

Marketing your New Tourism Business – a course for Tourism Operators



This half-day course introduces some marketing fundamentals and is designed to help new and existing operators with little or no experience of marketing a business in the tourism, leisure, retail and hospitality sectors.

The course explores how to set your business apart from its competitors and how to hone in on your best prospects and key audiences.

Advice is given on how to plan marketing activity, how to identify where to advertise and what to consider when setting up a web site.

The course also provides practical tips on the use of words and imagery and suggests ways to network with other tourism operators.

The course programme covers:

- Understanding your USP
- Identifying your key target markets
- Planning your marketing activity
- When and where to advertise
- The importance of persuasive copy and images
- Fundamental requirements of a web site
- Useful tourism networks

Course leader



This course is delivered by Ros Walker.

Ros runs Clout Marketing and Media, an independent consultancy providing marketing and public relations services for businesses in the tourism, leisure, retail and hospitality sectors.

Before setting up Clout, Ros wrote articles and guidebooks about places to visit in Yorkshire and the North East.

She now helps tourism businesses with their marketing and public relations.

Ros is a Chartered Marketer, a Member of the Chartered Institute of Marketing and an Associate Lecturer with Bradford University School of Management's SME Knowledge Network. She also presents workshops for various enterprise agencies.