

5 tips for busy operators

By Chris McGeown, TIA Chief Operating Officer

It's the time of the year when tourism operators are busy providing experiences so highly valued by our visitors and there don't seem to be enough hours in the day to get everything done. Here are five tips to help you 'see the wood from the trees':

1. Switch off on your days off. You need time to re-energise, so make time to create space for yourself away from the business. Your creativity, energy and focus will improve when you return to work. Delegation skills and staff engagement will also improve when you spend quality time away from the workplace.
- Use your competitors' knowledge to improve your business. Scope out what your competitors are up to. Take the best elements from their business, improve on them and apply them to your business. You don't need to recreate the wheel, but make sure you preserve your point of difference.
 - Always maintain marketing activity. Don't fall into the trap of only marketing in the downtime. No matter how busy you get on delivery or administrative tasks, your marketing must keep ticking over.
 - Maintain a positive culture. As clichéd as it sounds, your employees are your greatest asset. Always make time for your staff and let them know they are valued.
 - Single-task every once in a while. It's not always going to be possible to just focus on the one task, but when you do you'll be more productive and get through the 'to do' list faster and more efficiently.