

TAPPING INTO NEW VISITOR MARKETS CHECKLIST

International visitor markets are important for sustaining the tourism sector, but businesses should also look locally and offer products and services that will appeal to folks close to home.

Follow this checklist to develop a framework that will help your business attract members of domestic markets.

STEP 1 ▶ Define the Market

Who is your new customer?

Ask yourself these questions:

- ▶ Where do they live? What is their demographic/socioeconomic profile?
- ▶ What are their values, attitudes, interests, and lifestyles? What is important to them (e.g., family time, outdoor adventures, luxury experiences)?
- ▶ What is the size of this market? Is it growing or shrinking?
- ▶ What are the trends members of this market follow?

What are the needs of these customers?

- ▶ What type of travel appeals to them?
- ▶ What are their buying habits?
- ▶ Do they need special accommodations?

STEP 2 ▶ Determine What You Can Offer

What can you provide this customer that your competitors can't?

What are you currently offering? Does this target audience have a need for it, or do you need to make adjustments?

What would this market be willing to pay for your services?

Can you think of other products or services they might like?

STEP 3 ▶ Learn About Your Competition

Who are they? Where are they located?

What are their products and services?
Are they different from yours? If so, how?

How would you describe their brand/image?

What are they doing to attract members
of your target audience?

What are their strengths and weaknesses?

What are some strategies you could use
to gain a competitive advantage over them?

STEP 4 ▶ Decide Your Next Move

After an analysis of the new market, determine
if it's feasible to go after this target audience.

Are there other markets you should
consider targeting?

Is there community support from this market?

STEP 5 ▶ Consider Marketing

How will you let your new target market
know about your company? What are the
promotional tactics they respond best to?

How can you adjust your customer service
tactics to break into this market?