VALLEYVIEW OBJECTIVES FOR THIS YEAR

• To increase market share of tourism titles from 50% to 60% by December.
• To capture a greater share of the 20–30 age group market.
• To explore new products in tourism and ecotourism.
• To cut costs of production and all overheads by 20%.
• To seek funding for new initiatives.
• To review the role of administration staff with a view to more cost effective service.
• To produce innovative and high quality products by staying at the forefront of technological development.
• To train and retrain staff as appropriate.
• To ensure that all departments are responsive to change and innovation.
• To encourage multi-skilling of all staff.
• To develop and maintain a harmonious and productive work environment.