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Final checklist: your ultimate list of key considerations



Congratulations on making your way through this inbound tourism toolkit. It can be a daunting decision to enter in to, or target more international business for your tourism product.

So when is a tourism business considered 'international ready'?

Tick all of the following on the checklist, and you will be ready to not only welcome international visitors, but also maximise international business opportunities for your organisation.

- Is your business already well established in the domestic market with a network of diverse distribution partners?
- Can you identify your unique selling proposition and also align this with particular target markets?
- Can you provide a consistent quality of service, product/experience?
- Do you have booking mechanisms in place for international markets?
- Does your rate structure and accounting system comply with distribution partners?
- Do you understand and recognise the importance of the international distribution system?
- Do you understand the concept of pricing in the international marketplace?
- Are you familiar with the appropriate commission levels and which distribution partners to offer net rates and which require a commission payment?
- Do you keep in regular contact with your distribution partners both locally and overseas?
- Do you invest in relationship building with your distribution partners whether that be through trade shows, sales missions, sales calls or networking events?
- Do you understand online distribution channels both B2B and B2C?
- Do you research and understand the current visitor statistics for your region?
- Do you understand where consumers can source information about your product and invest appropriately in digital marketing?
- Do you have appropriate collateral materials for your clients, both through the distribution networks and for the consumers themselves that is informative, targeted and culturally sensitive?
- Have you researched international markets to establish where your product fits?
- Do you understand culturally-influenced needs of specific international markets?
- Are you willing to invest in educational programs both for trade and media to showcase your product/experience accordingly?
- Do you work collaboratively with other tourism businesses in your area to maximise the marketing and sales opportunities that working together can provide?
- Have you explored how you can work cooperatively with your local DMO and VisitBritain/VisitEngland?
- Do you have an export plan which can help plan and measure success?



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