



VISITOR ECONOMY COLLABORATION FOR BUSINESS AND LOCAL GOVERNMENT

OPPORTUNITY TO TAKE TIME OUT, GET CREATIVE AND REALLY MEET OTHER PEOPLE THAT CAN BE OF BENEFIT ARE LIMITED.

This visitor economy collaboration experience will be suitable for:

- Non- competing, complementary businesses who want to meet, create and begin to plan new opportunities that will build better guests experiences and increased expenditure across their regions.
- Decision makers within local government who wish to explore visitor economy opportunities with other local government agencies and stakeholders within relevant, strategic regions.

As the type of guest becomes more diverse and their wants and needs increase businesses and local government must have the relationships that create the experiential offerings that are relevant in today's market.

This intimate learning and development experience will allow time out for businesses and local government to connect, converse, get inspired and truly generate innovative ideas that matter.

The focus will be on the following key areas:

- Identifying current key strengths as it relates to staff and service delivery.
- Understanding that innovative partnerships is not just for big corporates selling technology. How do we make it work for SME's within the visitor economy?
- What are the challenges and threats to building the visitor economy within the region?
- Developing ideas and a style of customer experience that reinforces regional brand reputation now and in the future.

- Creating cultural frameworks that reinforce the regional purpose and maintain greater consistency across all touch points and influencing factors.
- Identifying current skill gaps as it relates to existing guest offering – both in terms of service, product and delivery.
- Working with other businesses and agencies to respond to the current skill gaps – what opportunities exist within the group and regional networks?
- Must do's of creating successful partnerships where everyone benefits – acknowledging the common pitfalls as well.
- What opportunities can be developed that will raise the level of existing experiences within the visitor economy and in turn lead to more revenue?
- Focusing on the how – what ideas and opportunities are to be developed post Kiikstart?
- Unpacking a detailed process for taking ideas to the execution phase – what are the next steps?
- The benefits of adopting a tactical rather than just straight forward strategic approach – what's the difference.
- Measures of review, follow up and assessment to ensure the smart and creative execution of ideas into new and emerging markets.

WANT TO KNOW MORE?

As each experience can be handmade based on your specific circumstances, please contact Ali Uren of Kiikstart if you would like to benefit from a complimentary, no -obligation 30 minute conversation to assess your needs.

SATIC members will receive a 15% discount on Kiikstart services.

Kiikstart is a proud partner of



CONTACT US

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