

from

# Strategy to Action





# Strategy to Action





# Segment centric Ethos

Strategy  
to Action





# Who <sup>is your</sup> priority segment?

Active  
Maximisers

**33%**

Indulgent  
Relaxers

**11%**

Open Minded  
Explorers

**15%**

... And how can you  
appeal to them better?





What can  
**You do**  
to **appeal**  
to **them**  
**better?**

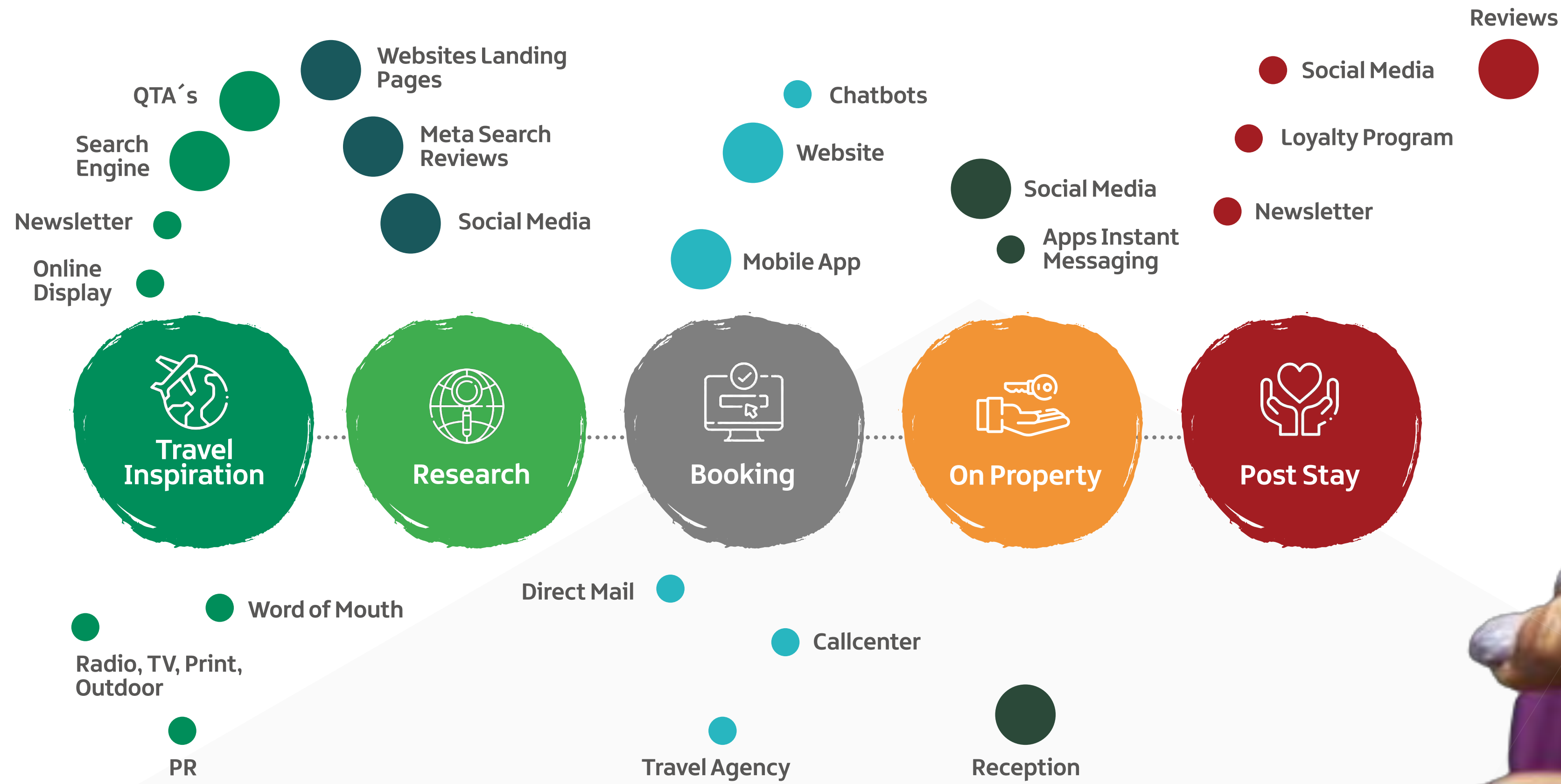
Think of each stage of the customer journey...





# What can you do to appeal to them better?

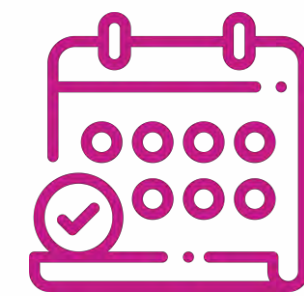
Think of all your touch points:





# Active Maximisers

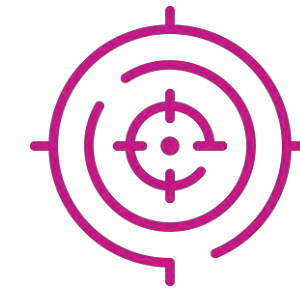
What do they want?



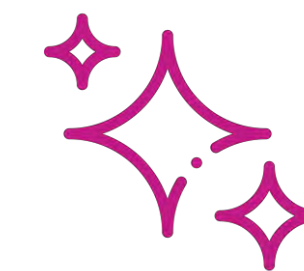
Like to have **planned** and **packed** itinerary



Seeking **night life**, buzz but also **romantic destinations**



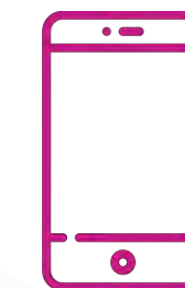
Looking for a **great destination** and will plan around that



Looking for **energetic experiences**, unpredictability



Significant number (57%) will have **young children**









**Active on social media** and like to share holiday online



# Active Maximisers

How can we appeal to them **better?**

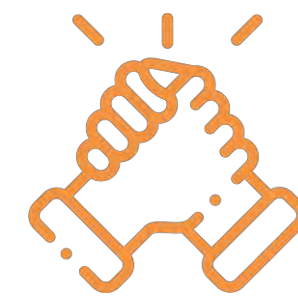


Key Learning	What do we currently do?	How can we enhance this?	Priority Projects/ Quick Wins
 <b>Itineraries</b>		<ul style="list-style-type: none"> <li>• Suggested itineraries on the website</li> <li>• Links to local experiences</li> <li>• Themed breaks</li> </ul>	
 <b>Destination</b>		<ul style="list-style-type: none"> <li>• Pictures of the area</li> <li>• Things to Do lists</li> </ul>	
 <b>Evening entertainment &amp; Romance</b>		<ul style="list-style-type: none"> <li>• Pictures of couples</li> <li>• Dine in options/ dine locally - local collaborations</li> <li>• Interesting romantic options</li> <li>• Room extras</li> </ul>	
 <b>Maybe young children</b>		<ul style="list-style-type: none"> <li>• Pictures of families having fun</li> <li>• Link to kids activities</li> <li>• Babysitting/ kids clubs/ supervised activities locally</li> </ul>	
 <b>Energetic/ unpredictable</b>		<ul style="list-style-type: none"> <li>• Mobile friendly</li> <li>• Things to do locally</li> <li>• Last minute offers/ inclusions</li> <li>• Videos/ testimonials</li> </ul>	
 <b>Social Media/ sharing</b>		<ul style="list-style-type: none"> <li>• Photo opps/ prompts/ reminders</li> </ul>	



# Indulgent Relaxers

What do they want?



Motivated by the opportunity to spend **time with family or friends** on short breaks



Most likely segment to take a **'romantic'** break as their next break



Prefer to stay in **large comfortable hotels**



Like to **'indulge'** themselves when on a break



Interested in **shopping** opportunities while on a short break



Enjoy **good food and music**











# Indulgent Relaxers

How can we appeal to them **better?**



Key Learning	What do we currently do?	How can we enhance this?	Priority Projects/ Quick Wins
 <b>Spending time with family/ friends</b>		<ul style="list-style-type: none"> <li>• Images of couple, families, groups</li> </ul>	
 <b>Romantic breaks</b>		<ul style="list-style-type: none"> <li>• Extra romantic touches</li> <li>• Upgrades/ upsells</li> <li>• SEO for “Romantic Breaks” etc</li> </ul>	
 <b>Large, comfortable hotels</b>		<ul style="list-style-type: none"> <li>• Images, Videos</li> <li>• Testimonials</li> <li>• SEO for eg “Top Hotels Belfast”</li> </ul>	
 <b>“Indulge”</b>		<ul style="list-style-type: none"> <li>• Upgrades, Spa offers</li> <li>• Food &amp; Wine options</li> <li>• Treats on site and locally</li> </ul>	
 <b>Good Food &amp; Music</b>		<ul style="list-style-type: none"> <li>• Video/ images</li> <li>• Local options</li> <li>• Social proof!</li> </ul>	
 <b>Shopping</b>		<ul style="list-style-type: none"> <li>• Shopping breaks</li> <li>• Coupons/ vouchers/ offers</li> </ul>	



# Open Minded Explorers

What do  
they want?



Food is very important and highly motivating for them.



Concern about the personal safety and health.



Motivated by culture and are seeking unique experiences.



Want high quality accommodation.



Interested in the natural environment, scenic attractions.









Want good value for money.



# Open Minded Explorers

How can we appeal to them **better?**

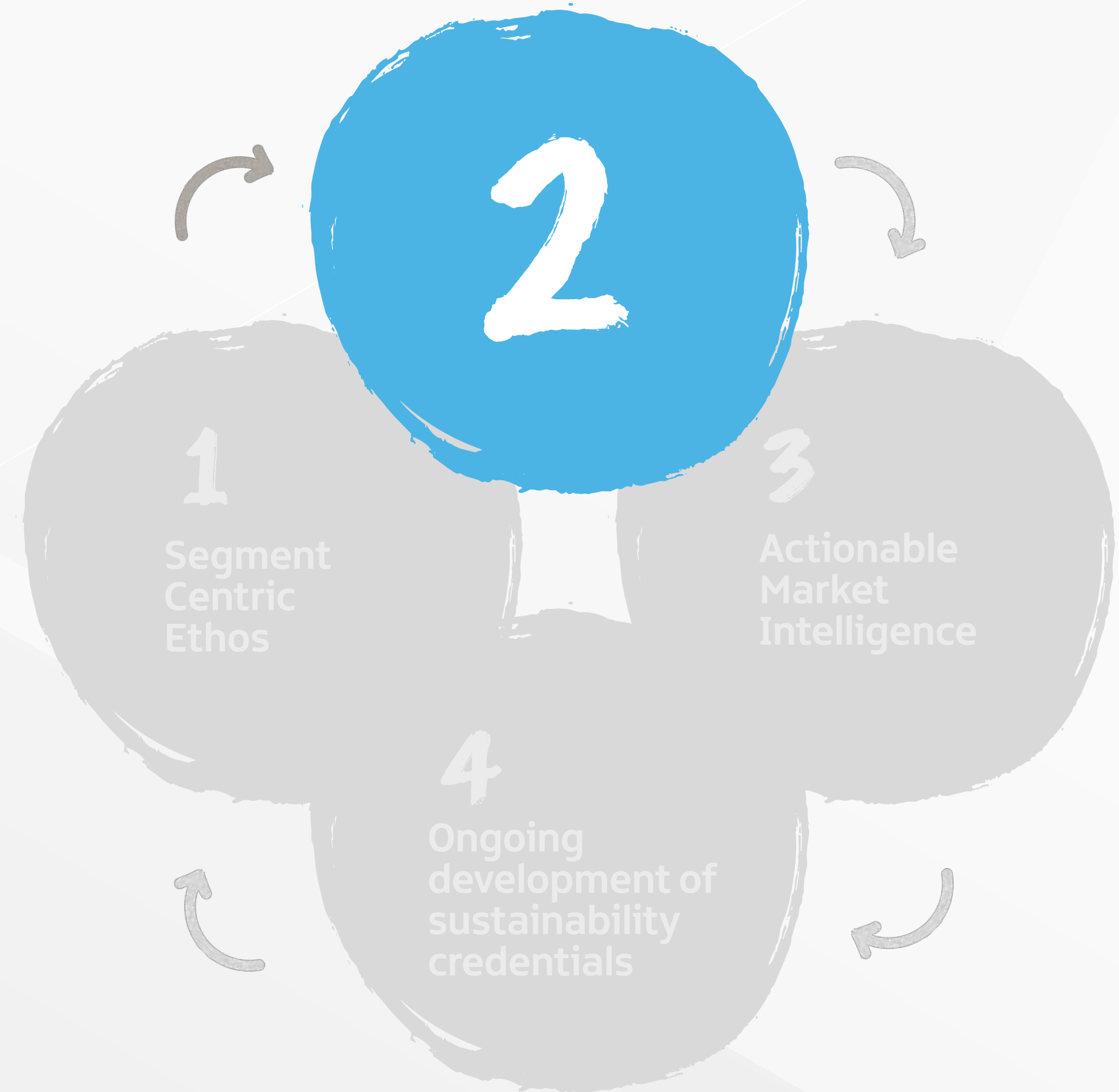
Key Learning	What do we currently do?	How can we enhance this?	Priority Projects/ Quick Wins
 <b>Food a priority</b>		<ul style="list-style-type: none"> <li>• Foodies breaks</li> <li>• Food/ dining images &amp; video</li> <li>• Upload menus</li> <li>• Prove that YOU are a foodie</li> </ul>	
 <b>Natural Environment &amp; Scenery</b>		<ul style="list-style-type: none"> <li>• Day trip ideas</li> <li>• Inspirational Imagery</li> <li>• Downloadable maps – walking/ cycle/ driving routes</li> </ul>	
 <b>High Quality Accommodation</b>		<ul style="list-style-type: none"> <li>• Buddy up with accommodation options</li> <li>• &amp; vice versa</li> </ul>	
 <b>Motivated by Culture</b>		<ul style="list-style-type: none"> <li>• Collaborate with local activities</li> <li>• OR prove there's lots to see &amp; do</li> <li>• Images, links, videos, testimonials</li> </ul>	
 <b>Personal Health &amp; Safety</b>		<ul style="list-style-type: none"> <li>• Comfort without clinical</li> <li>• Safety marks, procedures</li> <li>• Make it about THEM</li> </ul>	
 <b>Good Value for Money</b>		<ul style="list-style-type: none"> <li>• NOT cheap... but good value</li> <li>• Try not to discount... but add extras</li> </ul>	





# Effective Strategy Management

Strategy  
to Action

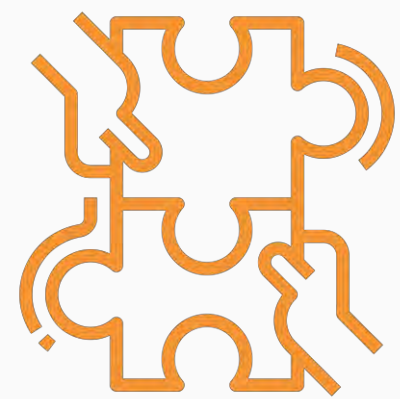




# A Strategy for Growth

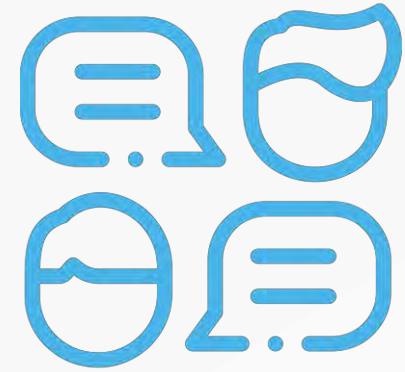
Key platforms

1



Collective  
Effort

2



Compelling  
Communications

3



Constant  
Purchasability





# collective Effort

1

Cooperate &  
Collaborate locally...  
So you can **Compete**  
nationally

## Stand out

How can you **appeal more** as a region?  
Who can add to **YOUR offering...** and vice versa?

## Think by theme!

Think by **customer segment**.  
Think **outside the box!**











# collective Effort

## A rising tide



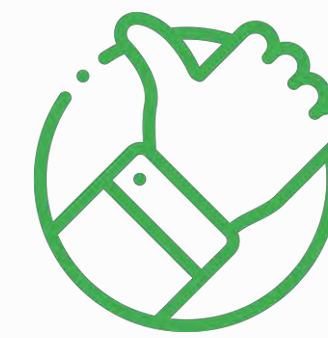
Key Segment	What do we currently do?	How can we enhance this?	Priority Projects/ Quick Wins
 <b>Collaborative Experiences</b>		<ul style="list-style-type: none"> <li>• Are there local council tourism initiatives?</li> <li>• Think outside “tourism” for collaboration</li> <li>• Network strategically</li> </ul>	
 <b>Cross Selling</b>		<ul style="list-style-type: none"> <li>• Local referrals, recommendations, incentives, agreements</li> <li>• But don’t contradict your own messaging</li> </ul>	
 <b>Clustered Approach</b>		<ul style="list-style-type: none"> <li>• It’s a mindset</li> <li>• Are you thinking as a unified destination?</li> <li>• Cluster by theme... not just for the sake of clustering</li> </ul>	
 <b>Add Ons &amp; Extras</b>		<ul style="list-style-type: none"> <li>• What can add value... for that theme or segment?</li> <li>• What can encourage them to stay longer &amp; spend more?</li> </ul>	
 <b>Competitor Awareness</b>		<ul style="list-style-type: none"> <li>• Know what your competitors are doing... Because your customers sure do!</li> <li>• Differentiate... don’t compete</li> <li>• Never compete on price alone</li> </ul>	
 <b>Segment Awareness</b>		<ul style="list-style-type: none"> <li>• Know what your core segment wants</li> <li>• Show them that you know them!</li> </ul>	



# Compelling Messaging 2

# Messaging

- Inspire them to **WANT** to visit
- Motivate them to **BOOK** now



**Be Clever**  
Be Random  
Be funny ...  
but always **be genuine**



**Do NOT**  
Overwhelm  
Confuse  
Exaggerate



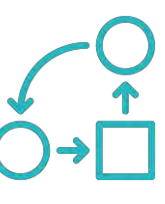





# Compelling Communications

## Powerful Messaging



Key Segment	What do we currently do?	How can we enhance this?	Priority Projects/ Quick Wins
 <b>How do we “Embrace a Giant Spirit”?</b>		<ul style="list-style-type: none"> <li>• Think of experience offerings, not products</li> <li>• Review all branding</li> <li>• Use images/ video/ fonts to tie in</li> </ul>	
 <b>Destination/ Regional Messaging</b>		<ul style="list-style-type: none"> <li>• Review all local/ regional messaging – do we fit in?</li> <li>• Can we collaborate better on the messaging?</li> </ul>	
 <b>Our Strategic Core Message</b>		<ul style="list-style-type: none"> <li>• How do you WANT to be perceived?</li> <li>• What is our USP? What do we do best?</li> <li>• Are we unique? What do we do differently?</li> <li>• How can we communicate it better?</li> </ul>	
 <b>Focused &amp; Planned Approach</b>		<ul style="list-style-type: none"> <li>• What platforms, media, tone, frequency suit our core segment?</li> <li>• Do we have a plan mapped out?</li> </ul>	
 <b>Tactical Action Steps</b>		<ul style="list-style-type: none"> <li>• Small steps towards a big goal!</li> <li>• Put timelines and responsibilities against each</li> <li>• Review and adapt</li> </ul>	
 <b>Budget/ Funding</b>		<ul style="list-style-type: none"> <li>• What are the priorities in terms of spend?</li> <li>• What funds/ grants are available?</li> </ul>	



# Constant 3 Purchasibility



Make it **EASY**  
to **book**



Make the  
inclusions **CLEAR**



Emphasise  
**VALUE** for **money**

- Do you **vary pricing** by **season/ time slot/ availability**?
- Do you incentivise **early purchase**?
- Do you encourage **return visits**?











# Constant Purchasability

Make it easy to book



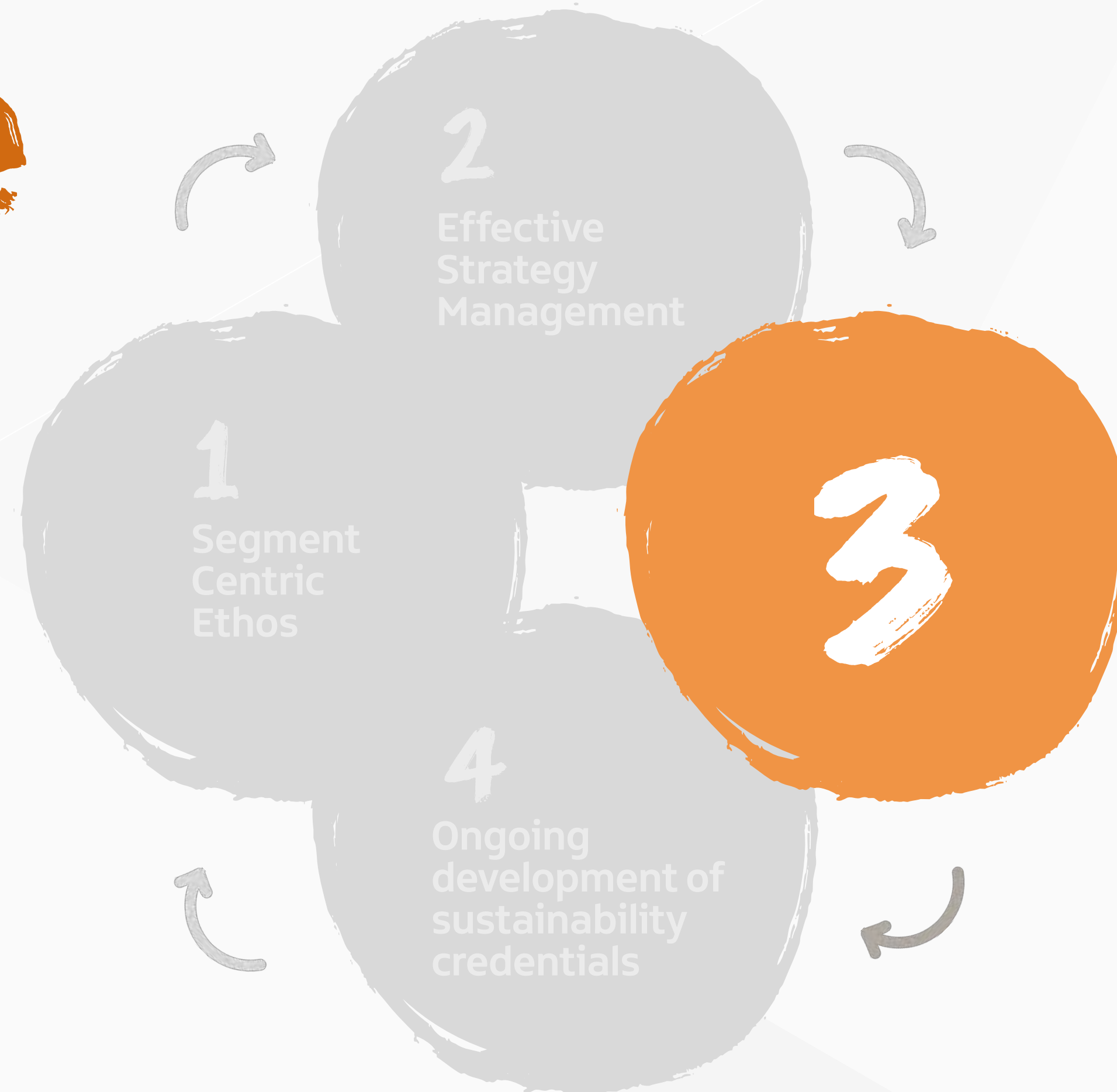
Key Segment	What do we currently do?	How can we enhance this?	Priority Projects/ Quick Wins
 <b>Online Direct</b>		<ul style="list-style-type: none"> <li>• Own website – clarity, ease, speed</li> <li>• Is it competitive? Offering good value?</li> <li>• Can they buy add ons and extras?</li> </ul>	
 <b>Online Indirect/ 3<sup>rd</sup> Party</b>		<ul style="list-style-type: none"> <li>• Check all other online platforms – either aim for rate parity or incentive to book direct</li> </ul>	
 <b>Offline Direct</b>		<ul style="list-style-type: none"> <li>• Email, phone, walk ins</li> <li>• Review all for ease, clarity, logical pricing</li> <li>• Is it an easy and satisfying process?</li> </ul>	
 <b>Offline Indirect/ 3<sup>rd</sup> Party</b>		<ul style="list-style-type: none"> <li>• Where else can they book?</li> <li>• Review as per above</li> </ul>	
 <b>Key Routes to Market</b>		<ul style="list-style-type: none"> <li>• Don't try to sell EVERYWHERE!</li> <li>• Sell only where it makes sense... and in a way you can manage effectively &amp; strategically</li> </ul>	
 <b>Key events</b>		<ul style="list-style-type: none"> <li>• Where do you need to be selling?</li> <li>• Will you be bookable? What is the process?</li> </ul>	





# Actionable Market Intelligence

Strategy  
to action











# Market Intelligence

## Tracking & tweaking



Key Segment	KPI/ Goal	Achieved	Learnings/ Forward Planning
 Sales Units per Experience/ Function			
 Overall Individual Sales Revenue			
 Collaborative Sales			
 Future Bookings			
 Feedback/ Referrals			
 Long term sales			

Set **SMART** Goals  
**S**pecific  
**M**easurable  
**A**chievable  
**R**ealistic  
**T**ime - Bound

**What is "Optimal"...**

- Across your business functions?
- For your budget restrictions?
- For your lifestyle?



Ongoing  
**Development**  
of Sustainability  
credentials



Strategy  
to action





A photograph of two women at a food festival. The woman on the left has short, spiky white hair, wears a black top, a bright yellow scarf, and a silver necklace. She is looking down at something in her hand. The woman on the right has long blonde hair and is wearing a blue t-shirt; she is smiling and eating a small round food item. In the foreground, there are several wooden bowls filled with food, each with a small white sign. The background is a busy outdoor event with many people, tables, and colorful decorations.

Moving fast  
to **ACTION**



# Moving fast to ACTION

1



Do a full review of your website content, images, tone etc.

Is it **relevant** and of **value** to your core segment?



Review **ALL** imagery and video online & offline

Is it communicating your **unique and authentic experiences** in a way that makes your core segment **want to buy**?



Check the pricing on your website and your booking engine

Is it **multi currency**?  
Is it clear what is **included**?  
Are all **terms & conditions** clearly stated?



Don't forget your **on site touch points**

Check your curb **appeal & first impression** through the eyes of your core segment.



Use local **SEO phrases**

Many **potential customers** use their smart phone **to plan & book while on holiday**.





# Moving fast to ACTION

2



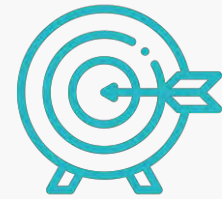
**Approach other local tourism businesses to suggest collaborating**

But only if they **enhance your experience** for your **core segment**.



**Keep up to date with the consumer trends & industry insights**

The more you know about what **motivates them**, the more you will **grow sales**.



**Track the impact of your actions on sales**

Do more of what works! (Learn from what doesn't)



**Why not market and sell directly to your previous international visitors**

Example **€10 discount** for next direct booking.



**Remember that everyone in your business is responsible for selling**

So make sure everyone knows your **core segment inside out!**





# Moving fast to ACTION

3



## Use Facebook and Twitter and other social media

Especially for Active Maximisers **social media is more for search than sales**, but vitally important.



## Manage your reviews

Engage with **TripAdvisor**, include **customer reviews** on your own website.



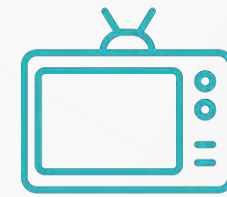
## Sing your own praises

By highlighting any **awards, accolades** and prizes.



## Check if you are listed in relevant Guidebooks and destination travel sites

Is the **wording & imagery** attractive for your core segment?



## Remember to use traditional PR

Which **magazines, TV stations** and **radio** do your core segment engage with?



## Make a list of the key events you want to attend

And remember to prepare **fully** and also **follow up...** and keep in regular contact. **Stay in touch** and **ask for the business!**





Thank  
YOU



tourism  
northernireland

We're here to help!

