



Market Access for Accommodation Providers Agenda

Time	Activity	Materials
Day 1		
8:00am-8:30am	Registration	
8:30am-8:45am	Warm-Up Activity	
8:45am-9:00am	Workshop Introduction	
	Introductions	
	Course Objectives and Programme	
	Learning Outcomes	
9:00am-10:30am	Session I	
	Tourism Trends	Handout I. Top Travel Trends for 2008 and 2009
	Activity I	Handout II. Travel Booking Trends: US Market
	Market Access	
	Activity II	
10:30am-10:45am	Coffee Break	
10:45am-11:30am	Session II	
	Fully Independent Travel Market (FIT)	Handout III: Market Types
	Activity III	Handout IV: Geographical Segmentation Handout V: Market Segments by Age
11:30am-12:30pm	Session III	
	Unique Selling Points (USPs)	
	Activity IV	Handout VI: USPs - Defining your Product
12:30pm-1:30pm	Lunch Break	
1:30pm-3:00pm	Warm-Up Activity	
	Session III (Continued)	
	Using Sustainable Tourism Principles to define USPs	Handout VII: Sustainable Tourism Trends
	Activity V	
3:00pm-3:15pm	Coffee Break	
3:15pm-4:30pm	Session IV	
	Working with Tour Operators	
5:00pm	End of Session	



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Day 2		
8:00am-8:30am	Warm-up Activity	
8:30am-10:30am	Session V	
	Learning Objectives and Programme for the Day	Handout VIII: Popular Travel Portals
	Internet and Tourism	Handout IX: Search Engine Optimisation (SEO)
	Operating in and E-Commerce Environment	Handout X: Pay Per Click (PPC)
	Activity VI	
	Search Engines	
	Activity VII	
	Requirements to work with Intermediaries	
	Activity VIII	
10:30am-10:45am	Coffee Break	
10:45am-12:30pm	Session VI	
	Generating loyal customers	Handout XI: Sample Feedback Form
	Getting feedback	
12:30pm-1:30pm	Lunch Break	
1:30pm-3:00pm	Session VII	
	Your Market Access Strategy	Handout XII: Action Plan
	Activity IX	
3:00pm	End of Session	Final Handout: Workshop Feedback Form