

Children Welcome Workshop



Some tourism businesses welcome children and others attract children by accident or design, and sometimes the parents wish they hadn't taken them in the first place!

This is tomorrow's market today and doing it well can be profitable. This one day workshop is aimed at all tourism businesses which accept children - from B&Bs and hotels to visitor attractions, restaurants and tourist information centres.

Key Objectives:

To recognise that by providing suitable surroundings and facilities, and proactively encouraging children, you will improve the number of return visits by their parents, which in turn will lead to further recommendations and profit.

Participants will also:

- Receive a Resource Pack (Paper and CD version).
- Take part in 'The Fiver Challenge' - delegates are provided with £5 (per business) prior to the workshop to buy a child friendly item to bring along for discussion.

Previous participant comments include:

'Learned of other ideas to help us be more child orientated.'
'Found out why children were so important and offered ideas of possibilities to improve the looking after of children.'
'Focussed on how to do what we do better and tell visitors about it.'

**The workshop complements
VisitScotland's Children Welcome Scheme and provides
additional support to Hospitality Assured.**



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Programme Outline

0945 Registration and Tea & coffee

1000

- Welcome and Introductions
- Introduction to the Children Welcome Scheme
- The Fiver Challenge!
- Who are our customers and what are their expectations?
- What do we do well?
- Catering for kids – ideas and practicalities
- Entertaining the kids – ideas and practicalities
- What should I invest in?
- Helpful hints to stay ahead of the competition & make money
- Course review

1600 Close

**For further information telephone: 01292 673742 or 673751
Or email: margaret.harrower@visitscotland.com**