



idea

SPORTS'OPALE: SPORTS CONCIERGE SERVICE

PROTOTYPE WITH INTEGRATED ACTION PLAN

1. WHAT?

A sports concierge service provided by a community of expert practitioners - advice face-to-face or over the phone, and personalised emails. No personalised recommendations or advice service of this kind is currently operating on the Côte d'Opale.

This product should promote the region's image as an attractive sports destination for families and encourage collaboration between tourism and sports professionals. It will involve local sports enthusiasts in the development of the area as a tourist destination.

It will facilitate partnerships with start-ups for the creation and spread of this new range of services.

This innovative service will promote sporting activities for visiting families, and will be available to them before, during and after their stay.

3. SUCCESS FACTORS

The secrets to success:

- ▶ A well-supported project: a designated project manager and a committed project team
- ▶ Identifying, enlisting and launching a local network of expert practitioners
- ▶ Help from the community and tourism offices
- ▶ Suitability for the project's target market: finding resources to help us get to know this customer base
- ▶ Creating a plan for the implementation of the project and its follow-up

project submitted by:

PROFIT

more info:

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2. ASSETS & PROFITABILITY

Our promise to our clients

- ▶ To inform them before, during and after their stay of the sporting activities on offer and participation conditions, the weather, suitable accommodation, equipment rentals...
- ▶ To advise them before, during and after their stay so that they can plan their trip to suit all the family, and, if necessary, to organise their entire stay, with the help of a sports planner for reservations.

Gains for regional companies:

- ▶ Close collaboration with other regional players
- ▶ A service dedicated to sporting activities in the region
- ▶ More visibility for sporting activities
- ▶ A complete holiday package offering sporting activities, accommodation, catering, equipment sales and rentals.

4. PARTNERS

Project partners:

- ▶ Sports providers and clubs
- ▶ Start-ups
- ▶ Sports services provided by local organisations Local council and Public Establishment for Cooperation between Municipalities.
- ▶ Tourism offices



5. COMMUNICATION

- ▶ A communication kit: text, graphics, logos to be distributed to all project partners to ensure that the campaign is cohesive
- ▶ Creating a buzz with competitions on social media
- ▶ Advertising at points of sale, to be distributed to all project partners
- ▶ A campaign related to sporting events
- ▶ A campaign in specialised magazines and on community sports websites.

7. HOW DOES IT WORK?

This product will offer the client the following services:

- ▶ A mobile site with features such as:
- ▶ The chance to contact an expert (or "sports planner")
- ▶ A contactable online community
- ▶ An online advice service available before and during their stay
- ▶ Face-to-face advice during their stay
- ▶ A community of expert practitioners passionate about their sports and ambassadors for the region

9. CHALLENGES

Challenges for those involved in the project

- ▶ Identify the expectations of our sporting clients
- ▶ Create a network of all the key players
- ▶ Offer clients a simple and user-friendly service
- ▶ Enlist the help of expert local practitioners to respond to clients' demands

11. MONITORING & MEASURING

- ▶ Evaluation questionnaires for the target customer base, distributed by sports activity organisers
- ▶ Number of expert practitioners involved
- ▶ Number of logins to the mobile site
- ▶ Marketing module: mobile site sales figures

6. FOR WHOM?

This product is aimed at families who enjoy sports and live far away (at least 2 hours' drive away). We must win over this customer base. They will be young, between 30 and 50, with children. They will be passionate about one or more sports and wish to play these sports individually during their stay. They may be interested in sports training for their children. They will also wish to play certain sports with their families.

8. TIMING

It will take some time to implement this service, and a flexible method with a test and learn approach.

- ▶ An observation phase looking at the behaviour and expectations of our sporting clients
- ▶ Launch a pilot service and test it with clients
- ▶ Adapt it, if necessary, so that it can meet all our clients' expectations
- ▶ Full knowledge of the clients' needs will allow the completion of the site.

10. FINANCIAL

All information and advice services are free. The client will be required to pay for online reservations and/or the organisation of "turnkey" stays with the help of a "sports planner", as an allocated percentage of the price of the stay.

For us:

- ▶ Cost of the mobile site
- ▶ Cost of communication tools: communication kit, advertisements at points of sale, targeted marketing campaign
- ▶ Human resources: a project manager