

Activate your network in 90 days.

A schedule, templates and a review to build your local programme.

Before you start

Appoint a contact on each side. Agree the area, priorities, audiences, season and approval process. Use the property list only for the agreed purpose. Recommendations are free by default and non-exclusive.

The indicative schedule

Days 01-15: 45-minute briefing, messages and 15-30 properties to invite.

Days 16-30: invitations, reminders and demonstration preparation.

Days 31-45: collective presentation, then individual meetings.

Days 46-75: contracts, profiles, content and hotel activation.

Days 76-90: adoption review, feedback and expansion decision.

A 40-minute webinar

0-5 min: welcome and local priorities — tourism office.

5-12 min: water in the tourism experience — BlueGo.

12-25 min: demonstration and hotel benefits — BlueGo.

25-30 min: €1,500 annual offer excluding VAT and activation — BlueGo.

30-37 min: questions and answers — together.

37-40 min: next step and individual meetings — BlueGo.

Materials to prepare

Partnership sheet, hotel factsheet, BlueGo presentation, invitation and reminder, posts, badge guidelines, press outline and tracking sheet. Approve logos and messages before use. Any tailored campaign is quoted separately.

DESTINATION TOOLKIT · 02 / INVITE & REVIEW

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Invitation template

Subject: [Destination] comes together for water — discover BlueGo

Hello, [Tourism office] invites you to discover BlueGo, the platform helping accommodation providers inform travellers and make their water initiatives visible. Agenda: local priorities, demonstration, the €1,500 annual offer per property excluding VAT, and questions.

[Date] · **[Time]** · **[Venue or link]** · **Register:** [link]

This recommendation is non-exclusive. Each property chooses freely and contracts directly with BlueGo.

[Signature]

Launch post

[Destination] is bringing accommodation providers together around water with BlueGo: visible commitments, useful information for travellers and collective action. Hotels and guesthouses, join the presentation on [date].

[Link]

90-day review template

Scope: [destination], [dates], [contacts].

Mobilisation: [invited], [attended], [signed], [activated profiles].

Engagement: [views], [interactions], [counting method].

Feedback: [respondent count], [findings], [approved quotes].

Next: [actions], [owners], [schedule], [annual review].

Communicate credible results

Replace all bracketed fields and approve communications before use. Publish each indicator with its period, scope and method. Participation and interactions are not measured water savings. A separate protocol is needed to measure savings.