

Workshop 3B – Developing your micro-tourism business

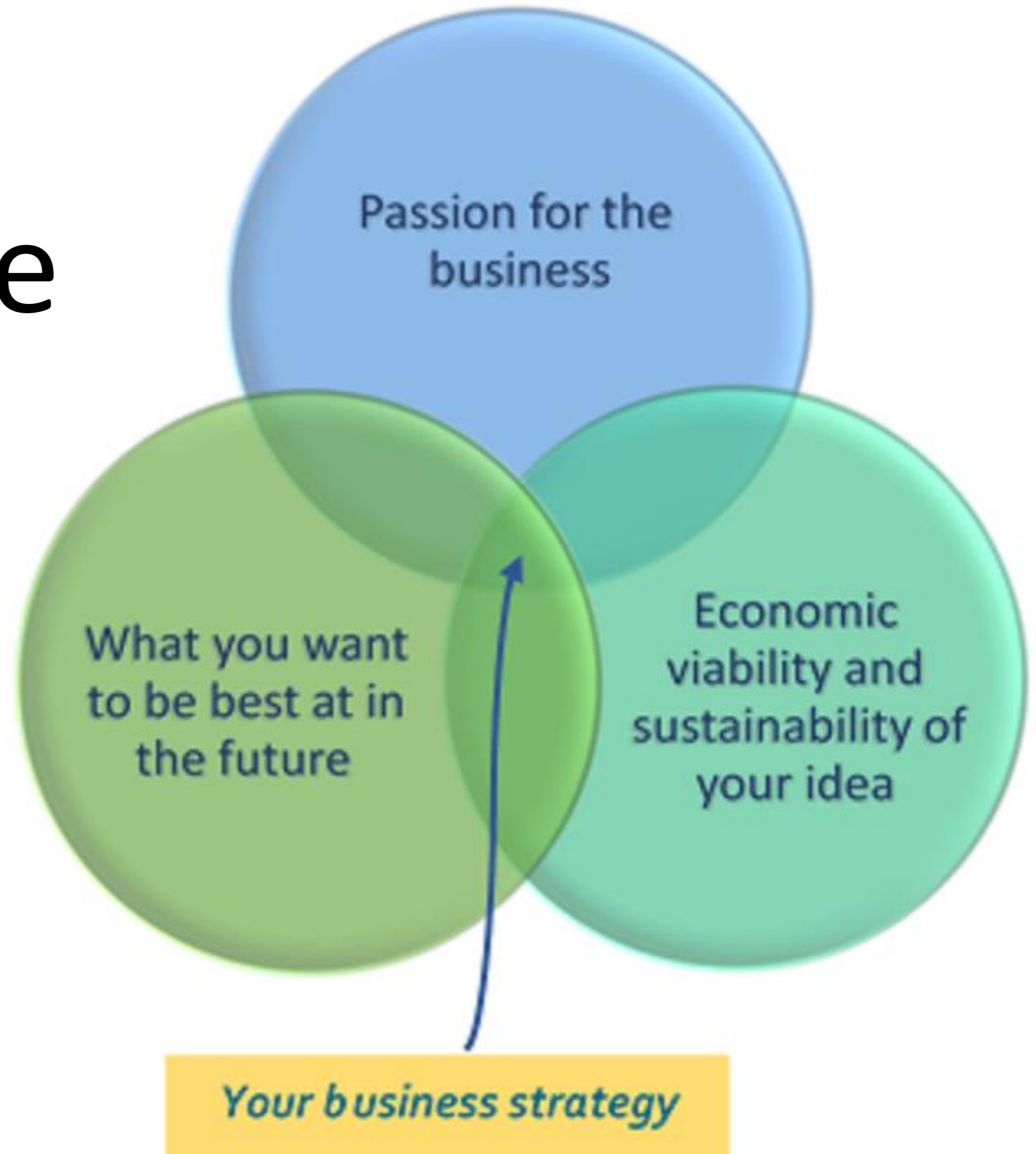
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Workshop 3b – Developing your micro-tourism business

- Welcome
- Spot-Lit programme overview & update
- Developing your literary tourism business – the process
- Round table project updates
- Guest speaker – Anke Morgenrath – Bear Essentials- Evolving and fine tuning your business proposition
- Wrap up & assignment for next workshop

Finding your niche



In 20 years' time, what will
be the most important
thing you do this week?









Over to you!

Your business action plans



1

S.W.O.T.

Strengths

1	
2	
3	
4	
5	

Action to enhance Strengths

1	
2	
3	
4	
5	

Weaknesses

1	
2	
3	
4	
5	

Action to address Weaknesses

1	
2	
3	
4	
5	

Opportunities

1	
2	
3	
4	
5	

Actions to exploit Opportunities

1	
2	
3	
4	
5	

Threats

1	
2	
3	
4	
5	

Actions to mitigate Threats

1	
2	
3	
4	
5	

3

Targets

	Key Targets	3-5 Year Targets
1		
2		
3		
4		
5		

	1 Year Target	Quarterly Target
1		
2		
3		
4		
5		

	Key Measures	3-5 year Initiatives
1		
2		
3		
4		
5		

	This Year	Quarterly
1		
2		
3		
4		
5		

Vision / Ideals

Company Values / Vision

1	
2	
3	
4	
5	

Actions to deliver Values

1	
2	
3	
4	
5	

Your Business Offer

1	
2	
3	
4	
5	

Target Markets (segments)

1	
2	
3	
4	
5	

Market trends to watch

1	
2	
3	
4	
5	

Key areas for focus

1	
2	
3	
4	
5	

Your Pitch (Message)

Actions

	Objectives	Target	Current Mth Target	Current Mth Actuals
1				
2				
3				
4				
5				
	Next Steps	Priorities	Current Priorities	Current Challenges
1				
2				
3				
4				
5				

THANK YOU

