

Oban

Business Actions

- Carry links for other businesses on website
- Green tourism certificate for recycling
- Increase merchandising
- Create package deals, accomodation/theatre
- Green credentials/certificate
- Get customer feedback
- Look at stats on www.visitscotland.org
- Check out feedback on TripAdvisor
- Encourage opportunities for customer feedback
- More communication between other businesses in the local area leaflets and word of mouth
- Up sell especially 'finds' off the beaten track
- Ask every guest if there was one thing you would change in my business and what would it be
- Ask customers if everything was OK
- Look at www.tourism-intelligence.co.uk for tourism research
- Look at things from a guest point of view
- Take a photo, email thank you for coming, ask for feedback and thank guests
- Use local suppliers
- New ansaphone message for when we are unavailable
- Email guests a week before arrival – welcome
- Highlight green issues
- Ask customers how we can improve
- Delight visitors
- Provide a personal touch
- Do things you don't have to do
- Go the extra mile
- Improve distribution of leaflets
- Personal distribution of leaflets to keep in touch with hotels/guest houses
- Website links only where relevant.
- Communication between local businesses on how we can help each other
- Ask for feedback
- Always call customers by name never room numbers
- Provide feedback leaflets for customers
- Links to other websites
- Think about the customer journey
- Seek opportunities to improve
- Learn from what others do to exceed

Collaboration Ideas

- Need to 'chivvy' up the council regarding tourism issues
 - Improve infrastructure – transport links and information
 - Set up a centre for training for local tourism businesses needs eg a skills academy providing customer service courses
 - Hop on hop off bus service
 - Encourage council to make environmental improvements
-
- More interaction between local businesses – network marketing
 - Transport from/to different areas
 - Suggested routes to take for journeys
 - Arrange area festival

- Better word of mouth communication between local businesses
- Know what is around your area
- Raise profile within local TIC
- Pre-visit info by linked websites
- Campaign with local council to improve the visual image and facilities
- Centralising info for visitor travel & transport
- Rover transport ticket
- Maps
- Skills academy for training
- Find out what training is needed – amalgamate skills & deliver training to improve customer service & local knowledge
- Link businesses through websites

Mull

- Use of local suppliers (food integrity)
- Include value add ons - flowers & welcome pack
- Encourage businesses to gain a green tourism certificate from MESS (MICT)
- Daily newspapers
- Ideas for getting people to visit out of season
- Stay in your own accommodation
- Package deal – event & accommodation booked together