

Work Sessions JourneyBuilder :: Version 101

June 9, 2005 2-4 pm (T)

June 10, 2005 9-11 am (F)

Attendees

Jose Quintana? (T)

Carson Watt (T, F?)

Casey Jensen (T, F)

Travis Nance (T, F)

Bill Smith (T)

Aristo Setiawan (T)

Jonathan Kelley (F)

Andy Skadberg (T, F)

Meeting Agenda

Review resources that provide background for AGX development

- Texas INFRONT (categories, variety, customers, beta-testers)
- AGX Market Intelligence System
- Texas Education Vacation (entity submission)
- RMS reservation system

Detailed discussion of JB for Sept 1 Launch

Background Information for JourneyBuilder

Target Customers

Small to medium sized nature & heritage tourism operators (visitor programs but will target sites that have overnight accommodations).

Core Components

- Web Reservations :: Self Service
- Property Dashboard :: Key Performance Indicators, Projections, Incidents, Alerts
- Web Presence :: Marketing, Information, Basic Components:
 - template model, customize require additional fees
 - designs, photos, content, structure/navigation standardized (TEV)
- Operations Management :: Front Desk / Back Office

Other value-added components –TBD

- Sanitized Guest Book – Testimonials (managed by the attraction owner)
- Customer Marketing Analysis and Segmentation Tools (AGX Market Intelligence System)
 - one time use (give them a carrot), develop pricing model for different usage strategies. Recommend using on at least a seasonal basis
- Business approach – sales strategy
 - Initialize a coop. marketing model/networking tool – use the term “next generation CO-OP” under a corporate structure – take the best parts of the Coop model (leverage access to good tools through a subscription model, profit sharing, finders fees) but avoid weaknesses (1 vote per member), BOD, etc.
 - This presents a “new” product in terms that rural agriculturalists understand
 - It will be important to educate these people about the upside to collaboration as compared to a competition mindset – implicit strategy, but build affiliate tools into the tools

Beta Test with Hunting Properties/Lodges and other businesses from Texas INFRONT

Be thinking about how to utilize/create the “Guide Guild” to extend the opportunities for our journeybuilder clients and create another AGX division

Discuss how we adapt the reservation system to small scale operators (capture majority)
Farms Ranches, bed and Breakfasts, hunting operations
Overnight accommodations (anything else?)

JB Version Advanced features (version 102 and beyond)
TBD after successful beta test

- Web Analytics
- Risk Management Tools and Educational Materials
- Insurance Reselling
- Classifications (a way to help the industry create standardized products and services)
- Ranking (to provide quality control for travelers, stars, etc.)
- Virtual tours
- KPI monitoring (Key Performance Indicators)
- Knowledge Base
- Visitors Log
- Imbedded Benchmarking Tools
- Travel Search Engine
- Festivals & Special Events Wizard – (for owners and operators)
- Survey Tools
- Promotional support (news releases)
- Auto calendar posting (distribute to established regional and global calendars)

Attachment: By Dr. Carson Watt as an outline for a workshop that AdventGX was to provide assistance to experiential tourism enterprises – as part of the TAMU Nature Tourism Banner Program

Landowner Workshop Series

RE: Proposal for AdventGX involvement

The purpose of the landowner workshop series is to introduce and coach landowners through the Nature Tourism Handbook and end up with a business plan outline for their enterprise(s).

Proposal from AdventGX: Proposed is a concluding segment of the workshop that will demo several basic tools from AdventGX's toolkit for experiential tourism enterprises. I suggest the following tools:

- Web site functionality and design
- Guest data collection and information management for decision-making
- Developing functional partnerships for marketing and revenue

The involvement of AdventGX will have two dimensions:

- Awareness for landowners through on-site demonstration of tools
- Potential partnership (one year) with landowners who want to utilize a tool kit and receive one year of off-site support for implementation and trouble shooting, e.g., assist them in maximizing the usefulness of the tools for management / marketing decision-making.

Requirements for landowner participation:

- Completion of workshop including completion of workbook
- Agreement to one-year involvement to implement and utilize tool-kit.
 - Participation in follow-up

Marketing Nature Tourism Resources

Purpose: The purpose of this segment of the workshop is to introduce participants to three dimensions of the marketing mix. We assume that participants understand the basics of marketing. Therefore this segment will focus on implementation strategies.

Part 1. Web Site Functionality and Design

This segment will highlight important elements that a tourism enterprise web site should contain.

- Promotion / Information
- Management information collection / monitoring
- Client feedback

Part 2. Guest data collection and information management for decision-making

This segment will highlight the types of client information that should be collected and the functionality of that information in marketing and management decisions. Covered also will be tools for information collection and analysis, e.g., AGX market intelligence system (ASYX product).

- Developing customer profiles that enhance marketing strategies
 - Developing image scenarios from client feedback
 - Geographic market segmentation
 - Product segmentation
- Models for data collection and analysis

Part 3. Developing functional partnerships for marketing and revenue (30 min)

The purpose of this segment is to introduce participants to partnership models that generate mutual benefits to those who participate.

- Define partnership as an agreement between two or more individuals (or businesses) for the purpose of complementing each other's business.
- Good will versus agreed upon terms of partnership.
 - Good will – you send me folks and I send some to you too.
 - Establishing equitable terms for partnership
- A couple of partnership models for discussion.
 - Cross-selling – businesses refer clients to other businesses for services and products that enhance the attraction of the region as a whole.
 - Web links that generate business for partners (terms established for % or flat rate on sales that can be attributed to referrals).
 - Coupons distributed on-site or via web site
 - Packaging – two or more businesses offer single price for entertainment, lodging, food, and/or entertainment.
 - Central reservation system – multiple properties share in cost and benefits of a reservation system that offers high quality client information management tools.

Developing functional partnerships for marketing and revenue

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NEWS HEADLINES

AdventGX proud to announce Esteemed Tourism Authority Joe O'Leary joins BOD.

Vestivo showcased at 2005