Tourpreneur Work Week — Community Feedback Draft

1. Core concept



Element	Design
Working name	Tourpreneur Work Week
Type	A business work week, not a conference
Main promise	Five days to work on your business with people who understand the life of a tour operator
Emotional promise	Less loneliness, deeper community, sharper thinking, better friends
Practical promise	Leave with clearer plans, better systems, stronger partnerships and hard decisions made
Audience	Mainly tour operators
Secondary audience	Selected travel tech partners invited as hosts, helpers and expert contributors (paid access)
Scale	100–120 attendees

Format	Sunday arrival social, Monday–Friday work week, Saturday/Sunday departure
Location	Warm, affordable southern EU city or Marrakech. Venues strictly within a 15-minute walk radius. November weather must allow outdoor café/bar sessions
Accommodation	Not included. Attendees book their own inside the event radius

The design borrows from unconference thinking: the best value comes from participant contribution, shared problems and community interaction, not passive listening.

Confirmed dates and locations

Year	City	Dates	Arrival
2027	Athens	Mon 15 – Fri 19 November	Sunday 14 November
2028	Seville	Mon 20 – Fri 24 November	Sunday 19 November
2029	Marrakech	Mon 19 – Fri 23 November	Sunday 18 November

2. Positioning

Audience-facing line	Use
A work week for tour operators who are tired of building alone.	Main positioning
Not a conference. A week to work, argue, learn and leave with friends.	More Tourpreneur tone
Five days to work on your business, with people who actually understand it.	Simple version
Bring your problems. Bring your laptop. Leave with a tribe.	Campaign line

3. Who it is for

Group	Included?	Notes

Tour operators	Yes	Core audience
Multi-day operators	Yes	Specific sessions will pull them naturally
Day tour operators	Yes	Strong fit
DMCs	Yes	Especially if they sell B2B and B2C
Food tour operators	Yes	Strong community fit
Adventure operators	Yes	Strong founder-peer fit
Travel tech partners	Limited	Paid access to host useful sessions (strict no-pitch rule)
Consultants	Limited	Only if useful to the room

4. What attendees should leave with

Outcome type	What they leave with
Community	10–20 proper new relationships, not just business cards
Confidence	A sense they are not building alone
Growth	A clearer 90-day business focus
AI	Better understanding of what to use, automate or ignore
Pricing	Stronger view of margin, value and where they are undercharging
Distribution	Clearer channel priorities and risks
Product	Better thinking on tour design, customer fit and differentiation
Partnerships	New operator, partner or tech relationships
Momentum	Hard decisions made during the week
Belonging	A reason to stay close to Tourpreneur

5. How to attend

Attendee type	Access
Tourpreneur Pro member	Free (requires active $299 annual subscription)
Non-Pro member	$299 (converts you to an annual Pro member)
Meals / tours	Self-pay or sponsored
Accommodation	Attendee books their own

Flights	Attendee books their own

6. Attendance and confirmation

Step	Action
Step 1	Attendee applies / registers
Step 2	Confirms active annual Pro status (or pays $299 to upgrade)
Step 3	Uploads flight ticket to secure place
Step 4	Submits up to 3 business problems
Step 5	Books initial session preferences
Step 6	Joins Work Week WhatsApp / Circle / event app
Step 7	Receives city radius, venue map and arrival guide

Why flight proof matters

Problem	Flight-ticket rule solves it
Free-ticket no-shows	Forces real financial commitment
Venue planning risk	Confirms who is actually coming
Session demand distortion	Stops people blocking places casually
Community quality	Increases seriousness of the room

7. Weekly structure

Day	Main purpose	Design
Sunday	Arrival and trust	Evening social only
Monday	Orientation and first working rhythm	Work block, sessions, group meal/tour
Tuesday	Deep work and first session repeats	Work block, sessions, free evening
Wednesday	Community depth	Work block, sessions, hosted dinners
Thursday	Demand-led repeats and specialist rooms	Work block, sessions, free evening

Friday	Decisions and closure	Work block, sessions, final social
Saturday	Departure	Informal coffees / departures
Sunday	Optional departures	No programme

8. Daily rhythm

Time	Activity	Rule
07:00–08:00	Optional walk / cycle / local activity	Light, optional, destination-led
08:00–13:00	Self-organised work	No talks, no panels, no sponsor content
08:30–08:40	Daily Stand-up	10 mins: 3 people state a problem, room offers help
09:00–12:00	Morning 1:1s (see below)	Bookable 30-min slots
13:00–13:15	Optional daily notice point	Very short, only if needed
13:15–14:30	Session block 1	Max 16
14:45–16:00	Session block 2	Max 16
16:30–17:45	Session block 3	Max 16
18:00–19:00	Walkshop / tour / conversation / repeat	Max 16
Evening	Meal, free time or community event	3 programmed, 2 free

9. Morning design

Question	Recommendation
Are mornings organised?	Mostly self-organized, with a 10-minute stand-up
Should there be a central workspace?	Yes, absolutely essential
Is attendance compulsory?	No
Should Tourpreneur programme it?	No (except the 08:30 stand-up)
Should attendees self-organise?	Yes

Should there be quiet zones?	Yes
Should there be small group rooms?	If affordable, yes

A central workspace matters because it gives the week a base camp. Without it, people scatter into cafés and the community energy weakens. The 08:30 stand-up injects structured serendipity without ruining the deep work vibe.

Morning workspace model

Space	Need
Main coworking room	40–60 seats
Quiet work area	20 seats
Call booths / quiet corners	4–8
Small group tables	6–8 tables
Coffee / water	Essential
Wi-Fi	Non-negotiable
Noticeboard	Physical session board and meet-up board

Morning 1:1 system (09:00–12:00)

Bookable 30-minute slots run every morning during the work block. These are not sessions — they are one-to-one conversations where an attendee gets focused help on a specific problem.

Host	Slots per day	Total per week (Mon–Fri)	Focus
Pete	3	15	Strategy, growth, positioning, hard decisions
Mitch	1	5	Operations, systems, specific problem-solving
Partner X (e.g. FareHarbor)	Up to 10	50	Product-specific help, integrations, optimisation
Partner Y (e.g. GYG)	Up to 10	50	Distribution, channel strategy, listing performance

Partner Z (e.g. tech startup)	Up to 10	50	Specialist tool help, demos on request

Rules:

10. Afternoon session system

Element	Design
Sessions per day	4–5
Max per session	16
Daily capacity	64–80 places
Weekly capacity	320–400 places
Attendees	100–120
Scarcity	Built in
Repeat rule	Popular sessions repeat
Booking	First come, first served
Waitlist	Used to prove repeat demand

Event waitlists are useful when session capacity is limited because they show demand and can automatically or manually fill cancelled places.

11. Session capacity logic

Metric	Number
Attendees	100–120
Sessions per day	4–5
Max per session	16
Places per day	64–80
People without a first-choice slot per block	20–36
Work-week session places	320–400
Average session access per person	3.2–4 sessions

This is enough. The aim is not for everyone to attend everything. The aim is for people to choose what matters.

12. Session types, without names

Type	Purpose	Ideal host
Clinic	Fix a practical business problem	Expert / partner
Hot seat	One operator gets challenged in front of peers	Pete / strong facilitator
Peer board	Similar operators solve shared problems	Facilitator
Build room	People create something during the session	Operator / expert
Debate room	Force hard thinking on a contested topic	Pete / Mitch / partner / operator
Partner lab	Travel tech helps solve a business issue	Partner (paid)
Walkshop	Conversation while walking	Pete / Mitch / Facilitator
Hosted meal	Community and trust	Operator / partner / Pete / Mitch
Tour / activity	Bonding through shared experience	Local host
Office hours	Short one-to-one or tiny group help	Expert / partner

Unconference formats often work because there is no stage and the emphasis shifts to group discussion, Q&A; and participant contribution.

13. Session categories

Category	Applies to
Growth	Most operators
Pricing	Most operators
Distribution	Most operators
AI discoverability	All
AI operations	All
Tour design	Specific business types

Multi-day	Multi-day operators
Day tours	Day tour operators
DMC / inbound	DMCs and inbound operators
Sales conversion	Most operators
Founder mindset	All
Hiring and guides	Operators with teams
Systems and process	Growing operators
Partnerships	Operators and travel tech
Brand and positioning	Most operators
Community / loneliness	All founders

14. Segmentation model

Method	Decision
By formal tracks	No
By session theme	Yes
By business type	Naturally through topics
By revenue	Use quietly for peer rooms
By geography	Only where useful
By partner relevance	Yes
By submitted problems	Yes

The event should not feel over-engineered. People self-select through session relevance.

15. Booking and allocation rules

Rule	Design
First booking window	Opens after flight proof
Booking method	Event app / form / Airtable / Circle
Capacity	16 per session
Waitlist	Yes
Repeat trigger	12+ waitlisted, or clear demand

No-show penalty	Miss a booked session without notice, banned from booking for 24 hours
On-site booking	Keep some places back if possible
Session swaps	Allowed through app or event desk

Suggested allocation split

Place type	Share
Pre-bookable places	80%
Held back for on-site energy	20%
Partner / host reserved	Small number only
Pete discretionary places	1–2 per key session (used aggressively to engineer the room)

16. Repeat system

Signal	Action
Session full in first 24 hours	Add to repeat watchlist
12+ waitlisted	Repeat if host available
Strong business-problem match	Repeat with refined angle
Weak booking	Cancel or merge
Popular partner session	Repeat only if non-salesy and high rating
Repeated twice and still oversubscribed	Make it a future webinar / Pro product

17. Evening programme

Evening	Design	Purpose
Sunday	Arrival social	First bonds
Monday	Local meal or food tour	Shared experience
Tuesday	Free evening	Rest and self-organised dinners
Wednesday	Hosted small dinners	Deep community

Thursday	Free evening	Recovery and informal groups
Friday	Final social / meal	Closure and belonging

Evening rules

Rule	Reason
No forced networking games	Adults hate them
Keep groups small	Friendship forms in smaller rooms
Use food and walking	Better than another panel
Let people self-organise	Community needs oxygen
Programme only 3 nights	Avoid exhaustion

18. Movement and activity

Activity type	Use
Morning walk	Easy bonding before work
City walk	Light, social, low cost
Cycle option	Destination dependent
Local food tour	Strong Monday option
Local operator visit	Useful if not too formal
Hike / coast / river activity	If destination allows
Coffee meet-ups	Simple and repeatable
■	

19. Partner role

Partner role	Allowed?	Rule
Host practical clinic	Yes	Must solve a real problem submitted by attendees
Run sales demo	No	Kills trust
Sponsor meal	Yes	Light touch
Join peer rooms	Limited	Only if useful

Provide office hours	Yes	Good fit
Access to attendees	Yes	Via partnership agreement
Lead debate	Yes	If provocative and useful
Repeat popular session	Yes	If demand proves it and rating is high

Partner code

Principle	Meaning
Help first	No pitch decks
Earn trust	Be useful in small rooms
Bring data	Share insight, not slogans
Respect operators	No vendor theatre
Follow up cleanly	No spam
Post-session rating	Attendees rate sessions 1-5 on "sales pitch feel"; low scores mean no return invite

20. Pre-arrival journey

The Work Week is announced 12 months before the event. Each subsequent year is announced immediately after the current event ends. Flight proof is required 3 months before the event.

Timing	Action
12 months out (November prior year)	Announce next Work Week city, dates and city radius map (so attendees can book accommodation early via free-cancellation platforms)
12 months out	Open early-bird Pro and non-Pro registration
9 months out	Confirm core partners and host team
6 months out	Close early-bird, open general registration
5 months out	Start confirming partner session hosts
4 months out	Publish broad session categories
3 months out (August)	Flight ticket proof deadline
10 weeks out	Collect business problems
8 weeks out	Build session schedule from submitted problems

6 weeks out	Open first session booking & publish anonymized top 20 cohort problems
4 weeks out	Review waitlists and plan repeats
2 weeks out	Send venue guide and attendee prep pack
1 week out	WhatsApp / Circle group opens
Sunday	Arrival social

Annual cycle

Event	Announce	Flight proof deadline
Athens 2027	November 2026	August 2027
Seville 2028	November 2027 (after Athens)	August 2028
Marrakech 2029	November 2028 (after Seville)	August 2029

21. Business-problem submission

Field	Reason
Name	Admin
Business name	Context
Website	Pre-research
Business type	Segmentation
Revenue band	Peer matching
Team size	Context
Main customer type	Context
Top 3 business problems	Session design and partner mapping
One thing they want fixed this week	Focus
What they can help others with	Community asset
Tech stack	AI / systems sessions
Distribution mix	Distribution sessions
Pro member status	Pricing / Verification

Flight booked?	Commitment

22. On-site operating model



Role	Number	Responsibility
Event lead	1	Overall control
Host / anchor	1	Tone, community, key moments
Session producer	1	Rooms, timings, repeat logic
Community lead	1	People, dinners, WhatsApp/Circle
Partner lead	1	Travel tech hosts
Venue runner	1–2	Movement between spaces
Registration / help desk	1	Questions, session changes
Content / photo	1	Light capture, no heavy production

23. Venue model

Venue type	Use
Central coworking base	Morning work and event desk
Small meeting rooms	Clinics and peer boards
Partner spaces	Hosted specialist sessions
Restaurants	Hosted dinners
Walking routes	Walkshops
Local activity providers	Tours and bonding
One larger room	Sunday welcome / Friday close only

Venue radius rule

Rule	Detail
Max travel time	15 minutes walking
Ideal	10 minutes walking
Transport	Walking first
Avoid	Venues spread across the whole city
Accommodation advice	Stay inside the event map

24. Destination criteria

The cohort wants warm, cheap, walkable cities where November weather still allows outdoor sessions in cafés, bars and parks. Weather matters because it unlocks free venue space and keeps the energy up.

Criteria	Importance	Why
Warm November weather (15°C+)	Critical	Enables outdoor sessions in cafés/bars, reduces venue costs
Cheap city (accommodation, food, drink)	Critical	Operators watch margins — keeps the week accessible
Good flight access from EU, UK + USA	High	Cohort is EU/UK-based with growing US contingent
Walkable centre	High	15-minute radius rule depends on it

Affordable accommodation ($80–$150/night)	High	Booking.com free-cancellation friendly
Good café/bar culture	High	Outdoor sessions need reliable venues
Good food scene	High	Evening meals are community moments
Safe and easy to navigate	High	No friction
Local tours / experiences available	Medium	Walkshops and evening activities
Southern latitude / Mediterranean+	Medium	Operators like warm destinations

25. Candidate city profile

Strong candidates	Why
Athens	Cheap, warm November, great food, walkable, strong flight links
Seville	Warm, beautiful, affordable, café culture, walkable old town
Marrakech	Warm, cheap, unique, riads, outdoor terraces, strong experience story
Malaga	Warm coast, cheap, good flights, walkable centre
Valencia	Warm, affordable, modern coworking scene, beach + city
Lisbon (November)	Mild, affordable, strong café culture, excellent food
Porto (November)	Mild, cheap, walkable, good coworking, strong food scene

Ruled out	Why
Northern/Central EU cities	Too cold in November — kills outdoor sessions
Paris, Amsterdam, London, Zurich	Too expensive
Copenhagen, Dublin	Cold and expensive
Barcelona peak	Over-touristed, expensive

26. Community mechanics

Mechanic	Design
Arrival social	Make first contact easy
Small rooms	Friendship forms faster
Shared work base	People see each other daily
Hosted dinners	Deeper bonds
WhatsApp / Circle group	Keeps energy alive
Problem wall	Active use: 08:30 daily stand-up
Help wall	People offer help
Repeat attendance	Make it annual
Post-event group	Keep cohort alive

Problem wall

Wall section	Example
I need help with	Pricing, guides, AI, leads, product
I can help with	Morocco, food tours, OTAs, operations
I want to meet	Multi-day operators, DMCs, tech partners
I am working on	New product, pricing, automation, growth

27. Communication tone

Message	Tone
Before arrival	Clear, direct, slightly provocative
On-site	Relaxed but firm
Session rules	Scarcity is deliberate
Partner rules	Help, do not pitch
Morning work	Adults organise themselves
Evening	Community, not corporate networking

Lines to use

Situation	Line

Scarcity	“Not every room is for everyone.”
Work block	“The morning is yours. Use it well.”
Community	“You are not here to collect contacts. You are here to find your people.”
Partners	“No pitches. Bring insight or stay out of the room.”
Attendance	“A free place is not a casual place.”
No-shows	“If you book a scarce seat, show up. If you don't, you lose your booking rights.”

28. Rules of the week

Rule	Why
No main-stage conference programme	Protects the format
No morning content (except stand-up)	Protects deep work
Max 16 per session	Protects quality
No partner sales pitches	Protects trust (enforced via ratings)
Flight ticket confirms place	Protects attendance
Oversubscribed sessions repeat	Lets demand shape supply
3 business problems submitted	Makes sessions useful
Evenings stay relaxed	Avoids burnout
Two evenings free	Allows real friendships
City radius matters	Prevents fragmentation (15-min walk max)

29. Attendee experience map

Stage	Feeling to create
Before booking	“This is different.”
After booking	“I need to show up properly.”
Arrival	“These are my people.”
Monday	“This is not a conference.”

Tuesday	“I am getting work done.”
Wednesday	“I am having proper conversations.”
Thursday	“I know who I want to stay close to.”
Friday	“This has moved my business and my head.”
After event	“I am staying in this community.”

30. Success metrics

Metric	Target / use
Pro member registrations	Community growth
Flight-ticket confirmation rate	Commitment signal
Session fill rate	Demand signal
Waitlist volume	Repeat-session signal
No-show rate	Quality control
Partner satisfaction	Quality signal
Attendee NPS	Basic satisfaction
Number of useful connections made	Community proof
Repeat intent	Future viability
Post-event community engagement	Strategic value
Business outcomes reported	Long-term proof

31. Risks and fixes

Risk	Fix
Feels too loose	Clear rules, strong pre-arrival guide
Feels too programmed	Protect mornings and free evenings
Partners pitch too much	Written partner code + post-session ratings
People complain about scarce sessions	Explain scarcity before booking
No-shows waste seats	Flight proof, waitlists, 24-hour booking bans

City is too spread out	Strict 15-minute walking radius
Mornings lack energy	Hire central workspace + 08:30 stand-up
Too many weak sessions	Use business-problem data
Popular sessions overflow	Repeat proven demand
Community does not form	Hosted dinners, walks, small rooms

32. What not to do

Do not	Why
Add a main stage	It becomes a conference
Let sponsors dominate	Trust dies
Fill every evening	People burn out
Make mornings compulsory	Adults hate school
Over-segment tracks	Kills serendipity
Build for 100 in every session	Scarcity disappears
Publish too much too early	Reduces flexibility
Make it too polished	Loses founder-work energy
Charge for everything	Feels petty
Let people attend without commitment	Free-ticket no-shows

33. Final design principle

Principle	Meaning
The product is not the sessions	The product is the room
The room is not 100–120 people	The room is 16 people at a time
The value is not content	The value is work, challenge and belonging
The scarcity is not a problem	The scarcity is the design
The week is not about attendance	It is about commitment

Best final shape

Decision	Final recommendation
Attendees	100–120
City	Affordable, walkable EU city
Base	Hire one coworking hub
Mornings	Self-organised work, 08:00–13:00 (with 08:30 stand-up)
Afternoons	4–5 scarce small-group sessions daily
Session cap	16
Evenings	3 programmed, 2 free
Ticket	Free for Pro members, $299 for non-Pro (converts to Pro)
Confirmation	Flight ticket required
Partner role	Useful hosts, helpers and experts
Repeat logic	Repeat what sells out
Strategic purpose	Community depth, better businesses, future flagship