



Marketing and Operations report for applications for tourism accommodation establishments

The submission of a Marketing and Operations report is to include all the headings listed below:

Section A - Tourism Policy Statement

This should give a brief outline as to how the proposed development fits within the current tourism policy.

Section B - Developer Profile

This section is to give details with regards to the experience in the tourism sector as well as any qualifications of the operator of the proposed accommodation establishment.

Section C - Marketing and Operations

Section C1

- Product Offering – Details on the type of accommodation being proposed and the experience offered
- Product / Market Development Initiatives – what new niche markets and product the proposal will tap and offer
- Environmental Impact Considerations – Details on what measures will be taken with regards to the minimisation of environmental impacts

Section C2

- Marketing and Operational Objectives – Details on how the establishment will be promoted overseas
- Market Segmentation – Details with regards to the type of target markets being attracted

Section C3

- Related Business Environment Commentary – Details on the current business environment with regards to similar businesses/developments
- Accommodation Property Management – Who will run the proposed development – owner operated, international chain.
- Human Resources / Structure – details on the staff to be employed in terms of numbers and job positions
- Investment and Sources of Investment – details on the investment outlay and how funds will be procured.

Section C4

- Pricing Strategy – details on the pricing strategy particularly between seasons
- Projected Average Room Rate – At Least First Three Years
- Projected Rooms Occupancy – At Least First Three Years
- Costs Efficiency Considerations - details
- Other Related Issues and Comments