**New Tourism Products:  
Industry Design Consultation**

**Ideas submission form**

The deadline for this consultation is midnight on Sunday 15 August 2021. Please return this form to [Matt.Bratton@northoftyne-ca.gov.uk](mailto:Matt.Bratton@northoftyne-ca.gov.uk), and consider discussing your idea with your local DMO; NewcastleGateshead Initiative, Visit Northumberland or North Tyneside Council.

**1. About you**

|  |  |
| --- | --- |
| Full name |  |
| Business |  |
| Position in business |  |
| Address |  |
| Postcode |  |
| Email address |  |
| Contact number |  |

**2. Your business**

|  |  |
| --- | --- |
| Please give us a brief description of your business. | |
| Word limit: 300 | |
| Website |  |

**3. Your new tourism product idea**

|  |  |
| --- | --- |
| Working title | Word limit: 15 |
| Please provide a description of your new tourism product idea. | |
| Word limit: 500 | |
| Who would be the lead for product creation, responsible for bookings, marketing, coordination, etc.? And through what mechanism will you manage and promote bookings? (The TXGB system is of interest to NTCA but not a compulsory tool. We would expect new tourism products to be marketable, if not bookable, through our DMO websites). | |
| Word limit: 500 | |
| Please specify any partners (restaurants, hotels, museums, attractions, etc.) involved in your tourism product idea, outline whether they are committed/interested/due to be approached. Please indicate if their contribution to the idea is unique or could be provided by other similar businesses. | |
|  | |
| Where would your idea be located? Newcastle, North Tyneside, Northumberland or a mix of these areas? Do you have specific locations in mind? | |
|  | |
| Who is your target audience for this product? (Demographic, niche interest group, ages, families, etc.) | |
| Word limit: 200 | |
| How many visitors do you estimate would take part in your idea? (Each booking/each year/etc. depending on format and recurrence). | |
|  | |
| When would the product be available to experience? (Year-round, summer only, weekends, November only, etc.). And how long do you expect the product to stay on the market? | |
| Word limit: 200 | |
| Please provide an outline budget, including total funding required, to bring this idea to market. Please indicate over what period the budget would be spent. | |
| |  |  | | --- | --- | | **Item** | **Cost** | |  | £ | |  | £ | |  | £ | |  | £ | |  | £ | | Total | £ | | |

**4. Why this idea?**

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| --- |
| What evidence for demand do you have for this product? (e.g. visitor feedback, similar successful product elsewhere, or previous trial). |
| Word limit: 500 |
| How does this idea align to the vision and priorities of North of Tyne Combined Authority? Please refer to:   * The New Tourism Product PowerPoint document accompanying this form * Our Corporate Plan <https://www.northoftyne-ca.gov.uk/wp-content/uploads/2021/06/Supplemental-Agenda-Pack-1-8-June-2021-Cabinet.pdf> * Our Programme <https://www.northoftyne-ca.gov.uk/wp-content/uploads/2020/08/20200731-TourismDDreport.pdf> |
| Word limit: 500 |

**5. Your experience**

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| If you would be interested in being the delivery organisation for this idea (though this cannot be guaranteed for generic ideas), please outline your experience in bringing similar tourism products to market. |
| Word limit: 500 |

**6. Additional information**

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| --- |
| If there is any additional information you feel is important to include, please do so here. |
| Word limit: 500 |

**Please return this completed form to** [**Matt.Bratton@northoftyne-ca.gov.uk**](mailto:Matt.Bratton@northoftyne-ca.gov.uk) **by Sunday 15 August (midnight).**