

Virginia 
is for Lovers[®]

PRESENTS:

THE
ESSENTIALS OF
DEVELOPING
INNOVATIVE
ITINERARIES...



BY:



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I. UNCOVERING YOUR DESTINATION'S BRAND: YOUR IMAGE = YOUR BRAND



A.) WHAT ARE YOUR DESTINATION'S INTRINSIC QUALITIES?

THE BRAND	THE BRAND
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
MY DESTINATION'S BRAND	FOUR TIERS OF BRAND AWARENESS
1.	1. IN STATE/LOCAL -
2.	2. REGIONAL -
3.	3. NATIONAL -
4.	4. INTERNATIONAL - NORTH AMERICA
5.	- WORLDWIDE

**YOUR BRAND IS BUILT BY PRODUCTS, SERVICES & EXPERIENCES THAT
CREATE EMOTIONAL CONNECTIONS WITH CUSTOMERS**

II. POSITIONING YOUR DESTINATION'S BRAND:



B.) DESTINATION DRIVERS; PRODUCTS, SERVICES & EXPERIENCES

DESTINATION DRIVERS

DRIVER:

1.

1.

2.

2.

3.

3.

4.

4.

5.

5.

6.

6.

7.

DRIVER:

DRIVER:

1.

1.

2.

2.

3.

3.

4.

4.

5.

5.

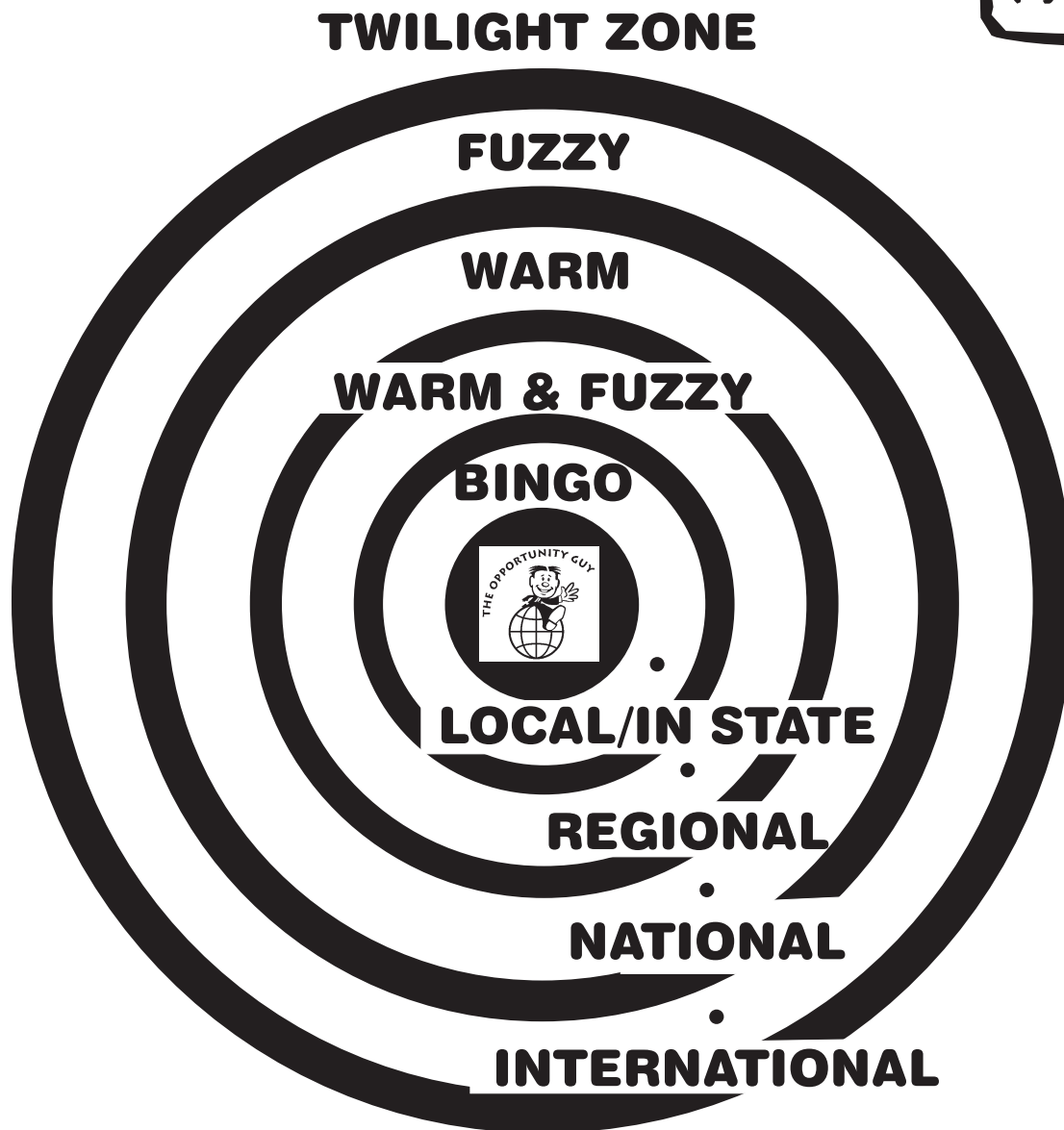
6.

6.

7.

7.

III. SHOW ME THE PEOPLE *GRAVITATIONAL PULL*



- 1.) What are your target destination areas locally and in state for customers?
- 2.) What are your target regional area markets for customers?
- 3.) What are key population centers, travel routings or other tourism areas that attract visitors?

IV. PACKAGE PRODUCTS:

1. THE PEOPLE:

A) FIT/IT, Independent Travelers & Products

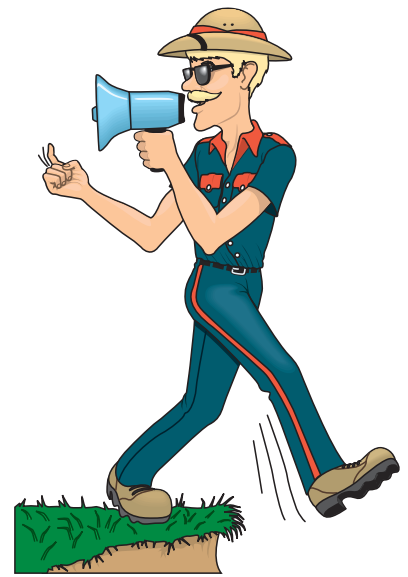
- Drive/Fly Drive
- Preplanned Drive/Fly Drive
- Flexi Drive/Fly Drive

B) Group Travel

- Series Tours
- Ad Hoc
- Pre-formed

C) The Future

- *Boutique Groups*
 - *Modular Trips*
 - *Niche Hub Exp.*
-



2. TRIP TYPES:

A) DAY TRIPS / FESTIVALS & EVENTS

B) GET-AWAYS

C) HUB & SPOKE PACKAGES / MULTI HUBS

D) MULTI-REGION TRIPS

E) INTERMODAL TRIPS



V. CREATING ITINERARY SIZZLE:

THE 4 TS & EVENTS:

1. THEMES (I.E. GARDENS, THEATER):

2. THREADS (I.E. DESTINATION CONNECTIONS, ENTERTAINMENT):

3. TRENDS (I.E. NICHE SEGMENTS):

4. TRADITIONS (I.E. CULTURE, HERITAGE & HISTORY):

5. EVENTS

YOUR DESTINATION:

1. THEMES

2. THREADS

3. TRENDS

4. TRADITIONS

5. EVENTS



VI. EXPERIENTIAL ELEMENTS:

1.) EXPERIENCES & THE ECONOMY

2.) TODAY'S CUSTOMERS

◆ A SOPHISTICATED MARKET

◆ DEMOGRAPHICS &
PSYCHOGRAPHICS

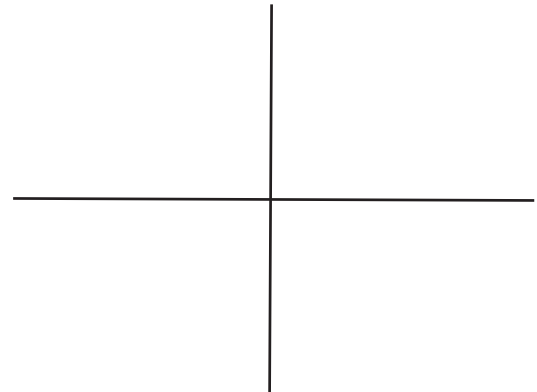
◆ CONNECTIONS

◆ WIRED

3.) EMOTIONAL BANK ACCOUNTS & CUSTOMER COMMERCIALS - THE BUZZ...

4.) EXPERIENCE REALMS

© PINE & GILMORE



5.) EXPERIENCE LEVELS:

LEVEL I - SHOW & TELL

LEVEL II - ENGAGE

LEVEL III - IMMERSE

6.) EXPERIENCES & YOUR ITINERARIES

VII. ENGINEERING EXPERIENCES:



1.) SENSE APPEAL:

◆ TASTE

◆ TOUCH

◆ SMELL

◆ SIGHT

◆ SOUND

2.) EXPERIENTIAL ATTRIBUTES:

✦ UNIQUENESS OR LOCAL FLAVOR

✦ LET ME LEARN

✦ SPECIAL ACCESS - SHOW ME
BEHIND THE SCENES

✦ INTRODUCE ME TO AN EXPERT,
AUTHORITY OR COOL PEOPLE

✦ "INSIDER'S VIEW"

✦ VIP ME!

✦ TOTALLY IMMERSE ME!

✦ GIVE ME BRAGGING RIGHTS ...

VIII. PACKAGE COMPONENTS

A. PRIMARY ELEMENTS:



ACCOMMODATIONS / HOTELS, B & B, ETC.



MAJOR ATTRACTIONS, ADVENTURE ACTIVITIES
& CULTURAL/HERITAGE COMPONENTS



TRANSPORTATION SERVICES



B. VALUE ADDED ELEMENTS:



ATTRACTIONS



RESTAURANTS & MEALS



EVENING ACTIVITIES & ENTERTAINMENT



GUIDED VISITS, MICRO-ENTREPRENEURS & LOCAL FLAVOR,
LOCAL PRODUCTS



OPTIONAL TRAVEL PRODUCTS & SERVICES

C. LAGNIAPPE:

★ PRE TRIP GUIDES & INFORMATION

★ ARRIVAL / WELCOME GIFT

★ DEPARTURE GIFT

★ COUPON BOOKS



IX. ITINERARY TEMPLATE



PRODUCT TYPE: _____ TRAVELER SEGMENT: _____

SEASON: _____ DAYS/NIGHTS: _____

COOL TITLE: _____ THEME: _____

PACKAGE COMPONENTS

LOCAL

REGIONAL

 ACCOMMODATIONS / HOTELS, B & BS, ETC.

 ATTRACTIONS, ADVENTURE ACTIVITIES
& CULTURAL COMPONENTS

 TRANSPORTATION SERVICES

 RESTAURANTS & MEALS

 EVENING ACTIVITIES & ENTERTAINMENT

 LOCAL FLAVOR & PRODUCTS

★ THEMES, THREADS, TRENDS, TRADITIONS:

★ LAGNIAPPE:

★ DISTRIBUTION CHANNELS:



X. ITINERARY WORKSHEET



PRODUCT TYPE: _____ TRAVELER SEGMENT: _____

SEASON: _____ DAYS/NIGHTS: _____

COOL TITLE: _____ THEME/EVENT: _____

LAGNIAPPE: _____ DISTRIBUTION: _____

DAY TO DAY ITINERARY BULLETS:

 DAY I:

 DAY II:

 DAY III:



X. ITINERARY WORKSHEET



PRODUCT TYPE: _____ TRAVELER SEGMENT: _____

SEASON: _____ DAYS/NIGHTS: _____

COOL TITLE: _____ THEME/EVENT: _____

LAGNIAPPE: _____ DISTRIBUTION: _____

DAY TO DAY ITINERARY BULLETS:

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 DAY III:

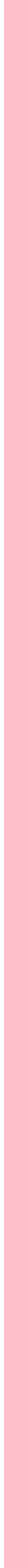


XI. YOUR PRODUCT DEVELOPMENT LIST:



PRODUCTS & SERVICES TO CREATE

EXPERIENCES TO CREATE



XII. IDEAS, ACTIONS & NEXT STEPS ...

ITINERARY IDEAS

ACTIONS & NEXT STEPS