



IS YOUR DESTINATION  
TOURISM READY?

Presented to  
CALTIA RURAL TOURISM CONFERENCE

LSC  
CONSULTING

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I just wanted to rent a rowboat



# Take Aways



- Understand concept and importance of "Tourism Ready"
- Review the TR Planning process and its benefits
- Gain perspective as to what you can do to get and stay "TR"

WHAT IS "TOURISM READY" OR  
"TOURISM READINESS"?



Build it and they will come?

Or.....

"A coordinated community  
commitment to plan and execute  
an effective strategy in terms of  
*product and people* to attract  
and satisfy visitors."

# Is Your Product, Are Your People Tourism Ready - From The Eye of the Visitor!



## Product/ Destination

- Safety
- Cleanliness
- Accessibility
- Wayfinding
- Information (pre & on-site)
- Pricing/value
- Hours
- Capacity (optimize)

## People

- Friendly
- Helpful
- Professional
- Knowledgeable
- Trained

# Where is Your Destination? It's a Continuous Process...



Developed/  
Plateaued



Pre-development/  
Redevelopment



Emerging  
Operational



How can you get "there"  
from where you are now?



**"ADORE ME"**

# IT'S A PROCESS

- Assessment
- Development Planning
- Organizing
- Research & Systems
- Education
- Marketing/Communication
- Evaluation



# WHERE ARE YOU IN THE PROCESS?

Have you.....



# ASSESSMENT

- Defined what is “tourism” industry in the destination
- Current Inventory of Visitor Serving Assets (+ & -)
- “Readiness” of destination to meet demand
- Stakeholder involvement & investment



# DEVELOP THE PLAN



- Use assets inventory to shape your story (aka brand promise)
- Create the Vision (where you want to go)
- Develop goals
- Develop the plan

# ORGANIZE



- Establish partnerships among stakeholders and others
- Identify needed resources – human, financial and political
- Assign responsibilities for plan implementation
- Identify financial sources

# RESEARCH



- Collect and apply knowledge about visitors within the plan (use as benchmarks to measure future changes)
- Develop marketing efforts with built-in assessment capacity
- Develop quality standards for service delivery

# EDUCATE

- Outreach to stakeholders, visitor industry employees, residents, officials as to value of tourism and destination plan
- Training to meet demand
- Training industry as to resources & issues



# MARKETING/ COMMUNICATION



- Develop the product and the team through ongoing communication of activities and achievements
- Continuous monitoring of success

# EVALUATE

- Identify key plan evaluation tools to determine what is working and not
- Put assessment pieces in place for micro efforts (specific promotions) and on macro level (overall destination measures)
- Look ahead to restarting process



# What Level Is Your Destination?



Developed/  
Plateaued



Pre-development/  
Redevelopment



Emerging  
Operational





THANK YOU

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