

<b>Workshop overview</b>	Irish Tourism destinations are seeing unprecedented growth in recent years. Retail is a commercial revenue stream that should be a key driver to your future growth. The focus of this Fáilte Ireland support is to help you identify the key actions required to develop your retail offer, to represent your overall brand and to create brand advocates for your destination through the product offer available.
<b>Why attend</b>	<ul style="list-style-type: none"><li>• Learn the basic principles of retailing</li><li>• Know how to create the right offer for your brand</li><li>• Get expert advice on how to run and sustain a profitable retail operation, the detail behind the scenes</li><li>• Learn how to price and manage your stock holding</li><li>• Get insights into the type of product your visitors are expecting to see</li><li>• Top tips on subtle/soft selling through your retail store to enhance the overall brand experience.</li></ul>
<b>Location</b>	Regional locations, nationwide
<b>Duration</b>	2 days
<b>Cost</b>	€200 ex Vat per delegate
<b>Designed for</b>	Owners and managers of visitor attractions who want to grow their retail presence.
<b>Date</b>	Scheduled dates can be viewed here on the Fáilte Ireland Trade Portal
<b>Content</b>	<b>Day 1</b> <ul style="list-style-type: none"><li>• The importance of the first impression of your shop in your attraction</li><li>• The key difference between high street and tourism retail</li><li>• The basic principles of retail in a visitor attraction</li><li>• How to align your retail with the overall brand</li><li>• Shopping patterns-wants and needs of someone shopping in this environment</li><li>• How to manage visitors, capacity and time restraints while delivering amazing customer service</li><li>• The art of subtle/soft selling in a visitor attraction.</li></ul>



# Fáilte Ireland

National Tourism Development Authority

## Day 2

- The importance of pace, consistency and standards in your shop
- How to incorporate the experience instore with that of the attraction
- How much space do I need for my shop and how can I ensure it is merchandised to reach its full potential?
- What type of product do I sell in my shop?
- How do I develop bespoke product for my attraction?
- How do I develop packaging that fits within the overall brand communications?
- Pricing - How to set recommended retail price points for my shop and remain profitable.