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Pre-checklist: How 'ready' are you right now?





How many of the following can you truly tick off the 'international ready' basic checklist:

1. Do you know your organisation's USP (unique selling point)?
2. Have you secured a strong foothold with the domestic tourism market?
3. Have you conducted a careful assessment of your competition?
4. Have you sought advice from your local tourism bodies in addition to VisitBritain/VisitEngland?
5. Have you researched all potential international markets for your business to determine which will best fit as target markets?
6. Can you identify the different travel styles of inbound travellers?
7. Do you understand the international travel landscape?
8. Do you understand the travel distribution system and have relevant rate structures in place?
9. Do you have booking systems in place to accept international bookings both direct, and via the travel distribution network (on and offline)?
10. Can you identify, or have you already started working with, complementary product in your region to jointly package and/promote internationally?
11. Have you developed a range of promotional collateral with targeted messages for both consumers and the travel trade?
12. Does your business have a digital marketing and social media presence?
13. Have you developed a working export plan/international marketing plan and a budget to target international visitors?

How did you score out of 13?

Any less than 13/13 do not worry! Once you understand all sections within this toolkit you will be armed with the knowledge to become internationally ready. A more comprehensive benchmark for your business awaits at the end of this guide in *Section 22 - The final checklist*.

Good luck! Read on to *Section 2 - Help desk* to find a list of organisations to get you started, and assist your business on the journey.



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