“EVALUATING OFFLINE CONSUMER MARKETING ACTIVITIES”

Presentation by Papua New Guinea Tourism Promotion Authority

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INTRODUCTION

Papua New Guinea Tourism Promotion Authority focuses on the 5 main pillars particularly the first four.

- Trade Marketing
- Consumer Marketing
- Public Relations and Media
- Online/Internet Marketing
- Research & Intelligence

- Consumer Marketing
- Public Relations and Media
ADVERTISING

DOMESTIC MARKET

What?
- Special events
- Sports
- Festivals & Cultural shows
- Local Tourism Exhibition

Target Audience?
- General Domestic Market
- Expatriate community

What Forms?
- Print Media (Newspapers, Magazines, Brochures)
- Television
- Radio
- Billboards

Why?
- Awareness
- Event advertising
- Drive traffic and interest for participation
ADVERTISING

INTERNATIONAL MARKET

What?

- Niche Products
- Coop Advertising with Tour operators

What Forms?

- Print Media (Newspapers, Magazines, Brochures)
- Television

Target Audience?

- General Consumers
- Special Interest holiday makers

Why?

- Destination Awareness
PUBLIC RELATIONS

• International Media Program or Visiting Journalist Program
• Film Projects
• Photography library www.pngphotolibrary.com

• Journalists and Filming companies are invited to travel to PNG to write feature Articles and also film tourism products to air on television networks and various media platforms.
• An image improvement project which TPA engaged a photographer to take more than 500+ heroic shoots which are stored in library to be used for promotional purposes
CONSUMER SHOWS AND EXHIBITIONS

• PNG TPA attends various consumer and trade shows through the world. Especially in the major markets of Europe, UK, Japan, China, Australia and USA.

• Note: PNG Tourism does not participate in Consumer Shows just trade shows.

• BOOT, Dussedolf, Germany – February
• International Tourism Burse, ITB, Berlin, Germany – March
• Sea Trade Convention, Miami, USA - March
• Marine Dive Fair, Tokyo, Japan – April
• South Pacific Tourism Exhibition, SPTO , Sydney, Aus – May
• Beijing International Travel Show, Beijing, China – June
• PATA Travel Mart, Macao – September
• World Travel Market WTM – November
• CITM, China International Travel Mart, Shanghai - November
• DEMA Dive Show, USA – November
SUCCESS AND EVALUATION OF THE ACTIVITIES

• Success?
  - Destination and Brand Awareness
  - Image improvement and management of negative media perception about PNG
  - Operator interest to keep participating in various shows and Tourism Office organized programs.

• Evaluation?
  - Assessment of the number of enquiries from upcoming events in PNG especially cultural shows, the local tourism exhibition. Lukim PNG Nau Tourism Expo.

• How success is measured?
  - Evaluation Form is sent to exhibition participants.
  - For an event that would be number of tickets sold at the gate.
  - Follow up with Tour Operators whose contacts are a call to action option.
There is no proper system in place to determine how tourists make decisions to visit.

No system in place to measure the value of campaigns or cost of organizing events or hosting travel agents, travel writers and film crew.

Budget is always an issue. Advertising costs are minimal therefore we only advertise in selected mediums.
Some Measures Taken:

- PNG Tourism Authority is working with IFC, International Finance Coorperation through the World Bank with two (2) projects.
  
  a) International Visitor Survey
  b) Tourism Demand Assessment

- The objective of this project is to assist the government of Papua New Guinea in building the overall rationale for targeted tourism development.

- Currently, market information is not consolidated and does not provide a holistic view of tourism demand from global markets.

- There is also little in-depth analysis on projected demand that can provide a roadmap for the next few years.

- This initiative will assist apply a more strategic approach to growing tourism as a driver of the PNG economy and the country’s welfare.
Contact details

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A MILLION DIFFERENT JOURNEYS

Papua New Guinea
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