

# Tapping into New Visitor Markets

## C H E C K L I S T

### Focusing on the Domestic Traveller

International visitor markets will be slow to return, and tourism businesses need to look locally. This involves getting a good understanding of the local market and what it means to adapt the type of product or service offered. This checklist is a framework to help business owners revisit business strategies to attract domestic markets.

#### **Define your new visitor market(s):**

- Who is your new customer? Ask yourself:
  - Where do they live; how far is it from your business?
  - What is their demographic/socioeconomic profile (e.g., age, income, education level, ethnic group, religious affiliation)?
  - What is their psychographic profile (e.g., attitudes, values, beliefs, interests, lifestyle preferences)?
  - Is this market growing or shrinking?
  - What trends do they follow?
- What are your new customer's needs? Ask yourself:
  - What type of travel (e.g., family holiday, business)?
  - What are their buying habits and interests?
  - Why would they be interested in what you have to offer; what differentiates you from the competition?
  - Do they require special accommodations?
- How can you meet those needs?

#### **Get to know more about the target market and what you offer:**

- Who uses your current product or service?
- Does your new target market have a need for what you offer, or how does it need to change? What is important to them (e.g., personal health, enjoying the outdoors, professional success, family time)?
- What are their lifestyle habits (e.g., healthy diet, exercise, avid reader, sedentary)?
- What would the new target market be willing to pay?
- What other products or services would they need or be interested in?

#### **Get to know your competition:**

- Who are they?
- Where are they located?
- What products and services do they offer? How do your products differ from your competitors'?
- What is their image or brand profile?
- What are they doing to attract the same target market?
- What is their current share of the market?
- What are their strengths and weaknesses?
- Can you establish a competitive advantage?

#### **After analysis of the new market** you are targeting, decide:

- Is it feasible to go after the new market?
- Are there alternative markets to consider?
- Do you need to change what you have to offer for the target market?
- Is there community support for the revival of tourism?



**Enticing the domestic market:**

- How will you get your new target market to know about your company? What promotion tactics are best to reach them?
- What are your customer service tactics for cultivating and sustaining new markets?

N O T E S

