

Ullapool

Business Actions

- Ask customers for feedback/ feedback cards
- Ask customers 'what could we do better?'
- Come up with ways to go beyond
- Get mystery shoppers into business/area
- Train the team
- Extra mile = hot water bottles in beds, offer to iron shirts for example.
- Collect more stats on our visitors
- Ask customers "what can we do better?'
- WOW opportunities
- Communicate well/'up sell' services offered
- Ask customers how they feel about their visit
- Ask customers to rate their experience out of 10.
- Beg for feedback
- Power of TripAdvisor
- Provide decent quality bread/toast at breakfast
- UTBA – research into visitors, why they come to the area, what they expect etc.
- Look at website www.tourism-intelligence.co.uk. Download booklet, how to meet future needs of visitors.
- Provide more organised trips, activities tours/use tour guides
- Food guides/menus
- Information on the area
- Mystery shopping – feedback to businesses on experience
- 'Welcome to Ullapool' – feedback cards around village so they can let us know what they like/don't like. UTBA?
- Put on our website that visitors can do a day trip to Stornoway.
- Discount vouchers for visitors to use in Ullapool
- Ask customers what they want - how to go beyond what they expect
- Cruise ships – need something for visitors who don't go on tours – information about Ullapool.
- Ask 'what could I do better?'
- Analyse the customer journey
- Collaboration of local businesses
- Increase local knowledge
- Organised trips
- Information leaflets – impartial
- 'Welcome Ullapool'
- Inverness presence eg marketing
- Vouchers snap fax
- Postcard (feedback)
- What can we do better
- Work with others
- Increase local knowledge
- Food guide/menu in rooms/cottages
- Organised trips- communal service
- List of all activities and attractions
- If we are full, recommend other local businesses
- Look at signage, external appearance, entrance etc
- Meet and greet
- Staff attitude
- Delight the visitor- WOW
- Provide a personal touch
- GO the extra mile
- Do things you don't have to do

- Ask the customer what they want
- Go beyond what they expect
- Analyse existing customer research
- Collect stats on your visitors
- WOW opportunities
- Work with others
- Get feedback from guests
- Organise day tours via hotels and guest house etc.
- Get feedback and pay attention to it
- Look at www.tourism-intelligence.co.uk
- Analyse existing customer research
- Train your team and use their ideas
- Welcome to Ullapool scheme
- Information leaflet
- WOW factor

Collaboration Ideas

- Work together as businesses to offer information about area
- Increase local knowledge
- Staff training to be more professional
- Feedback for each other
- Impartial leaflet
- Use local produce, ie photos with contact number in the rooms
- Details of local restaurants & shops in rooms
- Food guide
- Organised day trips to Ullapool from Inverness
- Local knowledge tours for staff
- Work together to put music on on different nights rather than on same night
- Develop an impartial non advertising pocket guide – where to eat, stay & visit
- Organised local trips/communal service for visitors
- Discount vouchers