

product development



**any colour
as long as it's black**

“any colour as long as it's black”

In 1909, the Ford Motor Company couldn't produce their new Model T Ford quick enough for hungry consumers eager to get their hands on the latest manufactured goods. The Model T Ford was only available in black; this was a time when one size really did fit all.

the discerning traveller of today

Today's consumer has a world of choice, quite literally at their fingertips and the modern traveller now searches, browses and explores many options to find the experience that matches their specific requirements. Holiday products need to be geared specifically to target markets, be original in content and deliver authenticity and value.

creating differentiation

A truly differentiated product delivers an authentic, original experience, aimed specifically at a target consumer sector. A differentiated product is difficult to reproduce, copy, imitate or ultimately undercut. It creates value and holds margin.

creating value

Creating perceived or real value is essential for supplier and visitor alike and can be determined by:

- Uniqueness of the product or bundle of products
- Qualitative value, such as service experience, authenticity and originality

collaboration between tourism suppliers

One way to create unique and differentiated products is by working with competitors, neighbours or other complementary products and services and many tourism companies are looking for ways to do this effectively.





the importance of collaborative advantage

Defined as *‘when something unusually creative is produced or achieved which no single organisation could have produced on its own and when each organisation, through collaboration, is able to achieve its objective together better than it could alone.’*

In hyper-connected environments, individual businesses today no longer compete as stand-alone units but as collaborative networks.

Creating collaborative advantage is one of the most significant and important breakthroughs in management thinking in recent years. As we enter an era of ‘network competition’ the organisations that can best structure, coordinate and manage relationships with their partners in a network committed to creating customer value are going to be richly rewarded.

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alternative destinations

away from the tourism hotspots -
outside the highlight destinations

Attracting visitors to alternative, secondary or lesser known destinations or products is key in producing more innovative experiences as well as being part of the sustainable landscape.

Product development encompassing alternative destinations has 5 main advantages:

1. It provides a more original and authentic experience for the traveller
2. It uses local resources and services and generates opportunities for the local economy
3. It is usually cheaper to contract and easy to build relationships
4. It is more sustainable, by spreading business from the busier hotspots

attracting visitors to alternative destinations is key in producing more innovative experiences





developing products to enhance year-round tourism

There are huge opportunities to fill low and shoulder season periods by creating real value-for-money products outside the main season. There are four main benefits to spreading business away from peak season and into the fallow months:

1. Attraction of people who want to travel outside of peak times
2. Contribution to the sustainability landscape
3. Boosting local economies
4. Reducing the impact of high footfall pinchpoints in peak times

creating products for the right market

To achieve real success:

- It's crucial to match the right product to the right markets
- It is important to understand what type of product will sell in any given market
- It is essential to target the products to the right target segment in each market

Nordictravelsolutions work across all Nordic markets and destinations. We work with suppliers and service providers in all Nordic and Baltic markets as well as with buyers in all international originating markets. This Nordic perspective enables us to fully appreciate and evaluate those products and programmes that work best in any specific market.

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how we can help

By working with you on your product development strategy, we help you grow your organisation and transition to a year-round business.

How we do it

1. By assessing your product potential; adapting and matching it/them to applicable markets
2. By creating new products through collaboration with other stakeholders to match specific markets
3. By connecting you with relevant suppliers and stakeholders
4. By managing, marketing and promoting your products in the right markets

our approach

1 diagnosing product potential

to support you build strategy and target the right markets through review of product development potential by evaluating natural, cultural, man-made and environmental assets

2 reviewing collaborative partners

to identify new and different opportunities through analysis of collaborative potential by assessing competitive and complementary products and services that could be linked together to create a unique combination

3 evaluating partnership approaches

to help you build fruitful relationships by understanding what you do now, we enable and support tactical negotiation with Collaborative Partners and oversee the maintenance of strategic partnerships and relationships

4 analysing potential originating markets

to ensure you are pointing your efforts at what the market wants by identifying new opportunities using relevant local insight to assess specific demand trends and opportunities

5 creating new and innovative products for relevant markets and segments

to broaden and deepen your bandwidth by building a portfolio of original, differentiated and targeted products paired with specific markets in designated originating markets. We look at the most effective way to bring these to market in terms of sales and networking opportunities and create inspection trips for the appropriate market and clients

6 designing and delivering promotions in originating markets

to build awareness of your brand or products we conduct marketing, promotions, PR and defined sales activities with the option of representation at workshops, fairs and special events and evaluation of potential events in the region

7 continuously improving

to ensure what you're doing is evolving in line with what the market wants we constantly review, measure and re-evaluate the success and uptake of new programmes, developing them as necessary to maintain originality and authenticity

nordictravelsolutions

nordictravelsolutions are your partners for sustainable tourism growth. We work with destinations, operators and service providers to grow their tourism business sustainably - through improved distribution, collaborative product development and innovative marketing and promotion. We help increase and enhance the delivery of tourism for destinations, businesses, local communities and visitors alike.

Services include

- company reviews and business audits
- trading assessments and evaluation
- intelligence and data gathering
- business planning and strategy
- marketing, promotion and representation
- product development
- collaborative guidance
- distribution strategies
- sustainability/circular economy projects





nordictravelsolutions

get in touch

Want to hear more or just have
an informal chat?

Drop us an email at anytime or
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