

## **Regional Cooperative Tourism Program 2016-2017**

### **Executive Summary Template:**

Below is a template for writing the executive summary portion of your 2016-2017 RCTP plan. You do not have to follow this template exactly, but it is here to provide guidance on how you can craft your executive summary. Shoot for the executive summary to be around 2 pages and to present information regarding your strategies in a format that the average tourism business or stakeholder would be able to comprehend. NOTE if your region does not have a strategy in any one of the below categories it is ok to refrain from completing that paragraph (and corresponding strategy).

### **First Paragraph: Introduction**

The most important part of an executive summary is the first paragraph that clearly explains what the 2016-2017 plan entails. One way to think about this is that your executive summary needs an executive summary. The first paragraph needs to compel the reader to read the rest of the summary. Set the context. What's the current state of tourism industry within your region? Provide a 20,000' overview of the RCTP strategy as it applies to regional needs. Identify how you developed this strategy and who helped inform this strategic process.

### **Second Paragraph: Marketing**

Detail the region's approach to marketing strategy and some of the strategic and tactical actions that will be taken to help achieve the overall marketing strategy for the region. Please be sure to include a synopsis on why these specific strategies and actions are being pursued.

### **Third Paragraph: Sales**

Detail the region's approach to sales strategy and some of the strategic and tactical actions that will be taken to help achieve the overall sales strategy for the region. Please be sure to include a synopsis on why these specific strategies and actions are being pursued.

### **Fourth Paragraph: Destination Development & Training**

Detail the region's approach to destination development strategy and some of the strategic and tactical actions that will be taken to help achieve the overall destination development strategy for the region. Please be sure to include a synopsis on why these specific strategies and actions are being pursued.

### **Fifth Paragraph: Next Steps**

For the conclusion briefly recap above strategies and then in short detail discuss how those strategies will be carried out. Finish by foreshadowing the region's 17-18 plans and how the region will be working to achieve those strategies. If your region has not developed a strategy in any of the above categories, this would be an ideal place to say how you will be developing strategies in those categories if the region plans on doing so.