

## Marketing Check List - All Tourism Business

This Tourism Marketing Checklist is a tool for New Brunswick tourism operators to determine if they are marketing-ready for the tourism season. A few of the items may not apply to your specific business but most will give you an idea of areas to consider to promote or advertise your business.

### ONLINE/TECHNOLOGY

- \_\_\_\_\_ I have updated my website for 2010
- \_\_\_\_\_ I have a link on my website to the Tourism New Brunswick Consumer Website
- \_\_\_\_\_ I have sent 300 words of copy to Tourism and Parks for my 2010 Tourism Product Profile section
- \_\_\_\_\_ I have verified that the directions to my business in my Product Profile on the Tourism website are complete and accurate
- \_\_\_\_\_ I have signed up online for the Tourism and Parks Operator Self Service (OSS)
- \_\_\_\_\_ I will be attending/have attended the Tourism and Parks 2010 Technology Workshop
- \_\_\_\_\_ I provide Tourism and Parks with my 2010 product offerings/special offers on a seasonal basis
- \_\_\_\_\_ I have provided quality photos/videos to Tourism and Parks for the Tourism Consumer website
- \_\_\_\_\_ I have/am purchasing/participating in social marketing for 2010
- \_\_\_\_\_ I have verified my address works in top GPS systems
- \_\_\_\_\_ I have verified my address directions on Map Quest are accurate
- \_\_\_\_\_ I have verified my directions on Google Maps are accurate

### ADVERTISING

- \_\_\_\_\_ I have an Inner Journey package in the Tourism and Parks Touring Guide 2010
- \_\_\_\_\_ I have purchased a general ad in the Tourism and Parks Touring Guide 2010
- \_\_\_\_\_ I participate in Tourism and Parks Co-Op Programs when available
- \_\_\_\_\_ I have purchased an ad on the Tourism and Parks Website 2010

## PROMOTION

\_\_\_\_\_ I have a tourism related toll-free phone number

\_\_\_\_\_ I have an e-mail address for visitors

\_\_\_\_\_ I have a tourism brochure racked at the nearest Provincial Visitor Information Centre

\_\_\_\_\_ I have a tourism brochure racked in all Municipal Visitor Information Centres within 150 kms of my business

\_\_\_\_\_ I participate in the Private Sector Literature Distribution Program

\_\_\_\_\_ I partner or cross-promote with other attractions or other tourism operators

\_\_\_\_\_ I partner with other operators/attractions to promote my business/service

\_\_\_\_\_ I am participating in 2010 Consumer Shows

\_\_\_\_\_ I am participating in 2010 promotions with my municipality

\_\_\_\_\_ I am providing 2010 information on my tourism business to New Brunswick Media

## EDUCATION AND TRAINING

\_\_\_\_\_ I have booked an appointment to train Provincial Visitor Information Centre staff on my tourism business

\_\_\_\_\_ I have booked an appointment to train Municipal Visitor Information Centres staff within 150 kms of my tourism business

\_\_\_\_\_ I have trained my staff to promote the top 10 things to see and do within an hour of my tourism business

\_\_\_\_\_ I am offering a tour of my tourism business for the Provincial Visitor Information Centre Educational Tour

\_\_\_\_\_ I have booked a tour of my tourism business for the Municipal Visitor Information Centres Educational Tours (those within 150 kms of my tourism business)

\_\_\_\_\_ I have booked an appointment to train the Tourism and Parks Tourism Communication Centre staff on my tourism business

\_\_\_\_\_ I ensure all businesses in my local community know about my products and services

\_\_\_\_\_ I have checked opportunities for training programs offered by TIANB

## RESEARCH

\_\_\_\_\_ I have a USP (Unique Selling Proposition) for my tourism business

\_\_\_\_\_ I know my target audience in each market

\_\_\_\_\_ I collect detailed data on where my customer comes from? (e.g. collect postal/zip codes on each customer)

\_\_\_\_\_ I collect names of visitors for purposes of consumer relationship marketing (CRM)

\_\_\_\_\_ I gather customer inquiry surveys (When did you plan your vacation to New Brunswick/municipality, where did you hear about my business?)

\_\_\_\_\_ I gather satisfaction surveys from each of my customers (Did the experience at my tourism business meet your expectations, how was our customer service, how could we make the experience better?)

\_\_\_\_\_ I have checked opportunities for research programs offered by TIANB and ACOA

## GENERAL

\_\_\_\_\_ I have a marketing plan for my tourism business

\_\_\_\_\_ I am an active member of my local Tourism Association

\_\_\_\_\_ I am an active member of my regional Tourism Association

\_\_\_\_\_ I am an active member of the Tourism Industry Association of New Brunswick (TIANB)

\_\_\_\_\_ I have done a presentation to TAP Head Office Marketing Staff in the past two years on what products I offer visitors

\_\_\_\_\_ I promote my Scenic Drive on my tourism brochures

\_\_\_\_\_ I promote my Scenic Drive on my tourism website

\_\_\_\_\_ I promote my exit # on my tourism brochures

\_\_\_\_\_ I promote my exit # on my tourism website

\_\_\_\_\_ I show a map to my business on my tourism brochure

\_\_\_\_\_ I show a map to my tourism business on my tourism website

\_\_\_\_\_ I participate in the Virtual Transfer Program (where applicable)

\_\_\_\_\_ I participate in the Tourist Oriented Directional (TOD) Signing Program

\_\_\_\_\_ I have a private highway sign

\_\_\_\_\_ I have an on-premise sign visible 24-hours per day that clearly identifies my tourism business to passing motorists

\_\_\_\_\_ I have an on-premise sign that is well lit at night

\_\_\_\_\_ As an accommodation, I am New Brunswick Approved