## **TEMPLATE**

## **EXECUTIVE SUMMARY**

**First Paragraph: Introduction**

The most important part of an executive summary is the first paragraph that clearly explains what the 20XX-20XX 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.