



Itinerary Building Worksheet

Theme
(Inspiration & Story)

Target Market

Description

Itinerary Name:

Itinerary Length: 1/2 day Full day
(circle one) Multi day: _____ days
(use 1 worksheet/day)

Itinerary Components:
(each site/experience/activity is a 'stop')

Time for
each stop?

What are 1-2 'must see' stops?

What Images represent this itinerary?

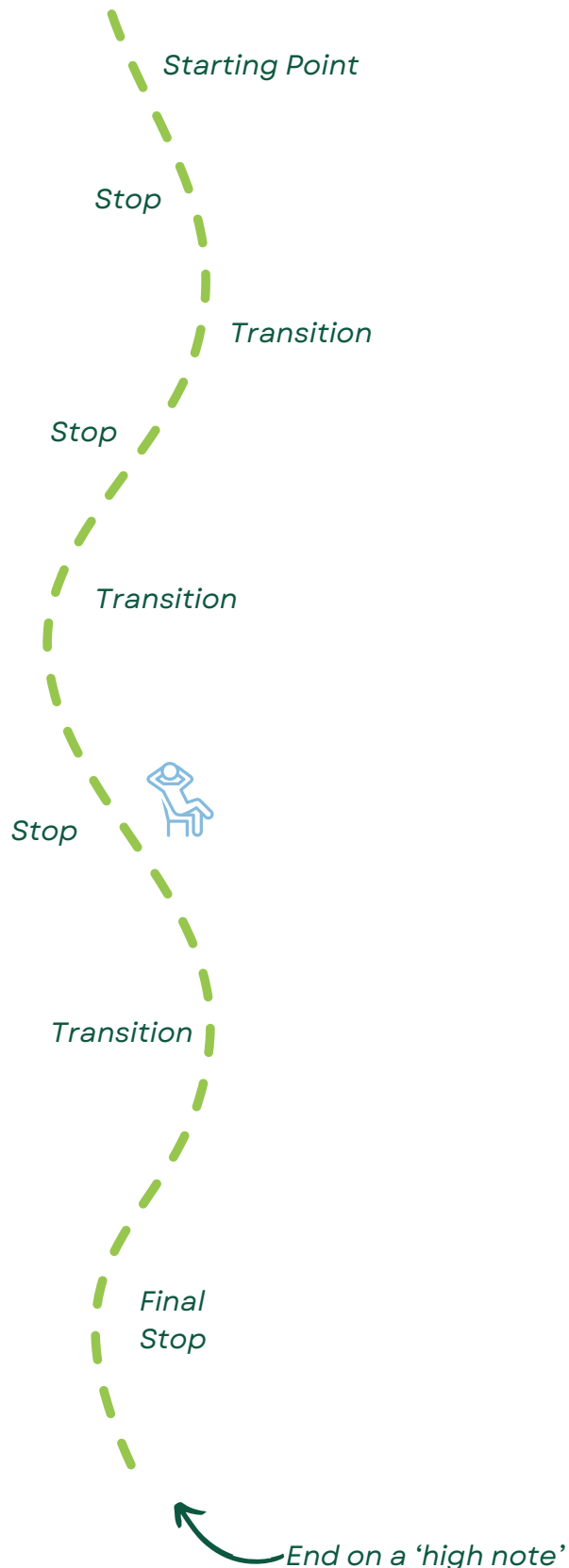
Who is the contact?

What should visitors bring?

Are there restrictions or do visitors
need a specific skillset?



Building Your Itinerary



Starting & Stopping points

Where is each stop?

What do we do?

How long does it take?

Transitions

How do we move from A-B?

What can we do during that move?

How long does it take?

Rest: *Where do people relax?*

End: *Whats the final 'high note?'*