



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
1 hour to collaborate
2-8 people recommended

- Before you collaborate**
A little bit of preparation goes a long way when it comes to success. Here's what you need to do to get going.
10 minutes

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you're focusing on solving in this session.
- Learn how to use the facilitator tool**
Use the facilitator tool to prepare to run a happy and productive session.
[Open article](#)

Key rules of brainstorming
To run an smooth and productive session:

- Stay in topic.
- Encourage wild ideas.
- Defeal judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

- Define your problem statement**
Remember to adopt your strategies based on market trends and customer feedback to stay competitive in the ever-evolving travel industry.
5 minutes

How might we [your business statement?]



- Brainstorm**

Write down any ideas that come to mind that address your problem statement.

10 minutes



- Group ideas**

Review your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a descriptive label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

Create specialized tours focused on a specific theme, such as culinary tours, adventure tours, historical tours, or wellness retreats. This can cater to niche interests and attract a dedicated audience.

Offer customizable tours where customers can tailor their itinerary based on their interests and preferences.

Develop virtual tours that allow people to explore destinations from the comfort of their homes, providing a taste of the travel experience before they book.

Promote eco-friendly and sustainable travel options, including eco-tours, responsible wildlife encounters, and partnerships with eco-conscious businesses.

Highlight unique and authentic local experiences, like cooking classes with locals, traditional crafts workshops, or visits to lesser-known cultural landmarks.

Organize group tours for special interest groups, such as photography clubs, foodies, or adventure enthusiasts.

- Prioritize**

Your team should all be on the same page about what's important now and why. Rank your ideas in the grid to determine which ideas are most important and which are less so.

20 minutes

Importance
How much time and energy did you put into this idea? How important is this idea to your business?

Feasibility
Based on the time and effort required to implement this idea, how feasible is it?

Focus on cultural immersion by arranging homestays, language classes, and interactions with local communities.

Highlight destinations known for their culinary delights, and include cooking classes, food tastings, and visits to local markets.

Partner with educational institutions to study abroad programs or offer educational tours that provide insights into history, science, or art.

Curate luxury tours with upscale accommodations, private guides, and exclusive experiences for travelers seeking a lavish experience.

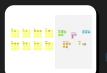
Create adventure-packed itineraries, including activities like hiking, biking, water sports, or wildlife safaris

- After you collaborate**
You can export the mural as an image or pdf to share with members of your company who might need to follow.

- Quick add-ons**
 - Share the mural**
Share a view link to the mural with stakeholders to keep them updated about the progress of the session.
 - Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in reports, or save in your files.

- Keep moving forward**
 - Strategy blueprint**
Define the components of a new idea or product.
 - Customer experience journey map**
Understand customer needs, motivations, and pain points to inform product development.
 - Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

- Share template feedback**



Need some inspiration?
See a finished version of a mural to spark your creativity.
[Open example](#)