

# Step-by-Step Journey to Maximising the Tourism Potential of your Historic Town.



## 1. Where are we now?

- What is the contribution of tourism to the town's economy?
- Does the town function as a tourism hub or attraction?
- What sorts of tourists visit the town?
- What is the stock of the town's tourism businesses and attractions?
- Which stakeholders can make a difference to tourism development?

## 2. Carry out a visitor survey

- Identify what visitors think of your town
- What are the aspects of the town visitors like most and least?

## 3. Satisfy visitors' basic needs

- Do visitors find it easy to orientate themselves around the town?
- Do visitors find it easy and safe to move around?
- Are visitors made feel welcome?
- Are car parks easy to find?

## 4. Display the town's best assets

- Is the town's stock of historic buildings and attractions well presented?
- Is the public realm of good quality?
- Is the town's story easily revealed?

## 5. Stay longer, spend more

- Are there sufficient activities to cater for target market groups?
- Is there a good range of quality shops, bars and restaurants?
- Are there periodic festivals, events, markets throughout the season?
- Does the stock of accommodation cater for the target market?

## 7. Measuring success

Measure success under the following headings:

- Visitor satisfaction
- Local community satisfaction
- Economic prosperity
- Environmental protection and enhancement

## 6. Marketing and networking

- Know your target market
- Identify your unique selling proposition
- Have clear measurable targets
- Ensure tourism and non-tourism businesses are working together
- Identify the appropriate medium to reach the target market