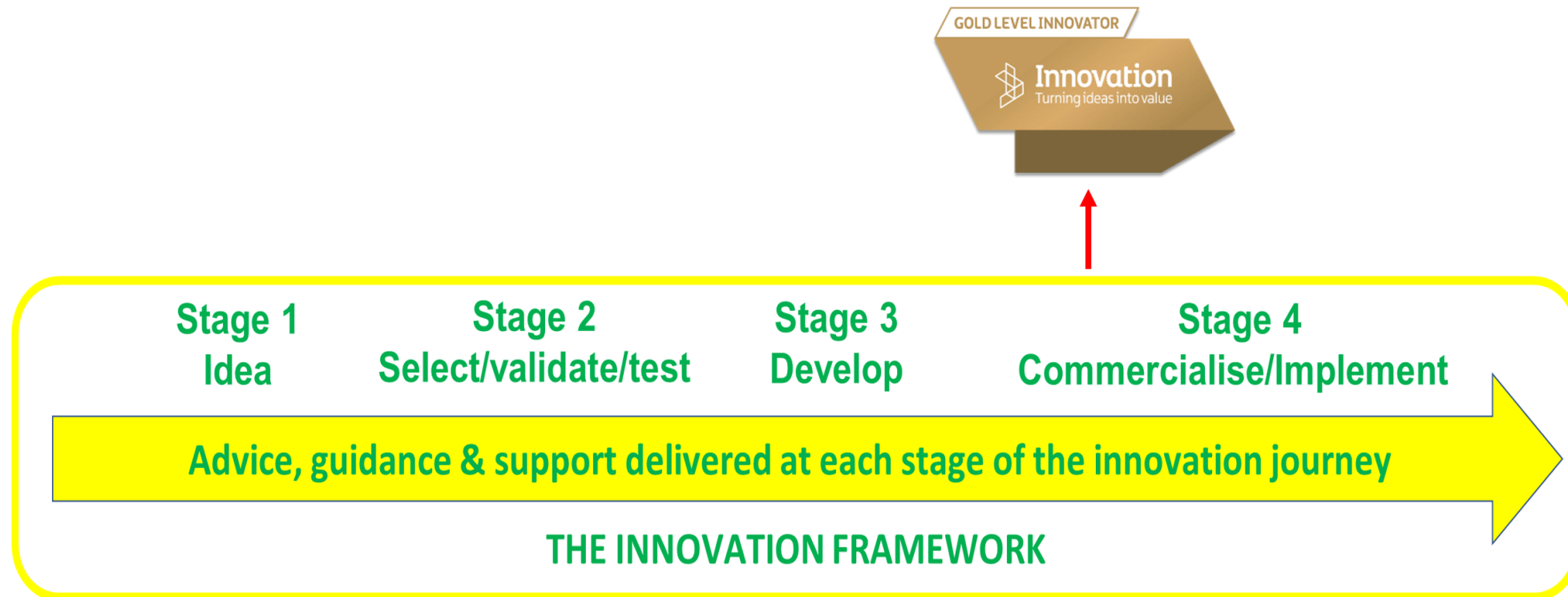You will have the opportunity to co-create and go through the exercises in teams and hear from the wider group.

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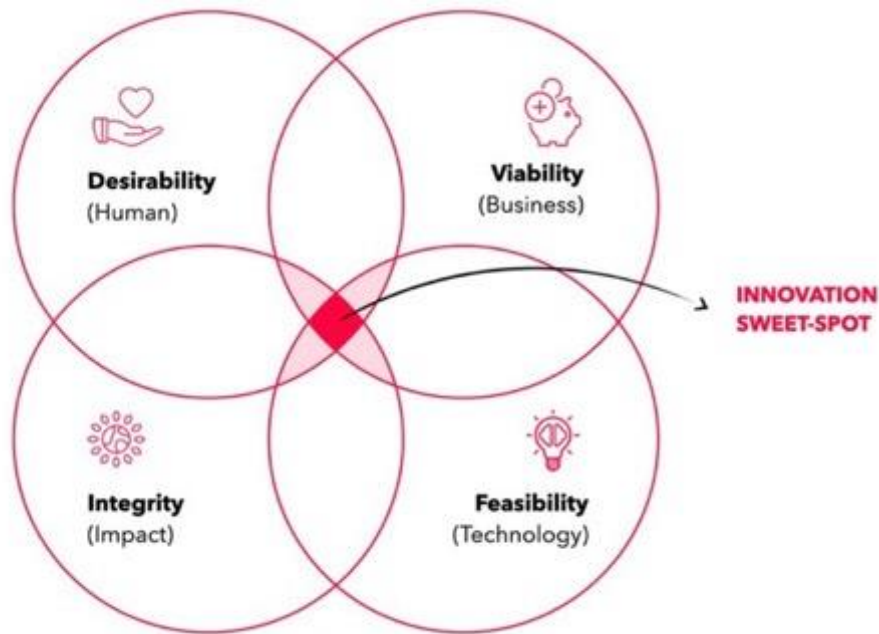
Innovation
Fundamentals

What does Innovation mean to you?
(*In the context of Tourism)

The Innovation Framework

GOLD LEVEL INNOVATOR

Innovation
Turning ideas into value

Stage 1	Stage 2	Stage 3	Stage 4
Idea	Select/validate/test	Develop	Commercialise/Implement

Advice, guidance & support delivered at each stage of the innovation journey

THE INNOVATION FRAMEWORK

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Innovation Sweet Spot

DESIRABILITY

Are people waiting for this? Does it add value to the lives of your Visitors/ Guests?

VIABILITY

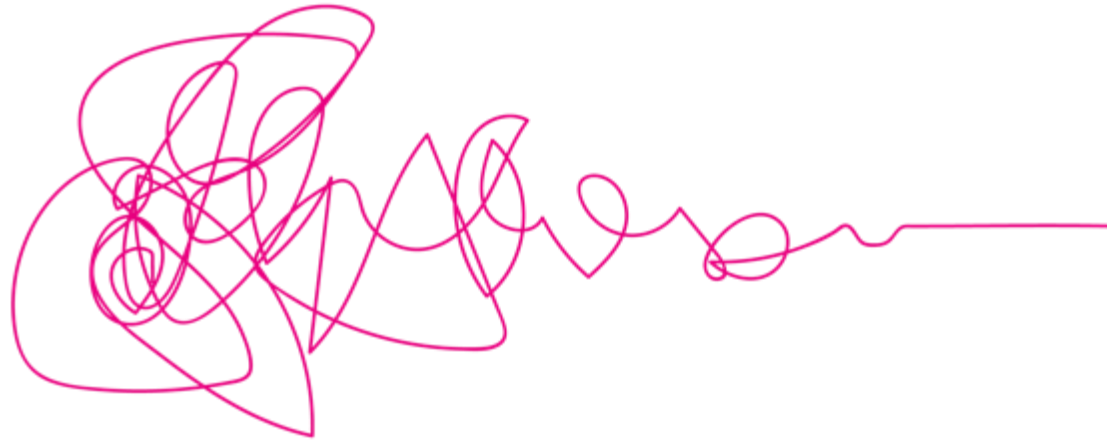Is your supporting business model sustainable and can it be scaled?

FEASIBILITY

Will you be able to deliver on your concept, both technologically and operationally?

INTEGRITY

On a broader level, how does your innovation impact society and the planet as a whole? (Sustainability & Inclusivity).

The Innovation process is immersive (and messy!)

Innovation

Ideation   **Selection**   **Validation**   **Commercialisation**

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Types of Innovation in Tourism:
1. Product Innovation

Product Innovation involves the creation of new or improved offerings that meet evolving Visitor's needs.

EXAMPLE: CHOCOLATE MANOR – BESPOKE ARTISAN CHOCOLATE SHOP & CHOCOLATE EXPERIENCE PROVIDER

Chocolate Manor implemented a product innovation by running a range of hands-on, bespoke experiences and a food emporium where visitors can see, and purchase locally made creations. Focusing on the preservation and protection of traditional skills and crafts, Chocolate Manor became the first chocolate maker outside of Canada to gain an Économusée accolade (2022).

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Types of Innovation in Tourism:
2. Process Innovation

Process Innovation focuses on improving operational efficiency, streamlining workflows, and optimising backend systems.

EXAMPLE: GIANT'S CAUSEWAY VISITOR CENTRE – DIGITAL TICKETING SYSTEM

The Giant's Causeway Visitor Centre implemented a process innovation through the introduction of a digital ticketing system. This technology streamlines entry for visitors, reduces wait times, and enhances the overall efficiency of the visitor experience at this iconic attraction.

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Types of Innovation in Tourism:
3. Experience Innovation

Experience Innovation revolves around creating unique and memorable interactions that go beyond traditional service offerings.

EXAMPLE: TITANIC BELFAST – INTERACTIVE EXHIBITS

Titanic Belfast innovates the visitor experience through interactive exhibits. The museum uses cutting-edge technology to engage visitors with the history of the Titanic, offering an immersive and educational experience that goes beyond traditional museum displays..

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'Cover Story'
Vision Exercise

EXERCISE: Cover Story Vision Canvas

Imagine your Future Success, two years from now

Cover Story Vision Canvas
Imagine your Future Success, two years from now

Magazine Cover	Big Headlines	The Bottom Line
Use words and a drawing	The big headlines about your innovation	What does the Finance Section say?

- **10 mins to complete the Vision Canvas** on your own.

- **Pair up and discuss** with someone at your table. Take 3 minutes each to share.

- **How was it?** Let's hear a couple of examples.

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Tools

- Visitor Segments
- Current State Journey Map

1. Discovery
Let's understand the space we are operating in

Visitor Segments

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Visitor Segment Overview (NI):

NI market segments

Priority Segments

Aspiring Families 30%

- Active families
- Strong family focus
- Activities very important (all types, variety of interests)
- Need activities to suit children/suit whole family
- Planners
- Pay attention to price, seeking value, bargain

Demographics
Most likely 35-44, even social class split, have younger children (under 16)

£ 1,360 Estimated spend

Naturally Quality Seekers 15%

- Natural Quality seekers
- Quality of accommodation important
- Nature lovers, outdoors
- Sustainability important
- Enjoy planning, clear itineraries
- Short breaks important part of their lives
- Preference for gentle activities

Demographics
Older (av. age 55) more likely to be male, ABC1, older kids

£ 1,238 Estimated spend

Social Instagrammers 15%

- Buzz and atmosphere seekers
- Seeking nightlife, great pubs etc.
- More likely to use AirBnB
- Short breaks important part of life
- Want to broaden the mind
- Connectivity very important (Wifi, 4G)
- Getting a good deal and engaging in activities deemed more important than finding great accommodation

Demographics
Youngest segment, more likely to be female, Slight C2DE bias, Least likely to have kids

£ 1,006 Estimated spend

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Visitor Segment Overview (ROI):

ROI market segments

Priority Segments

Active Maximizers 33%

- Seek great destinations
- Travelling as couples but also as young families - 57% will have young children
- Seeking energetic experiences and unpredictability
- Buzz and atmosphere seekers Quality of accommodation important
- Enjoy planning and like to have clear itineraries
- Short breaks important part of their lives
- Share their experiences on social channels

Demographics
Most likely 30-40, even gender split. Low spending. Likely to have younger children (under 16)

£ 871 Estimated spend

Indulgent Relaxers 11%

- Intention to visit in the short-term
- Looking to indulge and spend quality time with their partner
- Most likely segment to take a 'romantic' break as their next break.
- Nature lovers, enjoy the outdoors
- Interested in shopping opportunities
- Enjoy good food and music
- Seeking luxury accommodation, large comfortable rooms
- Not afraid to pay for quality if it's worth
- Short breaks important part of their lives

Demographics
Most likely 40-50, more likely to be female. ABC1, older kids.

£ 1,013 Estimated spend

Open Minded Explorers 15%

- High medium-term intention to visit
- Nature lovers, enjoy the outdoors
- Quality of accommodation important, space and comfort
- Food very important and highly motivating for them
- Want to engage with local people
- Motivated by culture, food and unique experiences
- Planners - do a lot of research
- Conscious of value for money and, in particular, safety

Demographics
Older (45-54), more likely to be female. ABC1, older kids.
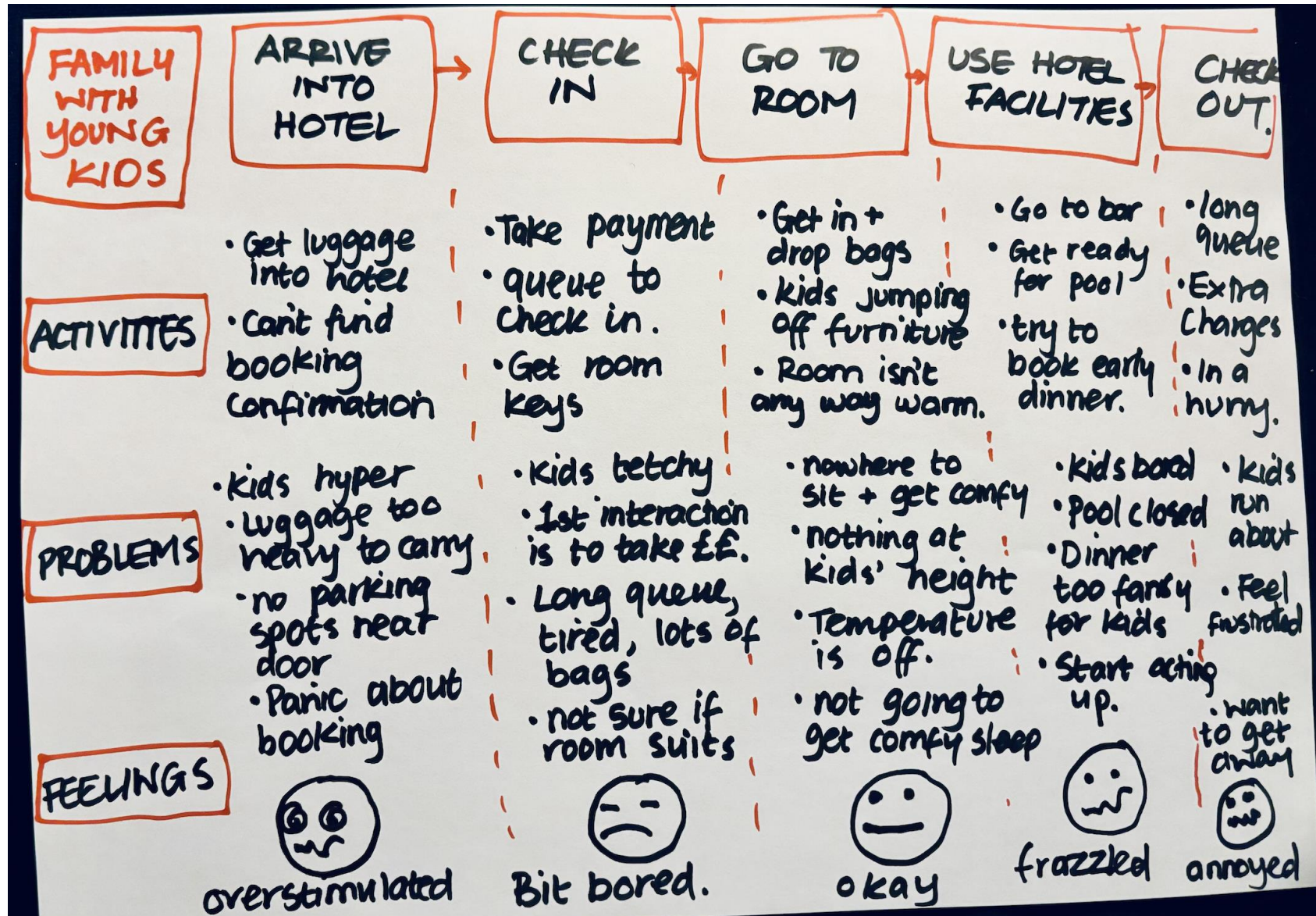
£ 924 Estimated spend

'Day in the Life' Journey Map

Put yourself in the shoes of your Priority Stakeholder or Target and draw their current reality – to uncover friction points, wants, needs and motivations.

EXAMPLE: Executive Head Chef

EXAMPLE: Family with Young Kids

Prompt Questions

Who are they?

- What are their behaviours and attitudes as they move through the experience?

- What are the 'bite-sized' problems (Gripes) they are experiencing
(in relation to the challenge area/ stage of the experience)?

- What are their goals/ dreams, needs and their motivations? (Dreams)

What's their Experience?

- What are the key 'moments' in the journey?

- Where are the friction points?

- Where are the 'bright spots'/ positives that surprise and delight them?

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EXERCISE:

Put yourself in the shoes of your Target and draw a map of their Experience today.

1 Look at your chosen Target Segment. You are going to **'get into character'**, **and draw a visual map of the current state experience of this person.**

2 **Use the questions as a guide to imagine their goals and motivations (highs) and the pain points/ problems in their lives (lows), as well as the functional experience** related to your tourism-related area. (i.e. booking a stay for a city break).

3 **Use drawings and words to map out the journey at each point**. There are prompt questions to help you.

15 minutes

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2. Define

Let's flip the challenge and reframe into an opportunity.

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'How Might We...'
Questions

TOOLS

- How Might We Questions

How Might We…?

From your **Current State Journey Map** you will have captured the **friction points to be solved or the goals to be reached**.

To **reframe these into opportunities** we use a method called How Might We?

How: assumes opportunities exist.
Might: says we don't have to find something.
We: is all about doing this together.

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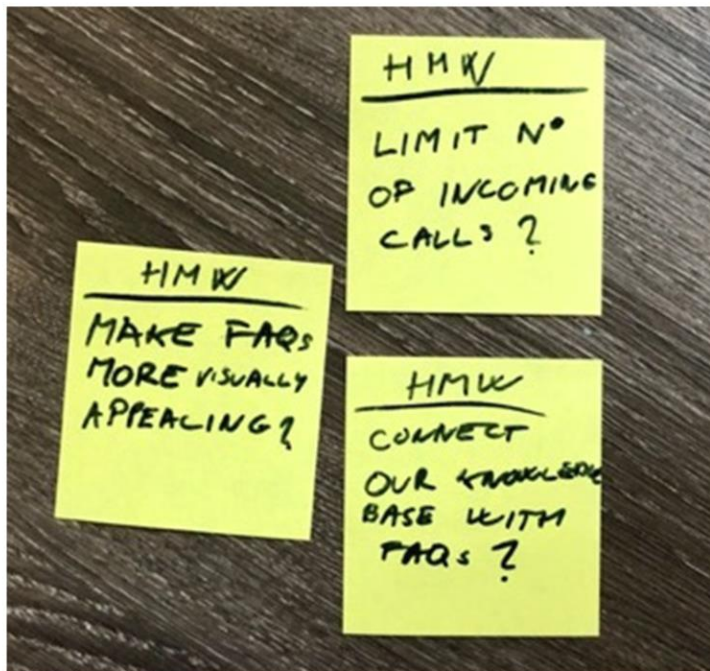
Writing 'How Might We...?'

HMW...

Make the booking

button smaller?

HMW...

Make new Visitors

 feel part of a like-minded

community from the very first

interaction with our service?

HMW...

Reinvent tourism?

Too narrow

Just right!

Too broad

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EXERCISE:

Generate as many HMW Questions as you can

1 Individually **reflect on the Journey Map**

2 **Generate as many HMW opportunity questions as you can**. Pick your top 2 – 3.

3 **You'll know you're done when you have** 2 – 3 **HMW questions that you feel answer the needs and wants of your Stakeholder/ Visitor**, and that you could reasonably have lots of ideas around.

10 minutes

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3. Ideation

TOOLS

- Starter Ideas

Generate Starter Ideas

Starter Ideas

Fold an A3 page to make 6 panels.

- Write your HMW at the top of the page or on a post-it.
- Review Journey Maps/ Empathy Maps/ HMW questions/ Stimulus.
- Sketch at least 6 ways to meet your Target's needs – these ideas don't need to be related or in order at this stage.
- Wild ideas are encouraged!

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4. Selection

TOOLS

1.   Share-back & Vote

Share Ideas & Vote

- Each person has **1 minute to present their ideas at their table**. You can do this in pairs or 3s if it's a big group.

- **Vote on each other's ideas**. You have 2 dots to vote on each person's top ideas.

- This will help you **prioritise which ideas to develop further** into a more fully-formed, innovative Experience/ Product/ Process.

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Tools

- Prototyping – Customer
  Journey Mapping
- Value Proposition

Development
Let's Prototype our idea and
create a unique Value Proposition

Prototyping in Tourism Businesses

The various forms of Prototypes for Tourism innovation – Product, Process and Experience Prototypes.

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What is Prototyping?

Prototyping means 'making something' to bring a concept or an idea to life.

It is the **process of creating a model or a sketch of a product, process or experience to test its feasibility, functionality and the Visitor/ Stakeholder experience.**

Why is Prototyping important?

Prototyping allows you as a Tourism business to:

- **Iterate** on your idea

- **Gather feedback** from Stakeholders/ Visitors

- **Identify potential issues** early on in the Development process.
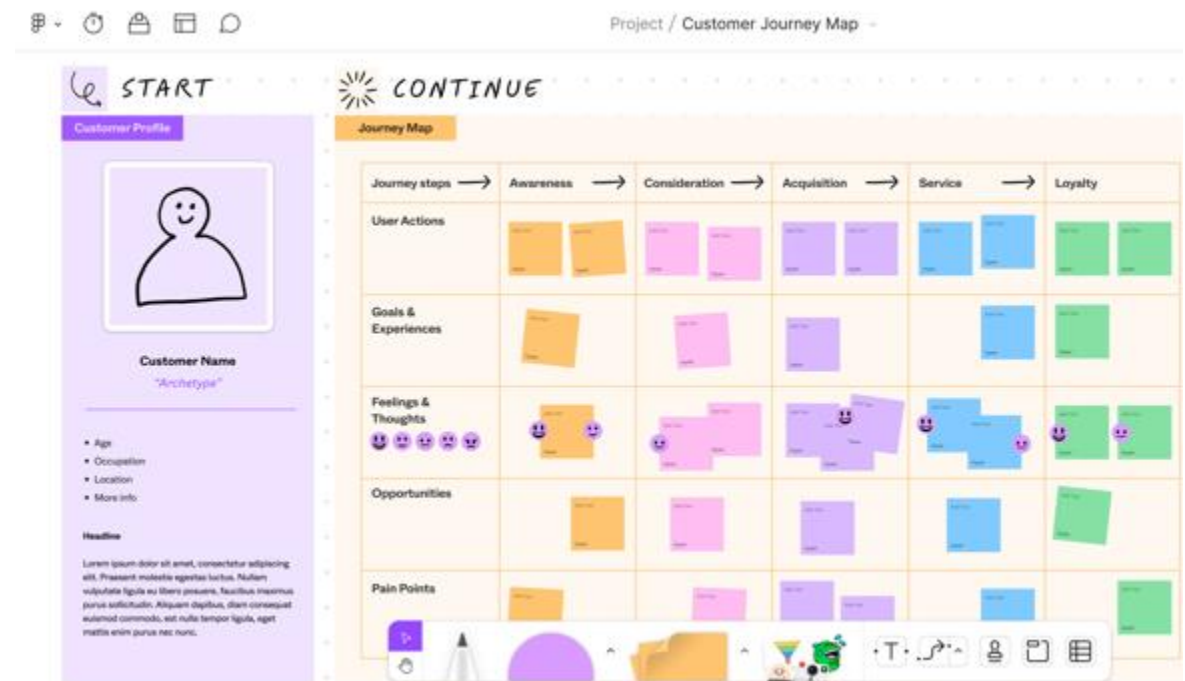
Prototyping Tourism Innovations:
1. Product Prototype

Product Innovation involves creating physical or digital prototypes of new products or services such as room layouts, amenities or technology integrations into hotels.

EXAMPLE: GAME OF THRONES STUDIO TOUR APP

The Game of Thrones Studio App represents a product innovation by leveraging augmented reality (AR) technology to for an immersive experience at filming locations. Its interactive features and behind-the-scenes insights offer a unique and engaging way for users to explore the world of Westeros.

Prototyping Tourism Innovations:
2. Process Prototype

Process Innovation focuses on refining and optimising operational processes within Tourism businesses – i.e. check in procedures, housekeeping workflows or food and beverage service.

EXAMPLE: THE OLD BUSHMILLS DISTILLERY
Tested a streamlined tour route and scheduling system during off-peak hours to optimise visitor flow and enhance the tour experience.

Prototyping Tourism Innovations:
3. Experience Prototype

Experience Innovation centres around designing and testing new Visitor experiences such as interactive exhibits, themed events, or personalised Visitor services.

EXAMPLE: NATIONAL TRUST NI
Experimented with pop-up events and immersive storytelling experiences at their heritage sites to gauge visitor interest and gather feedback for future programming.

Benefits of Prototyping for Tourism Businesses

FASTER ITERATION

Prototyping allows you to quickly iterate on your ideas, identify improvements, & offerings based on feedback.

RISK REDUCTION

By testing prototypes early in the development process, you can mitigate risks and avoid costly mistakes before implementation.

ENHANCED USER EXPERIENCE

Prototyping enables you to design and optimise visitor experiences, ensuring products, processes and experiences meet customer needs & expectations.

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Future-focused Prototyping Activity

Hands-on Prototyping exercise to develop a future-focused iteration of your innovation idea.

EXERCISE:

Create a Future-focused Customer Journey Map of your innovation idea

1 Revisit your Starter Ideas from earlier, especially those you have prioritised.

2 Identify and list the key components of your innovation idea, (whether it's a product, process, or experience innovation). Think about the different stages of the Visitor/ Stakeholder Journey - core features, functionalities, and unique aspects of your innovation.

3 Draw a 'visual blueprint' of your innovation idea, using words and drawings to represent the key components identified earlier.
It should be a clear and concise representation of how your innovation will function or be implemented.

15 minutes

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Customer Journey Map: 'Front of House'

Start ──→ End

| 01 | 02 | 03 | 04 | 05 | 06 |

Awareness

- How does your target audience become aware of your innovation or offering?

- What channels or touchpoints do they encounter during this stage?

- How can you make your innovation stand out and capture their attention?

Consideration

- What factors influence your target audience's decision-making process?

- What information or resources do they seek during this stage?

- How can you differentiate from competitors and address any concerns?

Purchase

- What prompts your target audience to make a purchase decision?

- What are the key steps involved in the purchasing process?

- How can you streamline the purchase process and enhance convenience for Visitors?

Services

- How do you deliver your innovation or service to Visitors?

- What touchpoints or interactions do they have with your business after making a purchase?

- How can you ensure a seamless and satisfying experience during the delivery?

Loyalty

- How do you cultivate loyalty and repeat business from your Visitors?

- What incentives or rewards do you offer to encourage loyalty?

- How do you personalise the experience and exceed expectations to foster loyalty?

Advocacy

- How do you turn satisfied Visitors into advocates for your brand or innovation?

- What opportunities exist for them to share their positive experiences with others?
- How can you encourage and facilitate word-of-mouth marketing and referrals?

Customer Journey Map: 'Back of House'

Start ──────────────────────────────► **End**

| 01 | 02 | 03 | 04 |

Awareness

- How do internal stakeholders become aware of the need for process innovation?

- Consideration: What factors influence the decision-making process for implementing internal process changes?

Implementation

- What steps are involved in implementing the new process internally?

- Integration: How does the new process integrate with existing systems and workflows?

Optimisation

- How can you continuously monitor and improve the efficiency and effectiveness of the new process?

Advocacy

- How do you gain buy-in and support from internal teams for the new process?

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Gathering Feedback

How to give feedback

"I LIKE..."

What's working well.

"I WISH..."

What could change.

"WHAT IF...?"

New parts of the idea/
building on the idea.

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Feedback Matrix

+ WORKED WELL

– NEEDS TO CHANGE

? UNANSWERED QUESTIONS

! NEW IDEAS TO TRY

Unique Value Proposition Development

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What is a Value Proposition?

A value proposition (in the context of a Tourism business) is a statement that **communicates the unique benefits and value that a business offers to its target audience, setting it apart from competitors.**

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Importance of a Value Proposition

- It helps customers understand **why they should choose your tourism business over others.**

- It serves as a **foundation for marketing and messaging strategies**.

- It **guides product and service development** efforts to align with Visitor/ Stakeholder needs and preferences.

Value Proposition Structure

For ························· Visitor/ Stakeholder

That Need (Problem) ························· Issue/ problem

Our (Product/ Service/ Experience) does X ························· How your innovation works

Allowing (Benefit) ························· Tangible benefit/ outcome for user

Unlike (Competitor) & why you're better than them ························· What sets you apart from competitors

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Value Proposition Structure

For   **Adventure Seekers**

That Need   An **authentic and immersive travel experience**

Our   **Guided hiking tours explore hidden trails within NI**, and off the beaten track spots,

Allowing   travellers to **connect with nature and local culture on a deeper level**

Unlike   **Mass-market tour operators**, we **personalise adventures tailored to individual preferences**, and prioritise small-group experiences.
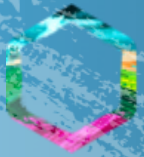
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Business Model Canvas

What is a Business Model?

The term business model refers to your company's **plan for making a profit.**

It identifies the **products or services your business plans to sell**, the identified **target market**, and any anticipated **expenses**.

Business models are important for both new and established businesses. They help new, developing companies **attract investment, recruit talent, and motivate management and staff**.
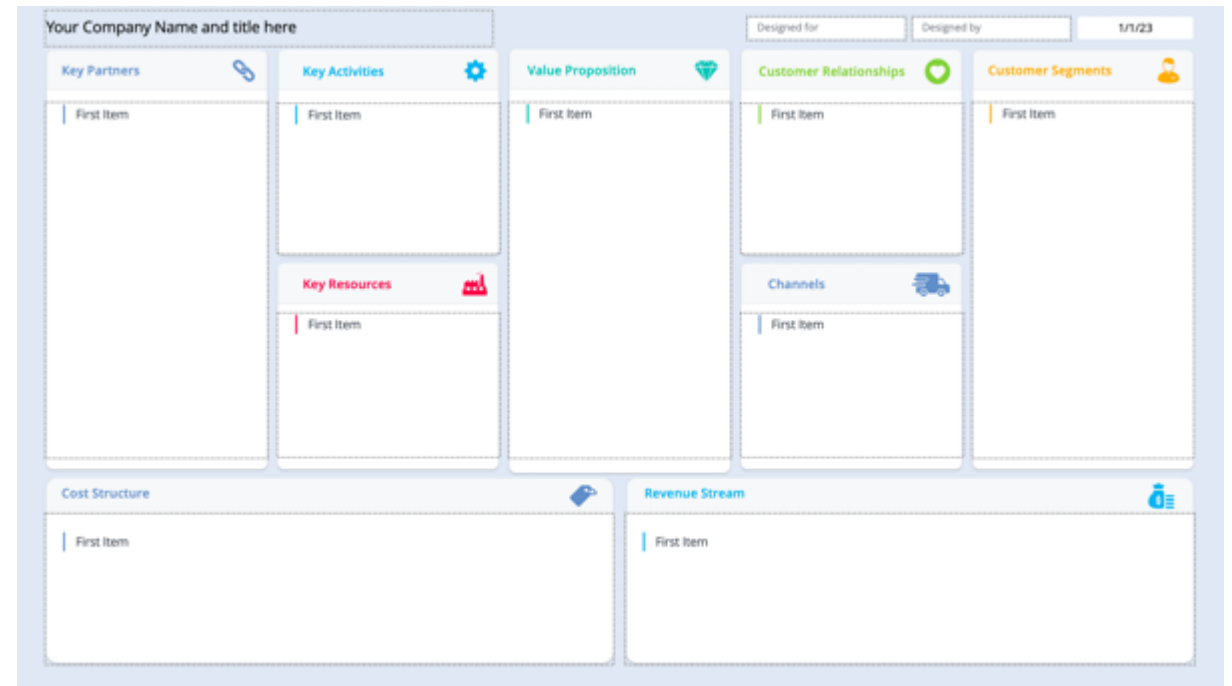
Business Model Elements

1.   **Customer Segments**: Who are your customers?

2.   **Value Proposition**. Why do customers buy from you? What is the gain you provide or the need you satisfy?

3.   **Channels:** How are your products and services delivered to the market?

4.   **Customer Relationships**: How do you get, keep, and grow your customers?

5.   **Revenue Streams**: How does your business earn money?

6.   **Key Resources**: What unique strategic resources does your business have or need?

7.   **Key Activities**: What unique strategic activities does your business perform to deliver your value proposition?

8.   **Key Partnerships**: What non-key activities can you outsource to enable you to focus more on your key activities.

9.   **Cost Structures**: What are the major costs incurred by your business?

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Business Model Canvas

Designed for: | Designed by: | Date:

Key Partners 8
- Who are our Key Partners?
- Who are our key suppliers?
- Which Key Resources are we acquiring from partners?
- Which Key Activities do partners perform?
- motivations for partnerships:
  - Optimisation and economy
  - Reduction of risk and uncertainty
  - Acquisition of particular resources and activities

Key Activities 6
- What Key Activities do our Value Propositions require?
- Our Distribution Channels?
- Customer Relationships?
- Revenue streams?

Key Resources 7
- What Key Resources do our Value Propositions require?
- Our Distribution Channels? Customer Relationships? Revenue Streams?

Value Proposition 2
- What value do we deliver to the customer?
- Which one of our customer's problems are we helping to solve?
- What bundles of products and services are we offering to each Customer Segment?
- Which customer needs are we satisfying?

Customer Relationships 5
- What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
- Which ones have we established?
- How are they integrated with the rest of our business model?
- How costly are they?

Channels 4
- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now?
- How are our Channels integrated?
- Which ones work best?
- Which ones are most cost-efficient?

Customer Segments 1
- For whom are we creating value?
- Who are our most important customers?
  - Mass Market
  - Niche Market
  - Segmented
  - Diversified
  - Multi-sided Platform

Cost Structure 9
- What are the most important costs inherent in our business model?
- Which Key Resources are most expensive?
- Which Key Activities are most expensive?

Revenue Stream 3
- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How would they prefer to pay?

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EXAMPLE: Business Model Canvas: Adventure Travel Platform

Designed for:

Designed by:

Date:

Key Partners 8

- Technology providers: Partner with software companies to access and integrate booking and management tools into the platform.
- Destination marketing organisations: Collaborate with tourism boards and local governments to promote adventure destinations and experiences.
- Logistics providers: Work with transportation and accommodation partners to ensure smooth travel logistics for customers.

Key Activities 6

- Curating experiences: Research, select, and package adventure travel experiences that align with customer interests.
- Marketing and promotion: Create compelling content and campaigns to attract users.
- Customer support: Provide timely assistance and guidance to travellers before, during, and after their adventures.

Key Resources 7

- Technology platform: Develop and maintain a user-friendly website and mobile app for booking and managing travel experiences.
- Partnerships: Establish relationships with local tour operators, accommodations, and activity providers to offer a diverse range of adventures.
- Customer service team: Employ knowledgeable and responsive staff.

Value Proposition 2

- Provide curated adventure travel experiences tailored to individual preferences and skill levels.
- Offer access to off-the-beaten-path destinations and authentic cultural experiences.
- Deliver personalised customer service and support throughout the travel journey.

Customer Relationships 5

- Pre-trip communication: Provide personalised recommendations and assistance during the trip planning process.
- During-trip support: Offer 24/7 customer service and emergency assistance for travellers. Post-trip follow-up: Gather feedback and reviews from customers.

Channels 4

- Online platform: Website and mobile app browse, book, and manage their adventure.
- Partnerships with local tour operators and activity providers to offer a diverse range of adventure options.
- Social media and content marketing to showcase destination highlights and engage with the adventure travel community.

Customer Segments 1

- Adventure seekers: Individuals who are interested in outdoor activities such as hiking, mountain biking, and kayaking.
- Family travellers: Families looking for active and adventurous vacation experiences.
- Solo travellers: Individuals seeking solo adventures and unique travel experiences.
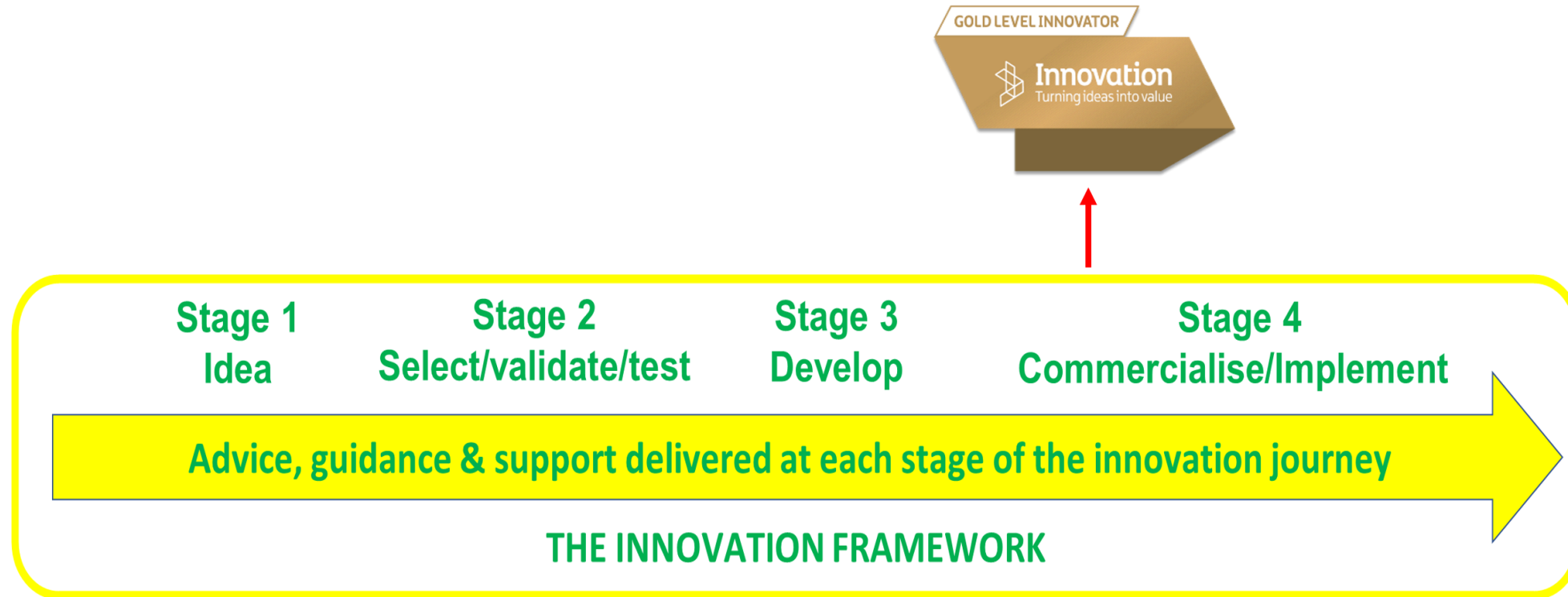
Cost Structure 9

- Technology development and maintenance: Invest in the development and ongoing maintenance of the website and mobile app.
- Marketing and advertising: Allocate funds for digital marketing campaigns, social media advertising, and content creation.
- Customer support: Budget for staffing and training customer service representatives to provide exceptional support to travellers.

Revenue Stream 3

- Booking fees: Charge a percentage-based commission on adventure bookings made through the platform.
- Premium memberships: Offer subscription-based access to exclusive deals, discounts, and perks for frequent travellers.
- Affiliate partnerships: Earn referral commissions from travel-related products and services recommended to customers.

TOURISM NORTHERN IRELAND

The Innovation Framework

GOLD LEVEL INNOVATOR

Innovation
Turning ideas into value

Stage 1
Idea

Stage 2
Select/validate/test

Stage 3
Develop

Stage 4
Commercialise/Implement

Advice, guidance & support delivered at each stage of the innovation journey

THE INNOVATION FRAMEWORK

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Thanks & Next Steps

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