9 Weeks to Launch™

A TOURISM BUSINESS ACCELERATOR

DEVELOPED AND DELIVERED BY

🕏 Atomic Tourism

Course Curriculum

9 Weeks to Launch! is a simple, straightforward process to take a tourism idea, match it to the market, test it, build a marketing plan and get tourists to buy it.

It's a powerful, but simple program with expert coaches, innovative training, and tools that are easy to use and understand. It's the fastest, most effective way for small to medium organizations to start or expand a tourism product.

It's a program that works.

What's Included

40 hours of online, instructor-led training plus 10 hours of one-to-one coaching. *PLUS...*

Tools for each business development stage. When finished, it's a complete **Product Development Plan.**

	ner Profiles	
Customer Type 1		
Why would you use the p	raduct?	
What would you be trying	to do by using the product?	
What might make it hard	er for you to use the product?	
What motivates you to be	y the product? Who else do you buy it for?	
Where are you using the	product?	

WEEK 1 - Define Customers

Objective. Define your idea and your ideal customers, then research their needs and wants. Learn about traveller market segments and determine what segment your ideal customers are in, and further define their customer profiles.

Deliverables & Resources

- Customer Survey Tool
- Customers Profile Tool
- Traveller Segments Resources
- Duration: Two 2-hour sessions

	Directive, Learn who is visiting your area and their char	orteristics.
WHEY T	HS HATTERS - You need to get on accurate idea of the market demand fo dian, you will have a good idea if you can attract enough people to boy your pr	r your product. With that
Step 1	FIND OUT how many visitors come to your region (up to 1 hour away), an community. Talk to your Valuer Centre, hotels and campgrounds for this	
Step 2	PIND QUT what kind of traveller types are violing your region. If possible, find out what kind of traveller types visit your community.	
Step 3	WHAT TRAVELLER TYPES ARE YOUR CUSTOMERS? WHAT PERCENTAGE OF THAT TYPE IS THE TRAVEL WARKET IN YOUR REC	308/7
	ber of annual visitors to my negion. r product is seasonal, only list how many will visit while you're open.	T01AL VISITORS
2 100	ber of annual vialitors to my community; ; are the traveller types that viait my community; ; data lint, available, choore 3 assed on the interests lated under estimation Camana (10 Jipe theatoministes,	TRAVILLER TYPES

WEEK 2 - Demand & Competitors

Objective. Research the local, regional, and provincial travel markets and determine product demand. Conduct a competitor analysis, identify gaps in the market, and modify your idea for the best opportunities. Calculate the potential market size and modify your product idea for optimal feasibility.

Deliverables & Resources

- Travel Market Data & Research
- Competitor Analysis Tool
- Market Size Estimator

Duration: Two 2-hour sessions

	ibe your experience, who you will sell it to, why they will buy it, what resources you will need to deliver it.
	ANSWER THE QUESTIONS WITH AS FEW WORDS AS POSSIBLE.
ry experience is a joincle a gradu	ct type: activity - straction - food/beverage - accommodation - event - fullity - service
tearribe the kind of resolution in it	l or Swords)
	mounty at Invation)
the flig the sessori	
	has the way my exercising will make my continuen fael
MY CUSTOMERS ARE	ANSWER THE QUESTIONS WITH AS FEW WORDS AS POSSIBLE.
ty best customer type #1 is	

WEEK 3 - Brand & Concept Plan

Objective. Identify your product's features that make it ideal for your target market and set it apart from competitors. Develop a brand concept focusing on the features that are the best fit for the market. Outline the operational and logistical requirements required to deliver your product.

Deliverables & Resources

- USP & Brand Story Tool
- Concept Outline Tool
- Duration: Two 3-hour sessions

Tool Objective. Gain a clear understanding of the costs involved in launching m product, and running my business. These expanses are split into 3 type; variable, fixed and overhead. Be as detailed as possible when listing your expenses.				
VARIABLE EXPENSES				
EXPENSE	AMOUNT	FREQUENCY	TOTAL	NOTES

WEEK 4 - Costs & Pricing

Objective. Identify and estimate the start-up costs, fixed and variable operating costs to deliver your product. Using this information, determine the minimum break-even product price. Evaluate different pricing methods: cost-plus, competitive, value-added and dynamic to decide on a pricing strategy.

Deliverables

- Business Costs Tool
- Product Pricing Tools
- Duration: Two 3-hour sessions

	or resources (staff, equipment, supplies) and how sst, and what actions will be required.
WHEN & WHERE	
The date of my pilot is	at in the
Ny plot will begin at	and and at
3.1 will meet my guests at (the address) .	
at the time of the event?	04
5. My guesta will get to my experience loc	ation by (describe how)
MY QUEST PLAN	
. I will meet my guests at [the address] _	
My guests will get to my experience loc	ation by (describe how)

WEEK 5 - Plan Test Pilot

Objective. Plan a test pilot of the product for a small group of ideal customers and trusted experts from the tourism industry to confirm brand strategy, required resources, and costs. The Pilot Planning tool meets Destination Canada's Best Practices for developing experiential tourism products.

Deliverables

• Tourism Pilot Planning Tool
• Invitation Strategies
Duration: Two 2-hour sessions

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Tool Objective. Describe when 6 where the pilot will be, how long it will last, wh will attend, what I will need for resources (staft, equipment, supplies) and how much each resources will cost, and what actions will be required.	
WHEN & WHERE	
. The date of my pilot is	et in the
Ny pilot will begin at	and and at
5.1 will meet my guests at (the a	
at the time of the event?	0.4
5. My guests will get to my exper	rience location by (describe how)
MY QUEST PLAN	
. I will meet my guests at [the a	ddress
My guests will get to my experi	ience leastion by (describe how)
	eed to provide my quests with

WEEK 6 - Pilot or Pitch

Objective. Test your product to identify operational issues, gain customer feedback, and evaluate costs and pricing. You will survey pilot attendees before and after the pilot, and evaluate the results. If you can't conduct a pilot, you'll present a Concept Pitch to a panel of industry experts and ideal customers for review.

Deliverables & Resources

- Pilot Preflight Checklist
- Pre & Post Evaluation Surveys
- Presentation Pitch Deck

Duration: Two 2-hour sessions

My experience is a		
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and it liefs	. Ny experience is available from	and
My experience promise to my o	sutomers in:	
-		
MY BRAND STORY IS		
Our tourism business,	, was founde	d by
because		
	because of	
		. Our brand story
a all about	because of	. Our brand story
is all about	because of	. Our brand story

WEEK 7 - Refine Concept & Brand

Objective. Based on the pilot results, adjust the concept plan to ensure the customer experience and brand closely align with the ideal customers and target market. Analyze operational costs and pricing strategies to ensure effectiveness and feasibility. Calculate a simple 3-year financial projection.

Deliverables & Resources

- Pilot Analysis Tool
- Concept Plan Tool
- Financial Projection Tool
- Duration: Two 2-hour sessions



WEEK 8 - Plan Marketing Plan

Objective. Develop a marketing plan for the product launch and first operating season that includes key strategies, objectives and goals, channels, tactics, and key performance indicators. Identify required assets and formulate a budget that ensures costs are accurate in financial projections.

Deliverables & Resources

- Marketing & Content Resources
- Content Creation Tools
- Marketing Plan Tool
- Duration: Two 3-hour sessions

Tool Objective. to understand daily operations, identify potential problems and solutions, and create a management strategy for efficiency.	
Dusiness Description	
Briefly describe your product and the services it includes	
dentify the industry sector your product is in, and the traval market segment you are targeting.	
Business Hours	
List the hours you plan to offer services, and ranktions for holidays. For a sessonal business, also list the start and finish dates.	
Stoffing Requirements	
List the positions and number of employees you need to open- ste your product.	
Briefy list the qualifications, experience, and responsibilities for each availion	

WEEK 9 - Launch Plan

Objective. The Launch Plan combines all your course work into a complete plan, including staffing, training, operations and risk management planners. You'll develop a launch timeline, sales targets and key performance indicators. Once operational, you'll be rated 'market-ready' by the tourism industry.

Deliverables & Resources

- Launch Planning Tool
- Market-Ready Checklist
- Launch Evaluation Tools
- Duration: Two 2-hour sessions

Evaluation Methods

Feedback forms and surveys:

gather participants' immediate reactions.

Quizzes: assess participants' knowledge.

Coaching and self-assessment: determine the application of knowledge.

Course assignments and product launch: evaluate program effectiveness.

Follow-up surveys and coaching: assess lasting impact on participants' businesses.

Program Cost

Individual Training Program: \$1,250 +gst

Group Training Program: \$15,000 +gst for up to 15 participants

Cost includes:

- Instructional development and design costs
- Digital deliverables & resources
- Instructor fees (40 hours)
- Weekly 30-minute coaching sessions per participant (32 hours)
- Technology & instructor equipment (Zoom, course hosting)