



Choose Target Market based on Corporate Goals for Strategic Expansion

Contact Target Market
Intro to Visitors Bureau (DMO) & Economic Development (Phone then Email)
TRC is interested in their market region

Move Forward?

YES

Research Department
A) Sign Regulations?
B) Is there at least one tourism stakeholder for every tourist service category?
(What services are missing?)
C) What is the aggregate stakeholder number?
D) What is the level of cooperation from DMO / Econo Dev?

Move Forward?

YES

Marketing Department
Stakeholder Survey (Online / Phone)
Calculate level of support in \$'s
Research Compiled
Presented to Director of Expansion

NO

Dead

Backburner with revisit date

Move Forward?

YES

Which Transmission Power

Nano
(microwatts)
1 Km signal

VLP
>10 watts
5 Km signal

LP
50 watts
10 Km signal