

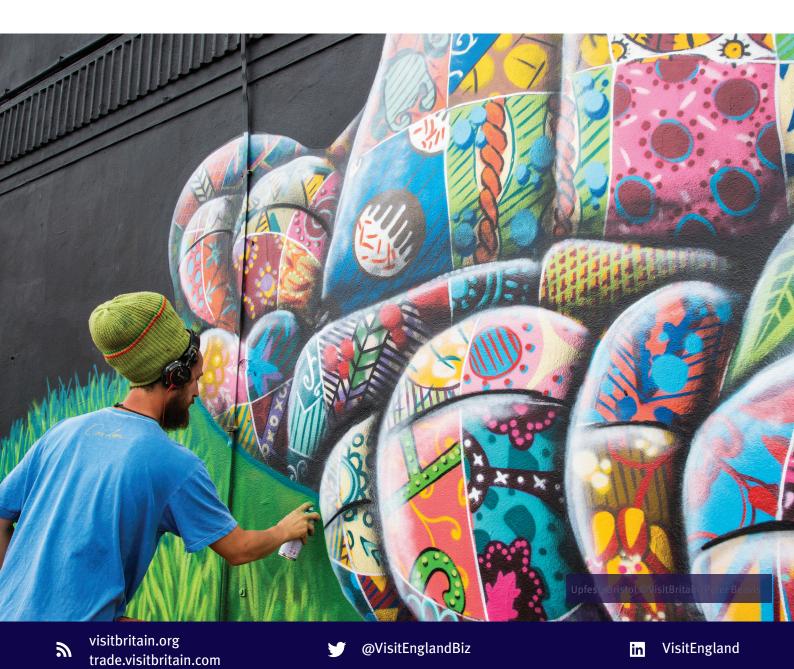
V		How many of the following can you tre ready' basic checklist:	uly tick o	off tl	ne 'international
0	1.	Do you know your organisation's USP (unique selling point)?	0	9.	Do you have booking systems in place to accept international bookings both direct, and via the travel distribution network (on and offline)?
0	2.	Have you secured a strong foothold with the domestic tourism market?			
0	3.	Have you conducted a careful assessment of your competition?	O	10.	Can you identify, or have you already started working with, complementary product in your region to jointly package and/promote internationally?
0	4.	Have you sought advice from your local tourism bodies in addition to VisitBritain/VisitEngland?	0	11.	Have you developed a range of promotional collateral with targeted
0	5.	Have you researched all potential international markets for your business			messages for both consumers and the travel trade?
		to determine which will best fit as target markets?	0	12.	Does your business have a digital marketing and social media presence?
0	6.	Can you identify the different travel styles of inbound travellers?	0	13.	Have you developed a working export plan/international marketing plan and a budget to target international visitors?
0	7.	Do you understand the international travel landscape?			
0	8.	Do you understand the travel distribution system and have relevant rate structures in place?			

## 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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