

Workshop overview

This practical training programme will help you understand the components of operating a profitable commercial visitor attraction i.e. fully understanding your costs and revenue. You will learn the difference between a P&L and cash flow and the impact of business decisions on both. You will leave the programme knowing how to work out the price you can reasonably set to make a profit, while remaining competitive and adding value to the customer's experience.

Why attend

- Know what it costs to operate your business, sell what you offer and deliver the very best you can for the visitor
- Fully understanding your P&L, revenues and costs; and pricing your product or service so that you make a profit
- Learn how to measure the performance of your attraction

Location

Regional locations, nationwide

Duration

1 day

Cost

Fully subsidised by Fáilte Ireland

Designed for

Business owners or managers of visitor attractions who wish to garner the knowledge required to operate a profitable commercial business i.e. fully understand your P&L; revenues and costs; and pricing your product or service - so that you make a profit.

Date

Scheduled dates can be viewed here on the Fáilte Ireland Trade Portal

Content

- **Managing Costs:** Techniques to control all costs including procurement, buying, labour, marketing, sales, admin, distribution and energy
- **Managing Revenue:** Running your business more commercially by examining all possible funding and revenue opportunities
- **Metrics:** Setting key performance indicators for your business including analysis of breakeven, sensitivity checks, P&L, budgets and cash flow.