UNWTO REGIONAL COMMISSION MEETINGS

ASIA - CHIANG MAI
MAY 2012
TODAY’S PRESENTATION

PART 1: INTRODUCING T.A.S.K

PART 2: INFLUENCERS OF TOURISM IN 2012

PART 3: PARTNERING WITH UNWTO IN COMMUNICATIONS
WHAT IS task group?
“CNN has become a valuable partner within the Travel & Tourism sector as a force of growth in nation building.

With the TASK Group we are responding to our responsibilities as the leading media player in the tourism sector, bringing the Travel and Tourism sector to the front and centre of the global dialogue.”

- RANI RAAD, MANAGING DIRECTOR, CNN INTERNATIONAL
MEETING TOURISM CLIENT NEEDS

• **In-House** Travel & Tourism Consulting Service
• Focus on **Tourism & Economic Development**
• **6th year** of global operations
• **Fully complimentary, fully confidential** service
• For **Clients and Non-Clients**
• **No media buying conditions**
OUR REACH

• Ministers of Tourism

• **Tourism Authorities:** Chairmen, CEOs, Marketing Executives

• **Tourism Businesses:** CEOs, GMs & Marketing Directors of
  • Airports,
  • Airlines,
  • Hotels,
  • Events
  • Attractions

• Heads of Major Event **Bid Committees**
1. COMMUNICATIONS STRATEGY DEVELOPMENT
2. BRAND AND CAMPAIGN DEVELOPMENT
3. CRISIS COMMUNICATION AND RECOVERY MESSAGING
4. CAMPAIGN ANALYSIS - PERCEPTIONS AND R.O.I.
7. STAKEHOLDER ALIGNMENT
WHERE TO FIND US: WWW.CNNMEDIA.COM/TASK

Welcome to CNN's Tourism Advertising Solutions and Knowledge (TASK) Group.

An added value service to clients, the TASK Group works directly with its clients, both new and established, to create impactful, strategic solutions beyond advertising. It is a team set to provide excellence in strategy and media solutions for the world’s tourism and economic development hot spots.

Some of the core solutions we provide our clients:

- Tourism sector intelligence
- Bespoke solutions to media and creative briefs
- Marketing expertise
- Audience insights

CNN is proud to continue setting the standards for excellence with this new turn-key solution, building long-term strategic partnerships in the world of tourism and economic development.

For more information about the TASK Group and how it can help your business, please e-mail us.
OUR STRATEGIC PARTNERSHIPS
TODAY’S PRESENTATION

PART 1: INTRODUCING T.A.S.K

PART 2: INFLUENCERS OF TOURISM IN 2012

PART 3: PARTNERING WITH UNWTO IN COMMUNICATIONS
What We Know
Tourism is a Powerful Force of Progress
3rd BIGGEST SECTOR Behind Automotive & Banking
1 in 12 JOBS
NATIONAL COMPETITIVENESS
What We Often Forget...
Tourism Works to Take Care of What We Care For
CULTURES
HERITAGE
WILDLIFE
CHILDREN
TOURISM is Conscience in Action.
EMERGING ISSUES FACING T&T TODAY
1. AUTHENTICITY
2. TECHNOLOGY
3. PRICING
4. SAFETY & SECURITY
Security Check
5. COMPETITION
6. ACCESSIBILITY - VISAS
7. ACCESSIBILITY - AIR
8. IMPACT ON DESTINATIONS
8. TAXES (APD, CARBON)
9. POLITICAL STABILITY
10. COMMUNICATIONS
5 QUESTIONS To Ask To Ensure Effective Communications
Are You Connecting To The Right AUDIENCE?
# 2

Are You Connecting To The BRAND?
QuickTime™ and a H.264 decompressor are needed to see this picture.
Are You Connecting To The VIEWER’S EMOTIONS?
QuickTime™ and a YUV420 codec decompressor are needed to see this picture.
# 4

Are You Connecting To The RIGHT MEDIA?
IMPORTANTLY

A media platform is **NOT** a strategy. It is a **TOOL**.
THE ACID TEST

So, the question is not: “Am I on... ?”
THE ACID TEST

It is rather:

“Should I be on...”
# 5

Are You Connecting To Your STRATEGY?
QuickTime™ and a decompressor are needed to see this picture.
CRITICAL SHIFTS

FROM POSTCARD CHANGES DESTINATION TACTICS TO MOMENTS CONSISTENCY TRAVELLER STRATEGIES
TODAY’S PRESENTATION

PART 1: INTRODUCING T.A.S.K

PART 2: INFLUENCERS OF TOURISM IN 2012

PART 3: PARTNERING WITH UNWTO IN COMMUNICATIONS
BACKGROUND

• CNN TASK has become an important, respected partner to the global travel and tourism community through the established, valuable service that it provides to clients and partners worldwide.

• CNN TASK is proud to work with the UNWTO as a partner in strengthening the message of the value of the Tourism sector.

• CNN TASK has designed a Tourism Communications Programme responding directly to current issues, client needs and UNWTO goals of skills development of its member countries.
SCOPE OF MODULES

• The following **5 modules** have been created, for mix-and-match selection by clients and UNWTO members:

  - **BRANDING AND ADVERTISING DEVELOPMENT**
  - **TOURISM COMMUNICATIONS (INCL. SOCIAL MEDIA)**
  - **STAKEHOLDER ALIGNMENT AND LEADERSHIP**
  - **CRISIS COMMUNICATION**
  - **MEDIA TRAINING**
MODULE # 1 - IN DETAIL

BRANDING AND ADVERTISING DEVELOPMENT

OBJECTIVES

- Teaching the principles of:
  - creative,
  - compelling, and
  - competitive

Brand development and Advertising as a platform for global destination marketing and promotion, to:

- clearly establish destination offering
- extend traveller invitation
- ensure differentiation on the global tourism landscape.
# Module #2 - In Detail

## Tourism Communications (Incl. Social Media)

<table>
<thead>
<tr>
<th>Objectives</th>
</tr>
</thead>
</table>
| • Examining the role of strategic and tactical communications in tourism promotion, and reviewing the scope of communications offerings available to destinations for visitor attraction and relationship development.  
• Covering off:  
  • Traditional media (ie TVC),  
  • new media (ie Mobi, Online), and  
  • social media.  
• Enabling destinations to develop communications plans that ensure differentiation on the global tourism landscape. |
## OBJECTIVES

- Looking closely at the stakeholder community of the destination:
  - Identifying key roleplayers within both the public and private sectors
  - Exploring various stakeholders’ goals, metrics, roles and responsibilities
  - Establishing platforms for cooperation
  - Addressing potential areas of conflict
  - Examining key communications for stakeholder alignment
OBJECTIVES

- Getting a firm grip on how to calmly, confidently and comprehensively communicate through times of crisis, be it natural or man-made disaster.

- Creating relevant crisis communications guidelines for:
  - Messaging,
  - Media engagement, and
  - Stakeholder management
during, and after, times of crisis
MODULE # 5 - IN DETAIL

MEDIA TRAINING

- Providing critical training for leaders of the tourism sector in working with the media, including:
  - Relationship development
  - Core message development
  - Interview skills
  - Messaging alignment
  - Media presence on and off-air
  - Managing challenging media situations

OBJECTIVES
NEXT STEPS

• FINALISATION OF MATERIALS

• PLANNING OF ROLL-OUT TIMINGS WITH UNWTO
  — CENTRALLY
  — IN-REGION

• SCHEDULING FROM END 2012
Looks Forward To Working With You
Make 1B Count.