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| --- | --- | --- | --- |
| **Key Learning** | **What do we currently do?** | **How can we enhance this?** | **Priority Projects / Quick wins** |
| Itineraries |  |  |  |
| Destination |
| Evening entertainment & Romance |
| Maybe young children |
| Energetic / unpredictable |
| Social media / sharing |

**ACTIVE MAXIMISERS- How do we appeal to them?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Key Learning** | **What do we currently do?** | **How can we enhance this?** | **Priority Projects / Quick wins** |
| Itineraries |  | Suggested itineraries on the website​  Links to local experiences ​  Themed breaks |  |
| Destination |  | Pictures of the area​  Things to Do lists |  |
| Evening entertainment & Romance |  | Pictures of couples​  Dine in options/ dine locally - local collaborations​  Interesting romantic options​  Room extras |  |
| Maybe young children |  | Pictures of families having fun​  Link to kids activities​  Babysitting/ kids clubs/ supervised activities locally |  |
| Energetic / unpredictable |  | Mobile friendly​  Things to do locally​  Last minute offers/ inclusions​  Videos/ testimonials |  |
| Social media / sharing |  | Photo opportunities/ prompts/ reminders |  |

**ACTIVE MAXIMISERS- How do we appeal to them? Example**

***Delivered as part of the Tourism Enterprise Development (TED) Programme   
on behalf of Tourism NI by:***

