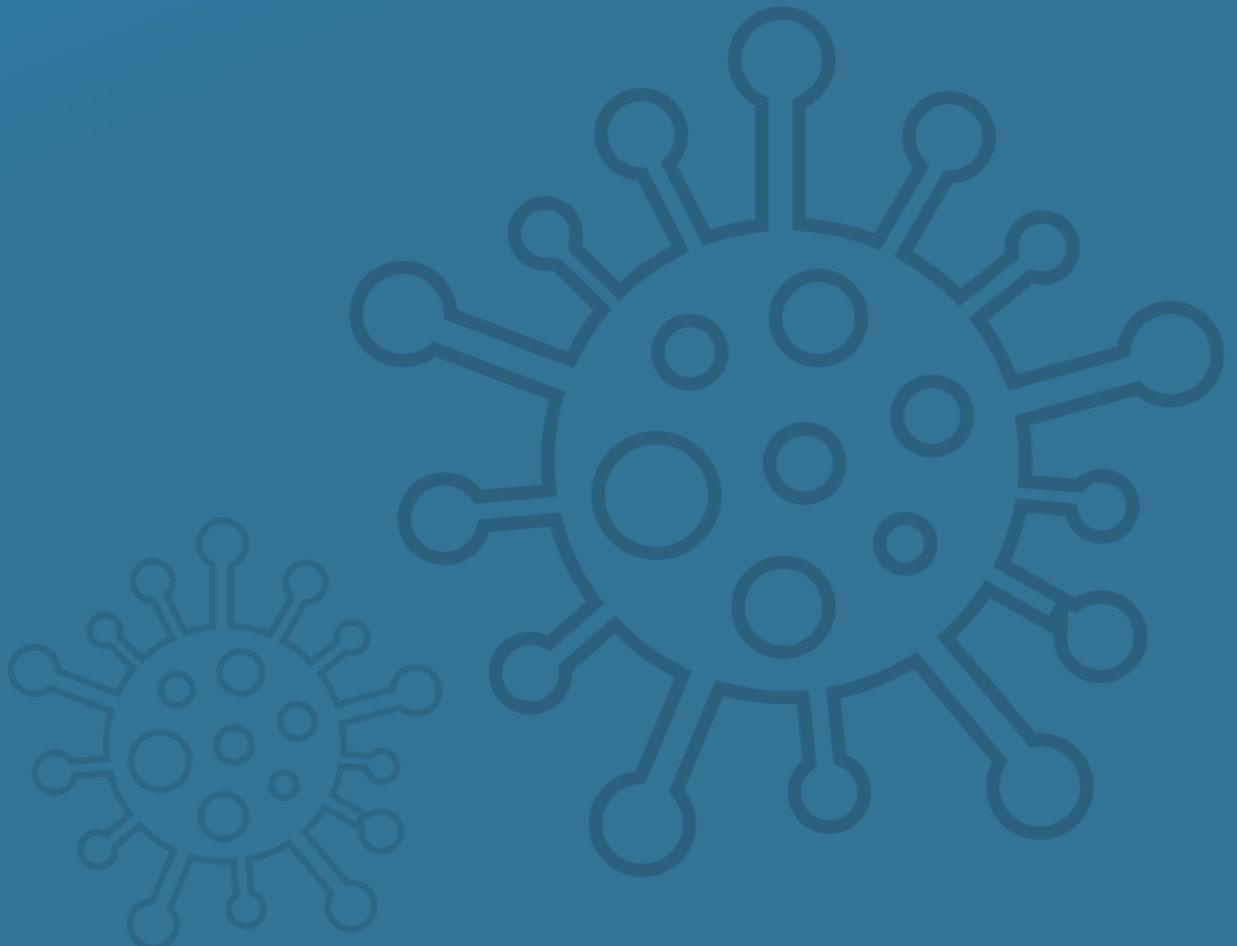# GUIDANCE NOTE:

RESHAPING THE SALEABLE EXPERIENCE FOR THE DOMESTIC MARKET

COVID-19 SALES & MARKETING FOR RECOVERY DRIVING DOMESTIC SALES

Attention | Interest | Desire | Reassure | Action

What is a saleable experience?

A saleable experience defines

priced experiences and services that are complete, ready and available to bring to market by a tourism business.

Saleable experiences offer domestic and international customers a menu of options that can match individual interests, needs and budgets.

This document shows
how to create saleable experiences
for a domestic audience.

Examples of saleable experiences include:	Self-guided and guided tours	Cookery workshops and demonstrations
Adventure activities such as walking or surfing	Overnight stays in, for example, a B&B, a glamping resort, or a 5 star hotel	Dining activities such as afternoon tea or a farm picnic

Why create a saleable experience document specifically for the domestic market?

Many tourism businesses have created and documented saleable experiences that target an international audience.

Creating, and documenting, saleable experiences specially for the domestic market allows tourism businesses to:

- Target specific needs and interests of the domestic audience.

- Provide clarity on exactly what the tourism business has available for sale to the domestic market.

- Ensure that its offering stands out and is visible in the marketplace.

- Ensure that the full value offered by the experience is clear to the domestic customer.

- Include messaging that is mindful of the needs of this market during the Covid-19 crisis including

  - **Freedom:** getting out and exploring
  - **Re-unite:** with family and friends
  - **Insights:** local knowledge and hidden gems
  - **Inspiration:** through open spaces and landscapes
  - **Memories:** rekindling old memories and creating new ones
  - **Fun:** unforgettable moments and experiences
  - **Reward:** treating ourselves and others
  - **Community:** ensuring that customers clearly see how the tourism business values its employees and neighbouring businesses, as well as customers
  - **Reassurance:** that customers will have a good time, in an environment that safeguards their wellbeing

> The needs of a domestic audience are different to the needs of an international audience, most of whom know less about Ireland.

EXAMPLE:
While an international audience might like a traditional Irish meal (such as bacon & cabbage or an Irish stew), served and eaten with the host family in a farmhouse kitchen,
the domestic audience will more likely want a picnic of quality farmhouse and local artisan foods, eaten in a quirky barn or enjoyed outdoors on a picnic rug.

What should a strong saleable experience achieve?

A saleable experience should

- **Clarify** the business offering and the experiences. The saleable experiences template is a really useful fact sheet - for the business itself as well as for its employees, its partners and its customers.

- **Shine:** Saleable experiences enable the business to stand out in the marketplace with a clear and defined offering that emphasises the value of each experience.

- **Connect:** Help the customer determine if the offering and experiences are a MATCH for their needs, interests and budget.

- **Inspire:** Once the customer establishes that the business is a match for their needs, a compelling saleable experience should inspire the customer to book or buy it.

- **Convert:** a key goal of the saleable experience is to maximise conversions, i.e. confirmed bookings from paying customers.

Can the saleable experience document be used to target bookings via direct customers?

Absolutely! The saleable experience document acts like the spine of the business by defining the business offering and saleable experiences. Once the document is complete, the business can map out how to bring the experiences to market.

The two key sales channels for bringing experiences to market are

1. Direct Sales Channels

Through which the customer books directly, for example, the business own brand website

2. Indirect Sales Channels

A partner business (e.g. a local accommodation provider) or a reseller business (e.g. www.greatdaysout.ie) sells and refers customers on behalf of the tourism business.

How should I use the saleable experience document?

When you develop your saleable experience document (using the enclosed template and examples format), you can use it for:

1. **Follow up:** As a follow up document when responding to customer enquiries.

2. **Partner referral:** The document can be used by a partner business (e.g. an accommodation provider) to refer customers to your business.

3. **Reseller platforms:** The document can be used by a reseller platform such as www.greatdaysout.ie to showcase and sell experiences.

An excellent referral tool

Share your saleable experience document with partner businesses in your destination to refer customers or sell on your behalf. E.g. accommodation providers, cafés, restaurants and tourist offices.

Should I tweak the wording for different sales channels?

Clarity in the saleable experience document is essential for all sales channels. Depending on whether it's a direct channel (e.g. your website) or an indirect channel (e.g. a partner or reseller), it's useful to tweak or reword the descriptions of your saleable experiences. Look at this example from the Sea Gardener.

Direct sales channel	*Indirect sales channel*
Seaweed walk, talk and taste Join *me* on a seashore foraging walk in County Waterford's Copper Coast geopark. Learn how to identify and cook edible seaweeds for incredibly healthy, low calorie and nutritious food! **Price:** €XX per person **Duration:** 2 hours **Minimum/Maximum People:** 10/20 **Inclusions:** forage with Marie Power, acclaimed author of the Sea Garden - cookery tips - seaweed recipes to take home	**Seaweed walk, talk and taste** During this experience, learn how to identify 10-12 edible species of seaweed on a foraging walk along the quiet seashore within the pristine waters of County Waterford's Copper Coast Geopark. Under the expert guidance of passionate food author and wild food expert, Marie Power, discover seaweeds such as Dilisk and Carrageen that are both vitamin dense and low in calories. Leave with culinary tips on how best to cook seaweed to maximise its nutritional and flavour benefits. **Price:** €XX per person **Duration:** 2 hours **Minimum/Maximum People:** 10/20 **Inclusions:** forage with expert, Marie Power - cookery tips - seaweed recipes to take home
In **direct** sales channels use language that is succinct, direct and in the first person.	In **indirect** sales channels use informal and indirect language. This will help partners or online reseller platforms sell on your behalf.

> NOTE: Different sales channels have their own rules of engagement. It's important that you know when to adapt the language or your saleable experiences to suit the needs of various direct or indirect sales channels, or if using social media platforms such as Facebook and Instagram.

How do I prepare saleable experiences?

When preparing saleable experiences in the **tourism** industry, it is helpful to consider how products are prepared for sale in the **retail** industry.

Can you imagine what it would be like to find a product in your local grocery store with poor wrapping, or incorrect information relating to volume, ingredients or price? Even if this were the best product in the world, a customer would be unlikely to purchase it.

Keeping this in mind, a tourism experience is only saleable (i.e. it can only be brought to market and purchased by the customer) when it is fully defined, priced and ready for sale. Experiences that are poorly thought through can lead to customer disappointment, damage the business reputation and affect both growth and profitability.

When preparing your saleable experiences, use this checklist to ensure that you include all the important components. The saleable experience template - for writing up your saleable experiences - also follows this format.

	Actions	✓

1.	**Experience brand**
	
	Know what brand relates to your business;
	
	   • **Dublin, Surprising by Nature**
	   • **Wild Atlantic Way**
	   • **Ireland's Ancient East**
	   • **Ireland's Hidden Heartlands**
	
	Include the brand (logo, messaging, imagery) in your saleable experience document (offline or online). This will clearly place your saleable experience within the context of its destination.	

2.	**Business brand** Include your business identity/logo in your saleable experience document. A transparent version of the logo can be useful as you can use it as an overlay on a strong header image (see the Sea Gardener example for reference).	

Checklist (cont.)

	Actions	✓
3.	**Header image** A good header image makes a clear statement about what the business stands for. Some businesses use one strong header image and this works very well. If your business does not have a strong header image, consider creating a collage of imagery that showcases the offering instead.	
4.	**USP** Define your offering and Unique Selling Point (USP) in one clear sentence.	
5.	**Key words** Choose 4-6 key words that reinforce the business offering and USP.	
6.	**Business offering** Define the offering via a succinct paragraph and key highlights.	
7.	**Saleable experience catalogue** Clearly list the curated experiences that are ready for sale, and their associated parameters including • a title for each experience • a short description for each experience • duration of each experience • retail price for each experience • minimum and maximum numbers that apply to each experience Some businesses find it useful to categorise their experiences as: *General experiences* that appeal to the majority *Premium experiences* that appeal to customers with a higher budget, and/or a particular interest/skillset relating to the experience Doing so helps the customer decide which experience best suits them. An example of a **general experience** is a one-hour guided garden tour where the customer receives insights into the garden's history, story and plantings, while a **premium experience** is a two-hour garden tour delivered by a world-class horticulturist who shares expert insights and stories.	

Checklist (cont.)

	Actions	✓
8.	**Parameters** For visitor attractions and activities, important parameters include • the minimum and maximum people allowable per experience • the duration of each experience	
9.	**Price and price inclusions** The saleable experience should clearly identify the retail, or public price point for each experience or service, and the associated price inclusions. Depending on the business and the experience, price inclusions could include: • Expert guide • Welcome tea/coffee • Cookery tips and recipes • A tasting of food or drink • A parting gift or memento **Important:** Businesses should note all price inclusions so that the FULL VALUE of the price point is understood. During the Covid-19 period, additional inclusions such as onsite hand sanitisers for customer use and safety can also be noted.	
10.	**Short description** Write a 75-85 word description for each experience. It should be brief and clear and present a full understanding of the experience. A well written description will help partners to refer customers to you and it will help people make the decision to book or buy from you.	
11.	**Contact details** Make it easy for the customer by including relevant contact details for the saleable experiences.	

Checklist (cont.)

	Actions	✓
12.	**General information** A general information page that provides customers with details such as opening/closing hours, booking details and location maps is useful. This page should appear at the back of the saleable experience document.	
13.	**Insert page numbers** Page numbers make it easier for a customer who wants to print the saleable experience document. Although we live in a digital age, many people still like to print things.	

Important considerations for creating saleable experiences for the domestic market in light of Covid-19

Please consider the following
- Minimum and maximum numbers: ensure that the document notes the correct number of minimum and maximum visitors as defined by Government guidelines and restrictions
- Covid-19 policy: customers want memorable and engaging experiences that also cater for their wellbeing and that adhere to Government guidelines

Your saleable experience should therefore also include your Covid-19 policy. This policy should be visible on offline and online platforms.

On the saleable experience template, there is space for your Covid-19 policy on the *General Information* page. Please see below an example of a Covid-19 policy created for *Rose Farm,* a fictional business.

Rose Farm Covid-19 Policy
At Rose Farm, we would like to assure all our customers that we have been working hard to welcome and look after you. As always, the wellbeing of our team and our customers is really important to us. With this in mind, we are happy to inform you of the following:
- In accordance with Government guidelines on social distancing, group visitor numbers for all experiences have reduced from 55 to 25.
- All wellies provided for farm visits are washed and sterilised after each customer use. Customers are also most welcome to bring their own walking shoes, or welly boots.
- Hand sterilisers are available throughout the farm.
- Farmers Jane and Noel, who conduct all tours, will do so at an appropriate distance from visitors. As a vast 400-acre farm, customers can rest assured that there is no issue maintaining social distance between visitors.