



idea
EVENT SCREENING SERVICE FOR HOLIDAY CENTRES & OTHER SMES (SINGLES AND SMALL GROUPS)
 PROTOTYPE WITH INTEGRATED ACTION PLAN

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1. WHAT?



The creation of a central screening service which might help the SMEs to find an offer in a diverse range of activities which they could promote themselves as an SME. The service would detect interesting activities from a wide range of sources and combine them into an activity calendar. It would take the form of a digital platform

This would be a time saving investment that would lead to a more varied offer by the SMEs. It would allow the SMEs to get in touch with the DNA of the region and suggest a locally inspired offer of activities. Depending on the public, the SME could customize its offer.

The customers would get the chance to be inspired and be attracted by the specific offers, directed at their specific needs and wishes.

2. ASSETS & PROFITABILITY



We offer an extra service to the customers through which they find information of activities that might be interesting for them directly at the accommodation where they stay.

The SMEs would be able to make use of a service that saves them time and energy on the one hand and that would contribute to a more attractive offer towards the customers on the other hand.

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3. SUCCESS FACTORS



- ▶ Number of SMEs that make use of it
- ▶ Statistics of the number of visitors of the platform
- ▶ Number of activities on the platform
- ▶ Satisfaction survey SMEs
- ▶ Number of newly offered/ realised activities at SMEs
- ▶ Number of newly attracted customers thanks to the new offer



4. PARTNERS

▶ SMEs

Offer

- ▶ Touristic services
- ▶ Event organizers
- ▶ Municipality services
- ▶ Local providers of activities & providers

Communication

- ▶ Google
- ▶ Facebook
- ▶ Uit in Vlaanderen (magazine)
- ▶ Magazines/ Press
- ▶ Communication agencies
- ▶ Touristic governmental agencies

Design/ maintenance/ development

- ▶ Ict partner
- ▶ Hosting partner
- ▶ Training (digital)
- ▶ Copywriting

6. FOR WHOM?

- ▶ Small groups of friends (all ages)
- ▶ Larger groups (sport associations, schools, ...)
- ▶ Families
- ▶ Singles

5. COMMUNICATION

Internal:

- ▶ Creation of a specific platform
- ▶ Communication towards the SMEs to stimulate the use
- ▶ Kick off event

External:

- ▶ Promo by SMEs through digital canals
- ▶ Communication by bloggers
- ▶ Communication by local partners/ touristic services
- ▶ Foreign communication campaigns
- ▶ Provoke/ incentive reviews

Goals

- ▶ Proactive offer
- ▶ From prospect to ambassador
- ▶ Customer confidence relationship
- ▶ Surprise & delight
- ▶ Offer within a diverse range of budgetcategories
- ▶ Stimulating reviews
- ▶ Bonding

7. HOW DOES IT WORK?

The service would detect interesting activities from a wide range of sources and combine them into an activity calendar. It would take the form of a digital platform.

SMEs could plug into it and take out various offers made on the platform and pick it up within their own offer towards the customers.

9. CHALLENGES



- ▶ Financing of the whole
- ▶ GDPR
- ▶ Need for the offer on the platform to be sufficiently qualitative
- ▶ Allowing for a large diversity in the offer on the platform (weather, budget, child- and family friendly, culture, culinary, ...)

8. TIMING



Set up of a central hub/platform where activities can be placed.

- ▶ Develop a financing model
- ▶ Set out the specifications of the platform + tender ICT developer
- ▶ Development of the operational model (who does what?)
- ▶ Set out the selection criteria for the activities, potentially in combination with a market screening of customer needs/ what is the current offer
- ▶ Ask for a commitment from the SMEs, gauge their enthusiasm and arrange for a contact within each SME
- ▶ Validation of the concept and GO

10. FINANCIAL



Costs

- ▶ Budget for the creation of a platform
- ▶ Budget for maintenance platform/hosting
- ▶ Cost of personnel (1FTE)
- ▶ Promotional budget & awareness campaign

Income

- ▶ Accession/ users fee SMEs
- ▶ Commission on the extra customers for the 'organisers/suppliers' of activities.
- ▶ A group purchase benefit for the SMEs

11. MONITORING & MEASURING



- ▶ Number of SMEs that make use of it
- ▶ Statistics of the number of visitors of the platform
- ▶ Number of activities on the platform
- ▶ Satisfaction survey SMEs
- ▶ Number of newly offered/ realised activities at SMEs
- ▶ Number of newly attracted customers thanks to the new offer