**Product Development Worksheet**

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| **Company name:** |  |
| **Contact name (s):** |  |
| **Positions (their roles)** |  |
| **Email address:** |  |
| **Business type e.g. hotel, visitor attraction, restaurant, activity/experience, etc** |  |

**Company Overview**

Briefly explain what company does, how long established, employees, and split in local, domestic and international (if any) to date.

Existing Digital connectivity/distribution?

What is your unique proposition? (e.g. location, history/heritage, local Food & Drink)

 What assets do you have? (e.g. excellent customer service, personalisation, excellent sustainability/accessibility facilities/stories)

**Priority markets and why?** What can you offer them that meets their customer expectation?

**Working with the Travel Trade**

What kind of customer do you want? FIT, Groups (what size? When?), Luxury, skipgen (Grandparents traveling with children but without the parents), multi-generational?

Groups -Do you work with groups and what are your minimum and maximum numbers for tour groups? Do you have group dining space? (if applicable). Do you offer a group menu(s)? Do you have coach parking available? How many can you take and what size?

Do you have existing bookable product(s)?

Is your product/rate commissionable? If yes, what is your commission/net rate?

Do you offer group /FIT rates?

Can you open out with normal opening hours e.g. evening unique experiences, early morning tailored tours not open to the general public? What space do you have that could be used for private use?

When you are quiet/have gaps that could be filled?

Who could you collaborate with to develop a unique proposition for travel trade?

What are your terms & conditions? What is your cancellation policy?

Exhibitions/ trade shows – have you attended any tourism events to promote your business? E.g. VisitScotland Expo, Reconnect, Discover Scotland

Do you currently work with tour operators? Have you had enquiries you were able to help with?

What clients do you have and want more of and when?

**Responsible tourism -** What is your business /organisation plans or ambition?

Have you already started on your journey?

**Priority Action Plan**

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