

# Conceptualizing & Enhancing Your Tourism Experience Workshop, January 2024



## Tourism Concept Worksheet

### Starting off Strong:

What is the **name** of the tourism experience, activity, or event?





Now, **describe** it in 1-2 sentences:

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### Time to think deeper:

How **long** does it take?  
(Can be a range)



Is it seasonal?

Describe the **seasonality**:



What are your '**unique selling points**?'

1

2

3

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What are the **main components** of the experience, activity, or event? ○-○-○-○

Time	Experience/Activity/Component	Who's Doing It

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Describe the **location and space** in which the activity will occur:



What **facilities and services** exist (or not), such as bathrooms?



**Visitor capacity** & provision requirements:

**Staff capacity** & equipment requirements:



Are there any **limitations, restrictions, and/or safety aspects** that will need to be considered when developing or operating this experience?



What **stories** will you tell visitors?

★ **Intro:**

★ **Main Content:**

★ **Wrap-Up:**  
If applicable



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**Think about costs** for implementing your experience, activity, or event.

What are some of the **cost categories** directly linked to offering this experience?

1	Type of Cost	Amount	Fixed or Variable?

What about **cost categories** indirectly linked to offering this experience?

*These would be costs that are not directly related to the development or implementation of the experience, but still need to be covered. Do these need to be 100% **covered by tourism activities**? Or only partially?*

2	Type of Cost	Amount	Need to be fully covered?

On an annual basis, what is your estimate of the number of experiences, activities, and/or events **sold**?

3 \_\_\_\_\_

Based on the above: **What are your estimated annual costs?**

4



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Who is your **top target market**?

Describe them & think about **specific niches**, groups, and demographics who might love your experience/activity/event.



How will people **find you**?  
(circle all that apply)

Other: \_\_\_\_\_



Television



Our Website



YouTube



Magazine Ads



Radio



Word of Mouth



Email



Physical Displays



Social Media

Instagram

Facebook

LinkedIn

Twitter/X

TikTok

Pinterest

What are the **main components of potential packages**?

(i.e. anchor sites and additional activities or attractions)

Package Theme & Major Activities / Experiences	Collaborating Partners	Timing & Flow

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## Next Steps...

★ In the next **30 days** I need to:

Responsible

Timing

	Responsible	Timing

★ Over the next **3 months** I need to:

Responsible

Timing

	Responsible	Timing