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| **Key Learning** | **What do we currently do?** | **How can we enhance this?** | **Priority Projects / Quick wins** |
| Food a priority |  |  |  |
| Natural Environment & Scenery |
| High Quality Accommodation |
| Motivated by Culture |
| Personal Health & Safety |
| Good Value for Money |

**OPEN MINDED EXPLORERS- How can we appeal to them better?**

**OPEN MINDED EXPLORERS- How can we appeal to them better? Example**

|  |  |  |  |
| --- | --- | --- | --- |
| **Key Learning** | **What do we currently do?** | **How can we enhance this?** | **Priority Projects / Quick win** |
| Food a priority |  | Foodies breaks​  Food/ dining images & video​  Upload menus​  Prove that YOU are a foodie |  |
| Natural Environment & Scenery |  | Day trip ideas​  Inspirational Imagery​  Downloadable maps – walking/ cycle/ driving routes |  |
| High Quality Accommodation |  | Buddy up with accommodation options​& vice versa |  |
| Motivated by Culture |  | Collaborate with local activities​  OR prove there’s lots to see & do​  Images, links, videos, testimonials |  |
| Personal Health & Safety |  | Comfort without clinical​  Safety marks, procedures​  Make it about THEM |  |
| Good Value for Money |  | NOT cheap… but good value​  Try not to discount… but add extras |  |

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

