

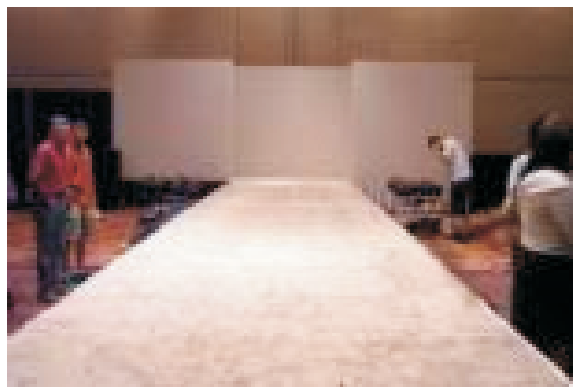


AMERICAN BUS ASSOCIATION

PRESENTS:

**THE
PRODUCT
DEVELOPMENT
RUNWAY...
PROTOTYPING & TESTING
NEW PRODUCTS**

BY:



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I. THE PRODUCT DEVELOPMENT RUNWAY:

A.) PRODUCT DEVELOPMENT & INNOVATION

1. MARKET CHANGES & MACRO TRENDS:

2. ORGANIZATIONS ON THE RUNWAY:

3. TESTING & PROTOTYPING NEW PRODUCTS:

4. CREATING A CULTURE & PROCESS FOR PRODUCT INNOVATION:

B.) YOUR DESTINATION'S BRAND & INTRINSIC QUALITIES:

THE BRAND

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

MY DESTINATION'S BRAND

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

MY REGION'S BRAND

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



II. DESTINATION DRIVERS; PRODUCTS, SERVICES & EXPERIENCES:



DESTINATION DRIVERS

DRIVER:

1.

1.

2.

2.

3.

3.

4.

4.

5.

5.

6.

6.

7.

DRIVER:

DRIVER:

1.

1.

2.

2.

3.

3.

4.

4.

5.

5.

6.

6.

7.

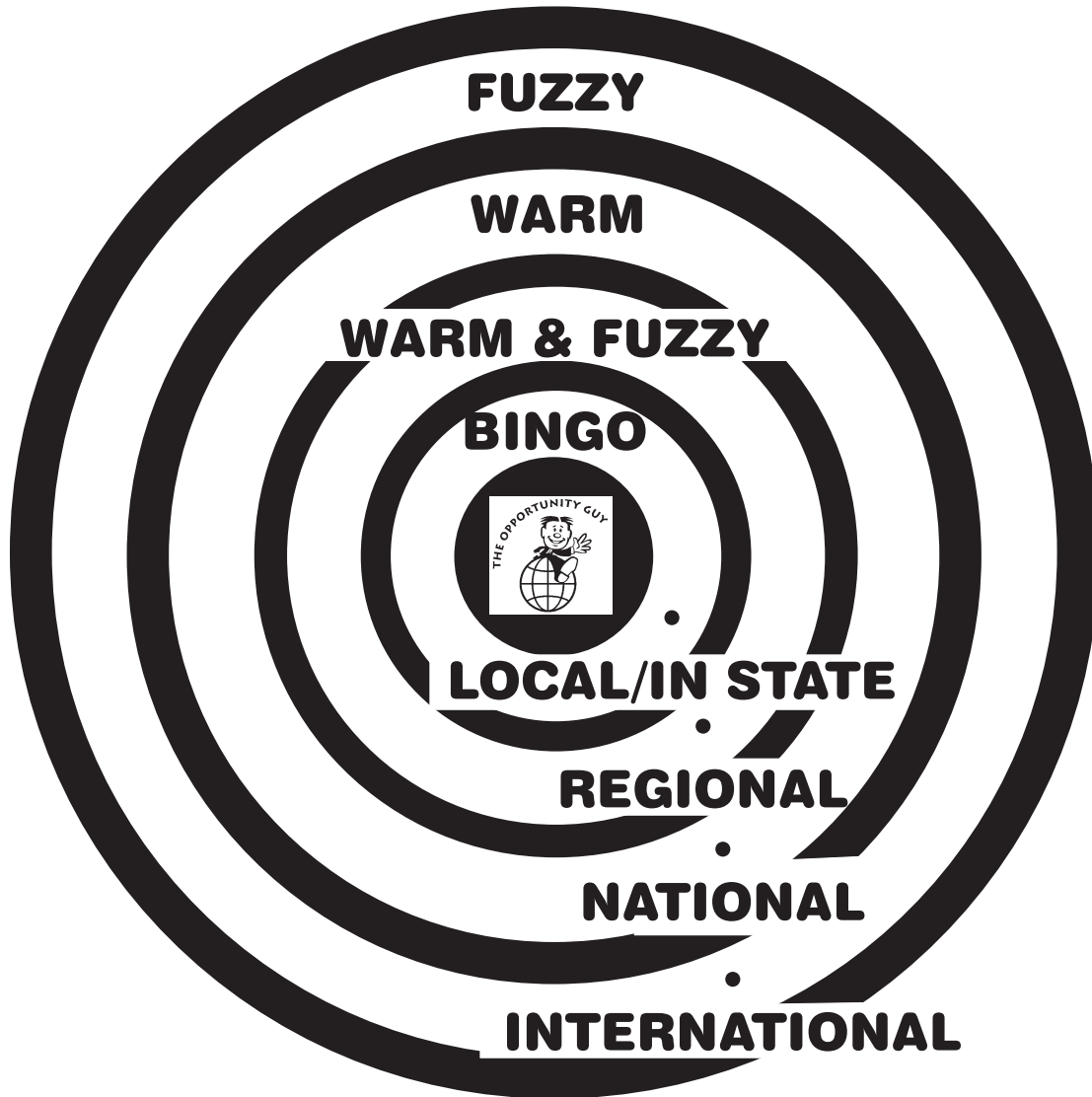
7.

III. SHOW ME THE PEOPLE


HOW'S YOUR GRAVITATIONAL PULL?



TWILIGHT ZONE



A.) Identify your geographic target areas for the following:

 Local Markets: One Day Trips -

 Regional Markets: Getaways & Overnight Trips -

 Regional Markets: Multi-Day Trips -

IV. CREATING PACKAGE SIZZLE:

THE 4 TS & EVENTS:

1. THEMES (I.E. GARDENS, THEATER):
2. THREADS (I.E. DESTINATION CONNECTIONS, ART, WINE, GOLF):
3. TRENDS (I.E. NICHE SEGMENTS: CULINARY, ADVENTURE, FAMILY):
4. TRADITIONS (I.E. CULTURE, HERITAGE & HISTORY):
5. EVENTS & FESTIVALS:

YOUR PACKAGES:

1. THEMES
2. THREADS
3. TRENDS
4. TRADITIONS
5. EVENTS & FESTIVALS



V. PACKAGE COMPONENTS

A. PRIMARY ELEMENTS:



ACCOMMODATIONS / HOTELS, B & B, ETC.



MAJOR ATTRACTIONS, ADVENTURE ACTIVITIES
& CULTURAL/HERITAGE COMPONENTS



TRANSPORTATION SERVICES



B. VALUE ADDED ELEMENTS:



ATTRACTIONS



RESTAURANTS & MEALS



EVENING ACTIVITIES & ENTERTAINMENT



GUIDED VISITS & MICRO-ENTREPRENEURS



LOCAL FLAVOR & LOCAL PRODUCTS



OPTIONAL TRAVEL PRODUCTS & SERVICES

C. LAGNIAPPE:

★ PRE TRIP GUIDES. BOOKS & INFORMATION

★ ARRIVAL / WELCOME GIFT

★ DEPARTURE GIFT

★ COUPON BOOKS

VI. RUNWAY WORKSHEET

A.) Draft two, one day trips to your area that connect to your Themes, Intrinsic Qualities or Destination Drivers:

- Day Trip

- Theme:

- Cool Title:

- Day Trip

- Theme:

- Cool Title:

B.) Draft a Getaway Trip: 3 Days / 2 Nights

- Theme:

- Cool Title:

- Season / Dates:

- Market Segment:

Day I:

Day III:

Day II:

Lagniappe:

VII. ENGINEERING EXPERIENCES:



A.) UNIQUE EXPERIENCES & LOCAL FLAVOR:



B.) SENSORY EXPERIENCES:



C.) HOW CAN YOU CREATE ANY OF THE FOLLOWING UNIQUE EXPERIENCES:

✦ LET ME LEARN

✦ SPECIAL ACCESS - SHOW ME BEHIND THE SCENES

✦ INTRODUCE ME TO AN EXPERT, AUTHORITY OR COOL PEOPLE

✦ “INSIDER’S VIEW”

✦ VIP ME!

✦ TOTALLY IMMERSE ME!

✦ GIVE ME BRAGGING RIGHTS ...



VIII. RUNWAY WORKSHEET



PRODUCT TYPE:: _____ TRAVELER SEGMENT: _____

SEASON: _____ DAYS/NIGHTS: _____

COOL TITLE: _____ THEME/EVENT: _____

LAGNIAPPE: _____ DISTRIBUTION: _____

DAY TO DAY ITINERARY BULLETS:

 DAY I:

 DAY IV:

 DAY II:

 DAY V:

 DAY III:

IX. IDEAS, ACTIONS & NEXT STEPS ...

PRODUCT IDEAS

ACTIONS & NEXT STEPS

