Dunoon

Business Actions

- Sell sponsored products in hotels and at clubhouse
- Add call divert to telephone system
- Add mobile access to laptop
- Add a driveway alarm to notify of peoples arrival
- Pass on clients to other establishments when you're full
- Share information about events e.g. weddings which will impact on accommodation
- Comprehensive 'What's on?' list for the area to be kept up to date
- Links to information via websites
- Helping visitors to access services and experiences
- Advertise additional services on offer
- Have prices consistent with other similar services in the area
- New partnerships
- McGill's bus – alternative means of getting here.
- Online booking/payment
- Better signage
- Dog friendly
- Improved web presence/optimisation
- Evaluation/feedback forms
- Phone divert to mobile and mobile email
- E commerce training
- Cross marketing
- Cross selling
- Improve communication
- More web links
- Networking
- Website newsletter @ maps for walks
- Email postcards
- Revised training programme
- Wireless internet access for guests
- Guest feedback forms rather than just a visors comment book
- Create packages –add on events to existing events
- Golf competition as part of Cowalfest
- Cowal/Argyll golf competition
- Incentives

Collaboration Ideas

- Connectivity – promoting Homecoming 2009
- TIC notice board – daily, weekly events & what's on
- One stop shop for all events/group business
- Incentives for visitors
- Consistency in pricing & not over discounting
- Additional services to make a package
- Join new D&C business association
- Possible display of goods in hotels
- Golfing package with fixed prices for courses
- Passing on clients to other establishments when you are full
- Comprehensive list of what's on in the area
- Share info about events, e.g. weddings which will impact on accommodation
- Cross marketing
- Leaflet exchange in the area
- Highland stores could also produce a stock list for s/catering, B&Bs, guest houses
- Combined packages, eating/staying/activities/galleries

- Knowledge tours
- Networking events – business to business to show what is available
- Add to events, e.g. golf competition at Cowal Festival
- Work with council & agencies
- Links to information on individual websites
- Helping visitors to access services & experiences
- Talk to one another for new product development/possible partnerships
- Map of area where advertisers are displayed
- Distribute leaflets t& posters to accommodation sector