

# Tourism Experience Market Ready Checklist

[www.tourismni.com](http://www.tourismni.com)



## 01. Website and Online Presence

Live and up to date website that clearly presents tourism experiences	
Detailed descriptions of experiences including pricing, duration and inclusions	
High quality images or video to promote your experiences	
Mobile-optimised website	
Up to date contact information	
Wider destination sell e.g. information on the local area, reference to Embrace a Giant Spirit destination brand	
Business Listing on Discover NI which links out to your website or booking page	

## 02. Booking Capability

Online bookability via booking platform OR a clear alternative call to action	
Scheduled availability OR a clearly defined enquiry/contact form	
Customer focused booking process including: 1. Confirmation email 2. Cancellation/refund policy 3. Payment options	

## 03. Social Media Presence & Digital Visibility

Active on at least one key platform (Facebook, Instagram or Tik Tok)	
Actively updated with recent content (at least weekly)	
Social channels link to booking page or website	
Reviews and comments are monitored and responded to	
Consistent branding across digital platforms	
Business appears in search results for relevant keywords (Search Engine Optimisation)	

#### 04. Customer Communication and Responsiveness

Business responds to online enquiries within 24-48 hours	
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Email and phone number monitored and functional	
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Customer service monitored all year-round or auto-response with clear messaging set up for off-season	
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#### 05. Google Business Profile

Active Google Business Profile with correct location, hours and contact details	
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Business has recent reviews and responses (within last 6 months)	
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Business shows up in Google Maps searches	
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#### 06. Experience Readiness

Clear pricing structure online or available on request	
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Health & Safety, Insurance and Liability considerations are all in place	
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Accessibility and Inclusion information provided	
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Sustainability policy in place and certificate/award information provided where relevant	
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Business is registered to MyTourismNI e-learning platform and relevant modules completed e.g. Sales Ready Programme, Understanding NI and ROI markets, Mastering B2B Pricing and Contracting	
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#### 07. Business Analytics Set Up (Optional but Encouraged)

Website has Google Analytics or similar tool	
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Social media has insights enabled which are reviewed regularly	
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