











<h3>Expectations</h3> <p>What do you expect from Shopping Tourists? What should be the outcome out the workshop?</p>	<h3>Activities for Locals</h3> <p>How does your marketing for locals look like? With whom do you cooperate/partner? What are the KPI you use?</p>	<h3>Traveller Market Research</h3> <p>Segmentation of the power of your potential audience.</p> <table border="1"> <thead> <tr> <th></th> <th>Nation #1:</th> <th>Nation #2:</th> <th>Nation #3:</th> </tr> </thead> <tbody> <tr> <td></td> <td>PAX in City</td> <td>PAX in City</td> <td>PAX in City</td> </tr> <tr> <td></td> <td>Spend Power</td> <td>Spend Power</td> <td>Spend Power</td> </tr> <tr> <td></td> <td>Spend in Store</td> <td>Spend in Store</td> <td>Spend in Store</td> </tr> </tbody> </table>		Nation #1:	Nation #2:	Nation #3:		PAX in City	PAX in City	PAX in City		Spend Power	Spend Power	Spend Power		Spend in Store	Spend in Store	Spend in Store	<h3>Value Proposition</h3> <p>What should the traveller expect? How to treat travelers? What kind of offers and brands?</p>	<h3>Action Plan</h3> <p>What to do when and how to achieve targets? Which KPI marks a target measurable?</p>
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<h3>Activities for Tourists</h3> <p>How does your marketing for tourists look like? With whom do you cooperate/partner? What are the KPI you use?</p>	<h3>owned/used Channels</h3> <p>Which channels do you use for communication? Which channels do you own, which are earned?</p>	<h3>Business Analysis</h3> <p>What is the product portfolio today? Which brands are relevant for the traveller? How is your business known in the audience?</p>	<h3>Channels / Partners</h3> <p>Which communication channels to select? Which partners to choose?</p>																	

### Travel Seasonality

Planning a campaign based on expected footfall in the relevant traveller audience.  
Download the latest holiday calendars on <https://traveller.marketing>

	January	February	March	April	May	June	July	August	September	October	November	December
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### Travelling Shopper Journey

Communication opportunitites on the entire journey.

