

Troon

Business Actions

- Strive to provide a more engaging, involving, experience for museum visitors
- Possibly by work exchange with other organisations eg Science Centre
- Encourage other staff members to complete a customer journey sheet
- I would definitely like to employ staff specifically engage with visitors like they do in the Science Centre
- Encourage our staff to attend one of your training sessions
- Will instigate a newsletter for past guests
- Contact past guests – offer discounts and deals
- More contact generally

Collaboration Ideas

- Share your information with taxi drivers. They are amazing free publicity, if they have been & like it
- More advertising – people aren't aware of many of the attractions
- Make more of local history, environment, golf & sailing opportunities
- Potential of sailing does not seem to be recognised. Economically it is as important as golf
- Power of web, e.g., Tripadvisor & Google. Blogging – a topic on its own and worthy of attention
- Build international relationships
- Spread info of your business by word of mouth as people trust friends & family