

# Using TNI's Capacity & Commercial Impact Calculators

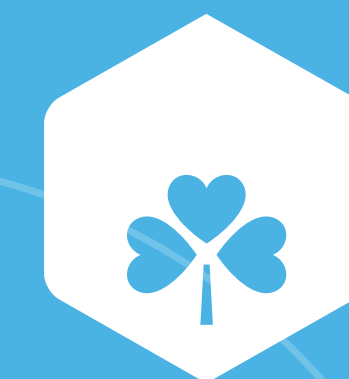


The webinar will commence shortly

26 November 2020

TED

Tourism  
Enterprise Development  
Programme



tourism  
northernireland

# TNI's Capacity & Commercial Impact Calculator Attractions & Activity Providers

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# Intro



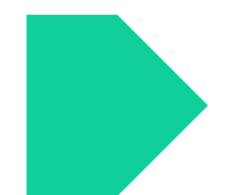
difficult time for tourism & hospitality



when you can return to normal trading remains uncertain



this makes planning difficult... and decision making more-so



smaller business tend to be resource constrained, adding to the uncertainty



calculators have been developed to help those businesses





# Today's Webinar

- ▶ Background to the Calculators
- ▶ Using the calculators
- ▶ Government supports
- ▶ Working With Your Accountant



# What is it?

- ▶ a suite of tools to help you make better informed business decisions
- ▶ Excel spreadsheet model to test trading assumptions
- ▶ complemented by User Guide & Video
- ▶ developed as a response to COVID-19...
- ▶ ...but can be used on an ongoing basis



# What it does:

- ▶ helps determine impact of reduced capacity across service areas...
- ▶ ...which risk trading at a loss
- ▶ assess commercial feasibility of new services you may introduce
- ▶ helps maximise performance of each operating area during transition period
- ▶ shows expected performance by day and week for 4 weeks





# The calculator can:



take account of different types of service delivery due to soc. dist. measures and...



...show best cost solution where a range of service options being considered



produce KPIs for your business



# How does it work?:



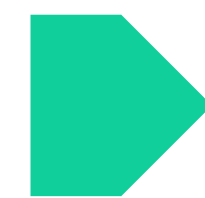
uses least amount of information possible...



...highly automated



where data only needs to be entered once, it will be



is driven by formulas – cannot be accidentally corrupted



provides summary of performance and underlying detail where relevant







Using the  
calculator

Let's take a look

Calculator can be found at...

<https://covid19.tourismni.com/support-centre/business-support-advice/operational-performance/>

**Enquiry helpline:**

028 95925313

**Government support information:**

<https://covid19.tourismni.com/support-centre/business-support-advice/financial-support/government-support/>

**Covid – 19 Financial Modelling Template:**

<https://covid19.tourismni.com/support-centre/business-support-advice/operational-performance/>

**Additional  
SUPPORTS  
from Tourism NI**

# Working With YOUR ACCOUNTANT



# YOUR ACCOUNTANT – CONVERSATION POINTS

- ▶ if accounts produced annually or quarterly
- ▶ can they be produced more regularly? what will it cost?
- ▶ how best can you provide the info your accountant needs to deliver KPIs
- ▶ if trading at a loss – how much does revenue need to improve to break-even or make profit?



# YOUR ACCOUNTANT – CONVERSATION POINTS

- ▶ new service ideas – calc. break-even (or use TNI model)
- ▶ cost reduction (inc fixed costs) – what can be done?
- ▶ impact of (moderate) price increases on your income
- ▶ are govt. supports being maximised?



# Q & A



Thank  
you

Northern  
Ireland  
Embrace  
a Giant  
Spirit



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