

# 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.**

### 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

### 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

### 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

### 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



## 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

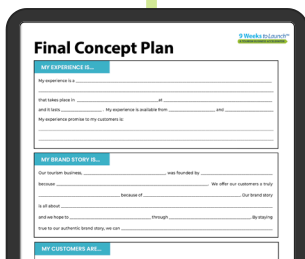


## WEEK 6 - Pilot or Pitch

**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



## 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

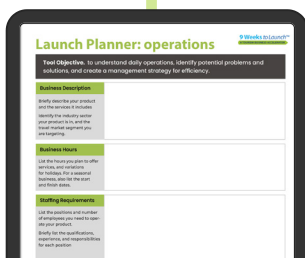


## WEEK 8 - Plan Marketing Plan

**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



## 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)