

Tourism 2025 – 3 years on

Tips to help SMEs take it on!

TIA Chief Operating Officer Chris McGeown has 5 tips to help SMEs make a contribution to the tourism industry's [Tourism 2025](#) vision.

31 March 2017 will mark the third anniversary of [Tourism 2025](#). The growth framework is now well entrenched in the industry, providing public and private sector stakeholders a valuable reference point when managing industry and organisational specific matters.

Tourism 2025 was developed to provide an overall vision for our industry. It's a framework to build on and to provide context for individual business decisions. It offers scope for businesses to make their own decisions and choose which opportunities to pursue.

So how do SMEs make a contribution towards Tourism 2025? Below are 5 things SME operators can do:

- Deliver great customer service and look to add value. Ask what you can do to help travellers with their travel plans and arrangements and develop ways to upsell and add value to your business returns. Gather good information/feedback from your customers to improve their visitor experience. Remember the price charged needs to be justified by the experience provided.
- Get serious about training and development. Invest in your staff with good on-the-job training. View staff as your greatest asset.
- As your business returns improve reinvest profits into product innovation. Introduce new product lines/features or points of interest.
- Demonstrate environmental sustainability and responsibility by demonstrating your business really cares about the environment, in every way!
- Show your business is serious about safety by thinking carefully about what you can do to make every aspect of your business safe and secure. As an added bonus, there is a high correlation between businesses with good safety management systems and businesses with above average profits.