Promoting and informing
- The perspective of the travel media

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Topic: Tourism promotion and its relevance for media

The trade media perspective on those promotional efforts, how the trade media deals with campaigns, what they pick up and why, what they do not pick up and why.

Media plays an increasingly important role in the growth, development and promotion by creating a better awareness and understanding to cater the needs and requirements of domestic and international tourist.

As we know that every traveller is a ‘potential’ tourist, it how depends upon the campaign of professionals (media professionals and Tourism experts) of the industry to tap this potential and convert the ‘potential’ into the ‘actual’ clients (tourist).
What they are doing

* The compelling facts on tourism as an economic driver

* First and foremost, it helps in stimulating tourism

* Setting the wrongs, right: Dispel myths, untruths about a destination. Because it is print media, readers might associate it with more authenticity.

* Since the magazine communicates directly to stakeholders (and not consumers), information is relayed as is – without any gloss. This ensures that the complete truth is told. Help maintain equanimity in times of crises.

* No particular focus as long as it is relevant for the travel trade
The Big Picture

* By writing about the different cultures, it helps bringing about international integration.

* Its more than just tourism – it’s the image of the entire country or destination that’s impacted.

* Not only focuses on the tourism part of destination, but new ad campaigns, infrastructure, hotels, restaurants, ministry, people behind the scenes – which is a more holistic way of looking at ‘tourism’.

* Constantly looking for research and timely reactions to all current situations.
How can travel media help? (1)

* Is a very good channel for marketing – because it reaches the trade which can push the product effectively to end consumer.

* It also acts a useful source of information for B2C media channels.

* Trade magazines not only actively participate in travel and hospitality exhibitions and trade shows, but they often host/co-host them.

* Leveraging even negative press to your advantage.

* Some times lines are blurred editorial and advertising promotions of a destination.
How can travel media help? (2)

* Trade magazines are a very good platform to showcase promotional efforts of governments and serve as a clearinghouse for international tourism information.

* Brings together trade partners in their time of crises – recent example is when the Budget 2011 announced increase in service tax, and of course the ever-going agent commission problem.
Travel Media can also play an active role in... (1)

* Help tourism boards with creating specialist programmes (because they understand the local market)

* Play a more active and interactive role in bringing tourism boards, the ministry and the trade closer

* Maintain neutrality in content in the face of ads, finding the right balance between ads and content

* Also feature relatively unknown destinations and tourist places
Travel Media can also play an active role in... (2)

* They have the capacity to work with the government/tourism ministry to create/assist in specific development projects, organize seminars on topics that are of particular relevance to an individual country.

* Bring into focus the need for sustainable tourism and eco tourism.

* Keep the industry abreast of the latest new trends and developments.
Role of New Media

* Fast becoming the most important avenue for promotion amongst the final consumer

* Destinations and attractions must see the change happening.

* Social media such as YouTube, Facebook, E-Books, E-Brochures, mobile phone applications will shape the future of tourism promotion and consumer decision making.

* Will also impact the way countries deal with crises and travel advisories. Media needs to be more responsible here.