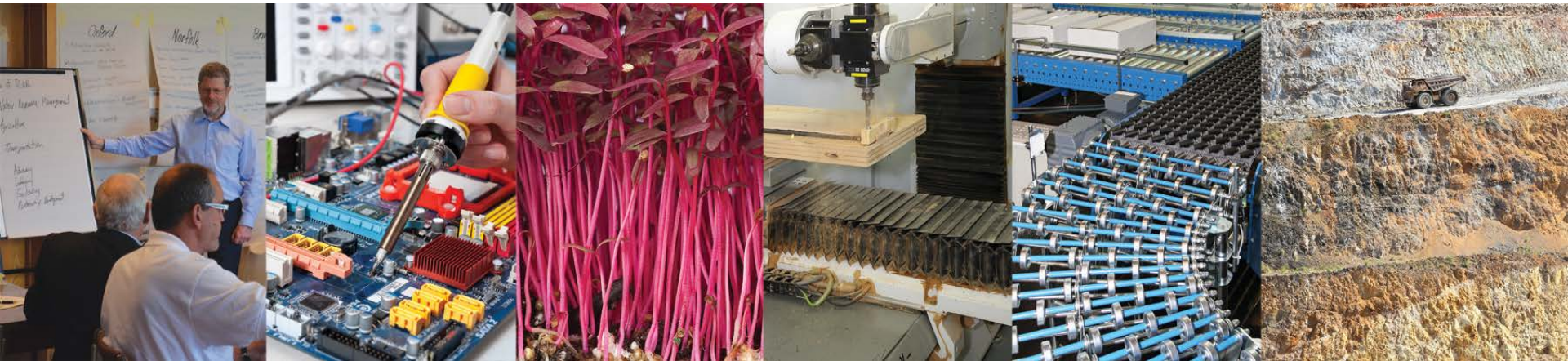


Preparing to Market Your Tourism Investment Opportunity

September 2016



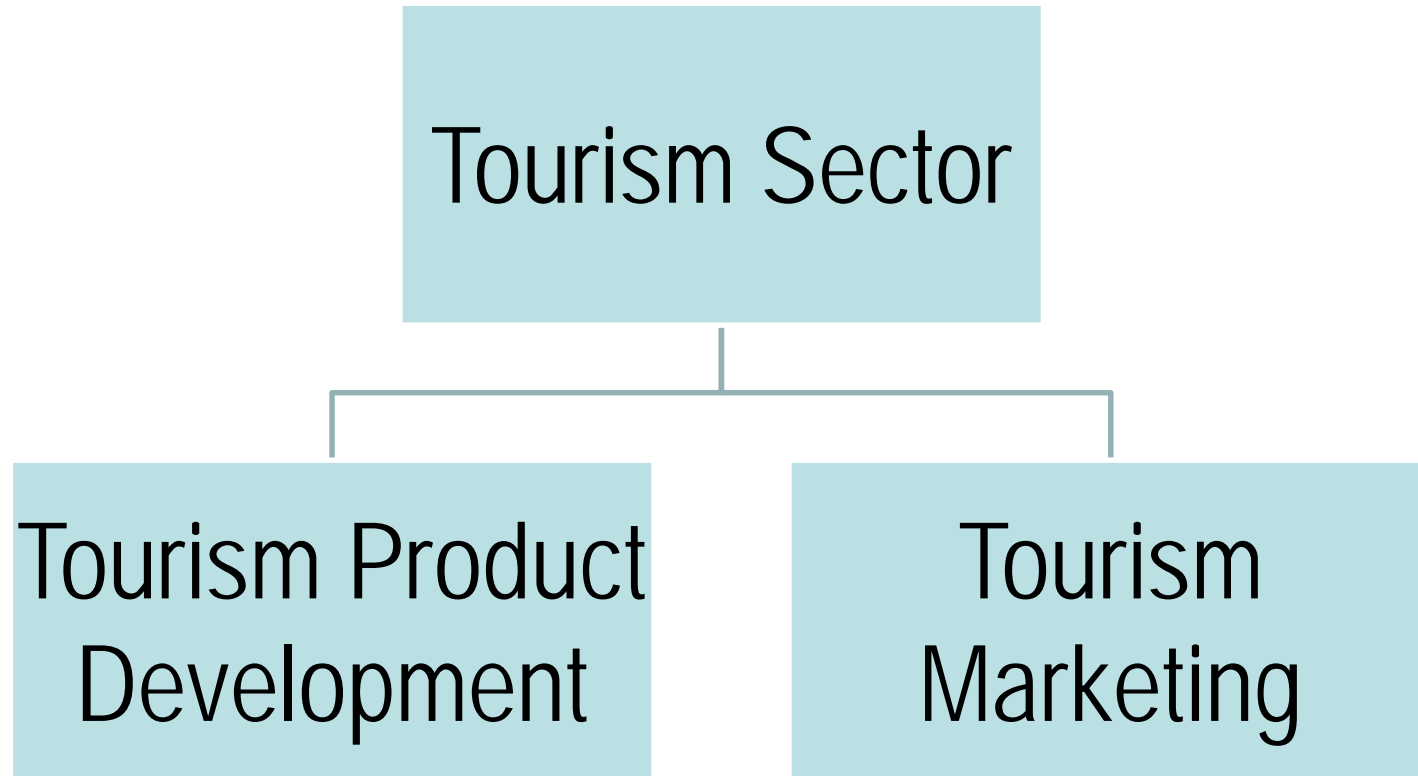
Purpose of Workshop

- To help you to prepare to market your tourism investment opportunity
- *Speed-dating tourism investors*

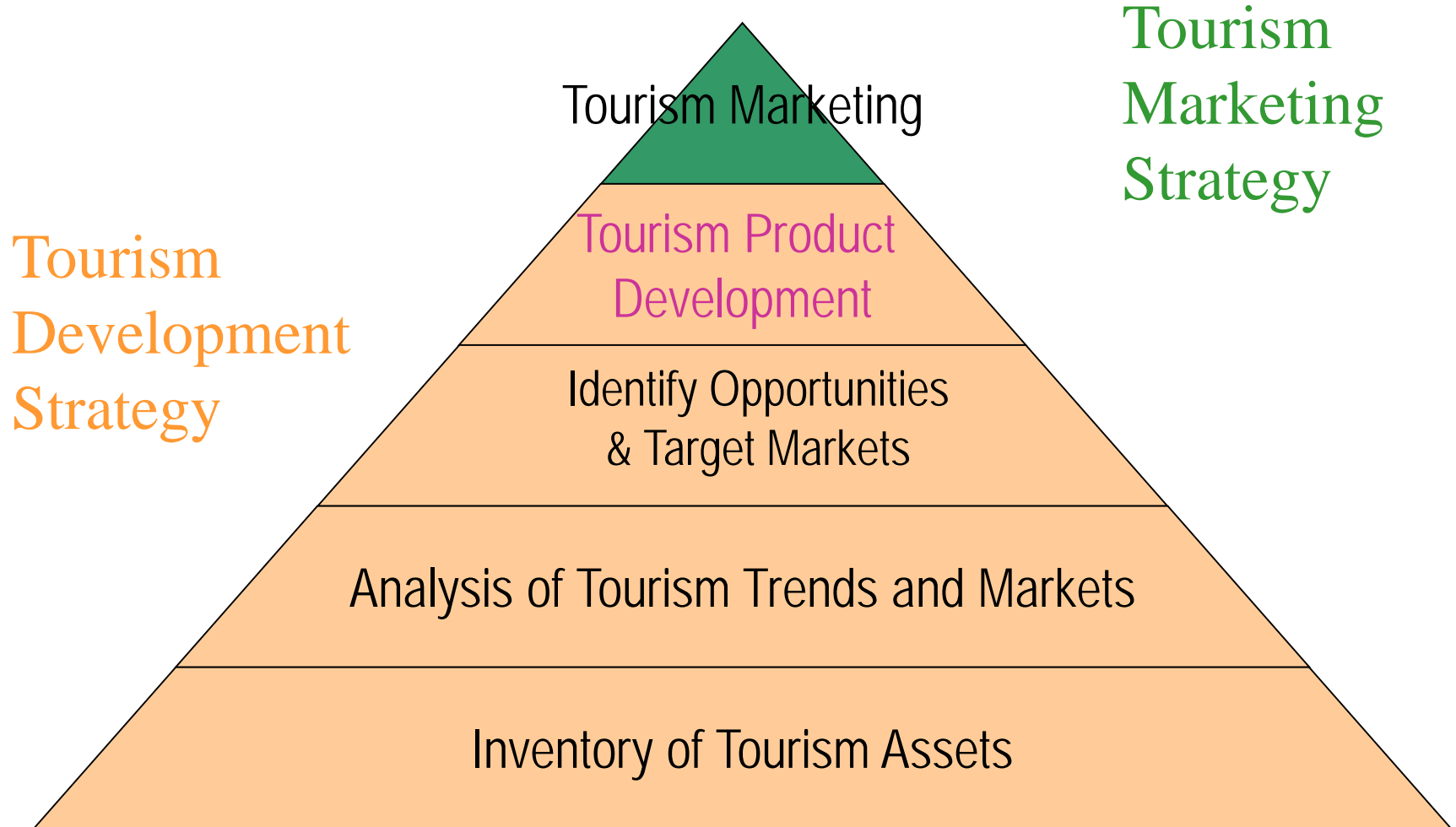
Agenda

1. Introduction to topic of tourism investment
2. Pitch Meeting Outline
 - a. Introduction
 - b. Visual support
 - c. Introduce the opportunity
 - d. What are the market conditions?
 - e. Roofed accommodation info
3. 5 Keys to a Perfect Pitch
4. Prepare, practice, conclude

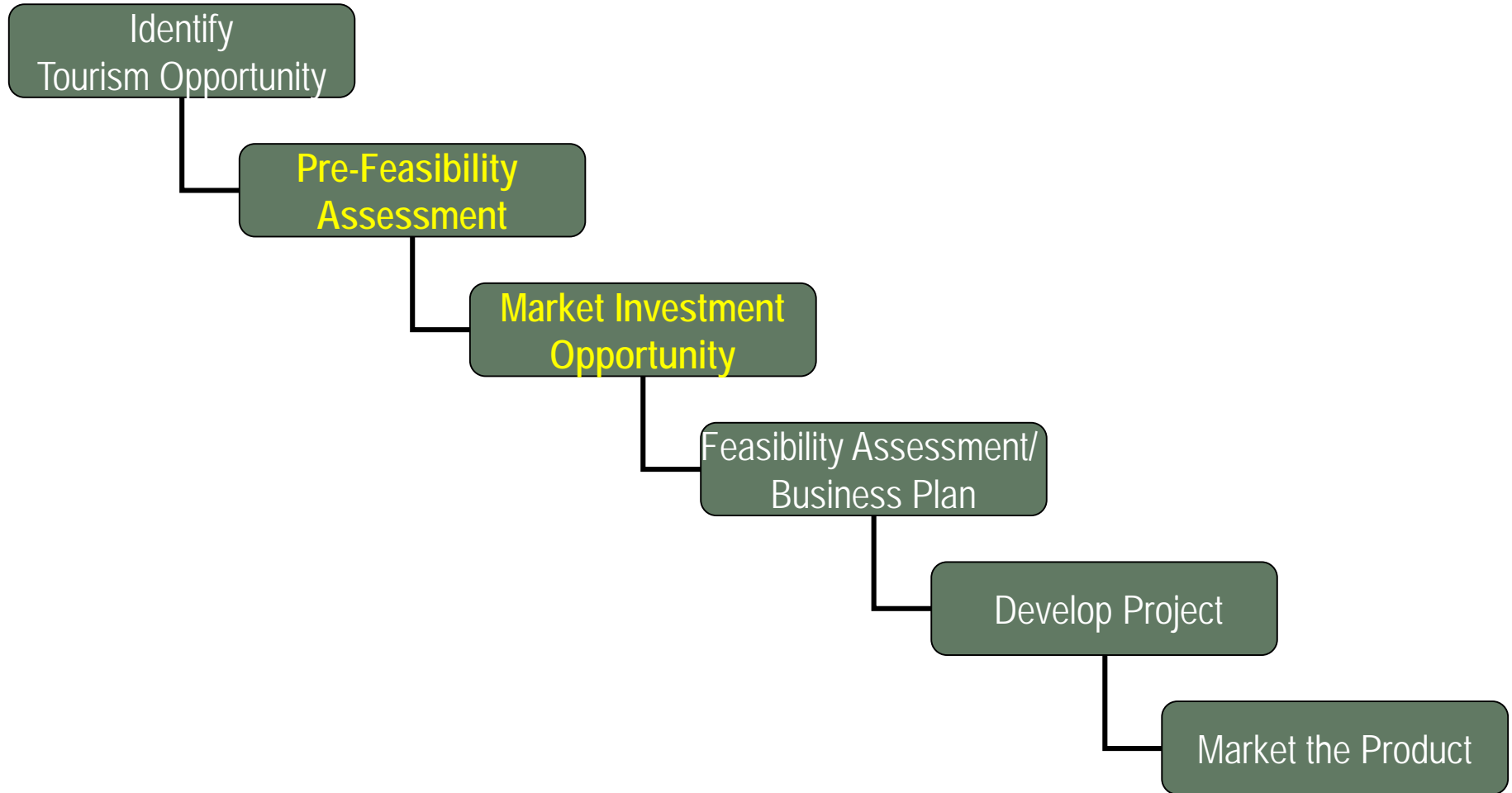
Developing the Tourism Sector



Stages of Tourism Development & Marketing



Tourism Investment Project Process



Pitch Meeting Outline

Introduction

- Introduce yourself BRIEFLY
- Ask what their particular areas of investment interest are
- Ideally, you have a pitch that meets what they are interested in
- You have < 1 minute to capture interest, and 2 more minutes to pitch

Pitch Meeting Outline

Visual Support

- Visual supports convey information faster and more completely than words – besides many people are visual learners
- iPad, Surface, or similar works well. Wi-Fi connected.
- Optional: pitch could be on device

Pitch Meeting Outline

Introducing the Opportunity

- Start general, move to specifics
- Describe the specific market opportunity for them to invest in & make money

Pitch Outline

What is the Market?

- What is overall supply & demand situation?
- Describe existing or target market?
- What is & where is the competition located relative to your site, & what are their strengths, weaknesses?
- Complementary product?

Pitch Meeting Outline For Roofed Accommodation...

- What will drive weekday demand? Weekend demand? Shoulder & off-season demand?
- Extended stay, or transient?
- Population?
- Highway traffic counts
- # of rooms, occupancy rates

5 Keys to Perfect Pitch

<http://www.cbc.ca/dragonsden/blog/5-steps-to-the-perfect-business-pitch>

1. Empathy

- Know what's important to the investor
- To a Dragon, a top priority may be making money, so it's important not to lose sight of the economic case

5 Keys to Perfect Pitch

<http://www.cbc.ca/dragonsden/blog/5-steps-to-the-perfect-business-pitch>

2. Value

- Ensure the core message behind the benefits of a business are well understood
- “Value is really the core message”
- Tell them “what is in it for them”

5 Keys to Perfect Pitch

<http://www.cbc.ca/dragonsden/blog/5-steps-to-the-perfect-business-pitch>

3. Clarity

- Perhaps the ultimate deal killer is a lack of clarity, or an ability to be succinct yet “on message”.
- A threat to clarity is an overly “technical perspective.”

5 Keys to Perfect Pitch

<http://www.cbc.ca/dragonsden/blog/5-steps-to-the-perfect-business-pitch>

4. Trust

- Venture capitalists often don't just invest in a product or a service, but a person or a team pushing that business plan. That takes a leap of faith. Get them to like you and trust you before they buy in.

5 Keys to Perfect Pitch

<http://www.cbc.ca/dragonsden/blog/5-steps-to-the-perfect-business-pitch>

5. Closure

- There will almost always be tough follow-up questions. Don't leave these unresolved.
- "Closure is about your ability to respond to questions in ways that are convincing"

Preparing your Pitch:

- Use the Pitch worksheet
- Prepare a practice pitch (including 3 point Value Proposition) that is no longer than 1 minute in length
- Deliver the pitch

Concluding Your Pitch:

- Summarize the opportunity: 1 sentence
- State exactly what you/owner is looking for in terms of investment (what is the price/cost?)
- State 3 point value proposition
- Ask if they have any questions

Practice Your Investment Pitch

- “You don’t want to wing it. The single most potent antidote to anxiety is rehearsal.” Doug Mollenhauer

Tip:

- Most “investors” you will meet will not be the end decision-maker. Equip each person you pitch to, with what they need to pitch your opportunity to their decision-makers.

Want to Learn More...

More in-depth workshops will be sponsored by EDCO & MTCS:

- Kingston, November 2
- North Bay, November 10
- Burlington, November 15
- Or Southwestern Ontario, Nov. 16

Opportunities to Pitch to the Dragons

- Ottawa: December 7
- Toronto: December 16

Practice Exercise

Thank you!

