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| **Key Segment** | **What do we currently do?** | **How can we enhance this?** | **Priority Projects / Quick wins** |
| Collaborative Experiences |  |  |  |
| Cross Selling |
| Clustered Approach |
| Add Ons & Extras |
| Competitor Awareness |
| Segment Awareness |

**COLLECTIVE EFFORT- A rising tide**

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| **Key Segment** | **What do we currently do?** | **How can we enhance this?** | **Priority Projects / Quick wins** | |
| Collaborative Experiences |  | Are there local council tourism initiatives?  ​  Think outside “tourism” for collaboration​  Network strategically |  |
| Cross Selling |  | Local recommendations, incentives, agreements​  But don’t contradict your own messaging |  |
| Clustered Approach |  | It’s a mindset​  Are you thinking as a unified destination?​  Cluster by them, not just for the sake of clustering |  |
| Add Ons & Extras |  | What can add value… for that theme or segment?​  What can encourage them to stay longer & spend more? |  |
| Competitor Awareness |  | Know what your competitors are doing… your customers sure do!​  Differentiate… don’t compete​  Never compete on price alone |  |
| Segment Awareness |  | Know what your core segment wants​  Show them that you know them! |  |

**COLLECTIVE EFFORT- A rising tide- Example**

***Delivered as part of the Tourism Enterprise Development (TED) Programme   
on behalf of Tourism NI by:***

