Destination Branding and Marketing
Trends, challenges and good practice
Destination Brands
Managing Place Reputation
THIRD EDITION

Handbook on E-marketing for Tourism Destinations
Fully revised and extended version 3.0

Handbook on Key Performance Indicators for Tourism Marketing Evaluation
Handbook on Key Performance Indicators for Tourism Marketing Evaluation
This workshop

Today

Morning – Introduction to contemporary marketing evaluation
Afternoon – Consumer marketing (online and offline)

Tomorrow – Trade and B2B marketing and overarching evaluation

Participant action planning …
Land of contrasts
Something for everyone
Fun for all the family
Whatever you’re looking for
Inspirational scenery
Coastal splendour
Majestic mountains
Best-kept secret
Why not?
A unique blend
Brand Purpose
Strategy
Substance
Symbolic actions
Curators of @sweden
Substance behind the brand strategy
Traditional advertising
Delivering consistency and brand values
71% of travellers use search as part of the planning and booking process
Source: Google

82% prefer consumer reviews over a hotel's description of itself
Source: Forrester

One quarter of US 18-34 year olds use mobile and tablets when booking air tickets
Source: Amadeus

Change
You know this stuff!

Mobile

Social

Search
Major Disruption!
Just for the Weekend
Discover new, inspiring places close to home.

London
Amsterdam
Edinburgh
Explore the World

See where people are travelling, all around the world.

Paris

Berlin

New York

Shop in Copenhagen

Erling's home

£ 81
People of the screen
The “and” + “now” economy

Communication is increasingly mobile
Convergent lifestyles and hyper collaboration
Multitasking and doing things on the move like never before

Source | Flickr | Anna and Michal
Reference | www.mediafuturist.com
Now we even describe modes of multi-screening!

### Sequential Usage
Moving from one device to another at different times to accomplish a task

### Simultaneous Usage
Using more than one device at the same time for either a related or an unrelated activity

#### Multi-tasking - Unrelated activity

#### Complementary Usage - Related activity
Internet Usage Beyond PC Is Broadening...and Fragmenting

DEVICES/USERS (MM IN LOG SCALE)

INCREASING INTEGRATION

MOBILE USERS > DESKTOP USERS WITHIN 5 YEARS

MOBILE

INTERNET

IPAD
Smartphone
Kindle
Tablet
MP3
Cell Phone/PDA
Car Electronics
GPS, ABS, A/V
Mobile Video
Home Entertainment
Games
Wireless Home Appliances

YEAR

SOURCE: MORGAN STANLEY RESEARCH

Source | California | Strategic Marketing Plan
Desktop vs. Mobile Internet Access, 2007-2015(P)

MOBILE USERS > DESKTOP USERS WITHIN 5 YEARS

Source | California | Strategic Marketing Plan
Internet Social-Driven Engagement Is Growing Fast

BRAZIL, RUSSIA, INDIA AND CHINA ARE AMONG THE LARGEST MARKETS FOR BLOGGING AND SOCIAL NETWORKING

SIZE OF BUBBLE = USE OF MICROBLOGGING SERVICES

MORGAN STANLEY MOBILE INTERNET REPORT—DEC 2009

Source | California | Strategic Marketing Plan
Consumers are being turned off by one way conversation
What consumers are saying is shaping your brand
Consumers are in charge of the relationship with brands
Destination marketing online has become “reputation management”
The web is a hugely content hungry channel

A community of content creators, curators and consumers

Offer something to line up against
IT'S COLOMBIA NOT COLUMBIA
California’s place of inspiration, and the celebration of dreams and dreamers. A collection of cool, inspiring, funny, offbeat, thought-provoking and enticing videos, short films, memes, tweets, time-lapses, photos and more. Find a dream, fuel your dream or just see something awesome.

BE SURE TO COME BACK OFTEN, BECAUSE YOU NEVER KNOW WHAT WE’LL BE DREAMING UP NEXT. #dreambig
But hey, great campaign ideas still count!
What you want to say.

What they're interested in.

Relevance
Socialisation

Conversation culture over information culture

Consumers long for personalisation and belonging

Large numbers of consumers group together online

Source | flickr | DeusXFlorida
Welcome to South Africa, a country so rich in experiences that we want to share them all with you. Jump off the highest commercial bungee, take some time out with our colorful locals, dance the night away in Cape Town or walk in the footsteps of Nobel Peace Prize laureates. Because here we can offer you friendship, laughter and the chance to connect with where humanity began its journey into existence.
Australia on Facebook

“The worlds biggest social media team”

http://www.slideshare.net/TourismAustralia/the-worlds-biggest-social-media-team-16545786
The Melbourne Remote Control Tourist

A real time, first person web experience that enabled potential Melbourne visitors to go before they go.
Integration

Owned, earned and bought media

Not just channels. It’s content. It’s people. It’s agencies

How do we create real synergy?
Introducing Google Travel!
A fundamental driver of joined up thinking
Choose the best way to visit Brazil

A country so rich in experiences and landscapes such as Brazil can be shown in many different ways and still be amazing. You can choose here the best way to visit it: watch videos made by those who have been to the country, venture into the streets of 12 cities, take a tour of the most beautiful scenery, follow our day-to-day life on Facebook. Discover Brazil. You're most welcome!

Visit Brazil all over the place!
Trip planners, games and apps – all of the knobs and whistles
Shaping up the team

Thinking multichannel and putting content at the heart
Measurement and Evaluation

Beyond site traffic and site conversion

Quality of content network

Conversation sentiment
The traditional marketing funnel

Source | Forrester | Engagement, a New Marketing Metric
Complexity and engagement
Seeing the wood from the trees

Source | Flickr | Buridan
Support an organised approach and achieve specific goals
Identify competitive advantage and how you can compete
Make a case for resources and get wider commitment
Understand how potential partners might work together
A basis for making decisions – and setting priorities …
So, doesn’t planning look like this?
1. **Conventional Marketing** (big ideas, big bang launch, big budgets)

   - big strategy
   - test with consumers
   - adjust
   - campaign website ads etc.
   - measure
   - new big strategy

2. **Unconventional Marketing** (micro strategies, big insights, rapid iterations)

   - little strategy
   - iterative cycle
   - plan design launch measure
   - insights
   - adjust
   - plan design launch measure
   - insights
   - little strategy
   - learning curve

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What?  
Why?  
How?  
Where?  
When?  
Who?
You need to ask the right questions!

What do you want to do?  
Who is it for?  
What are you trying to achieve?  
How are you going to get there?
  • What technologies are you going to use?  
  • What channels are you going to use?  
How much do you have to spend  
How are you going to measure success?

Goal  
Audience  
Objectives  
Tactics  
Budget  
Measurement
Where are we now?
Marketplace SWOT:
- 5Ss performance and other KPIs (& trend)
- Customer insight (who, why, how)
- Market trends
- Competitor analysis perception
- Internal capabilities and resources

How do we monitor performance?
Optimising through:
- 5Ss, KPIs and web analytics
- User experience review
- Conversion rate optimisation
- Frequency of reporting
- Process of reporting and actions

The details of tactics
Who does what and when:
- Responsibility and structures
- Internal resources and skills
- External agencies

Where do we want to be?
5Ss objectives
- Sell – customer acquisition and retention targets
- Serve – customer satisfaction targets
- Sizzle – wow factor (added value)
- Speak – engaging customers
- Save – quantified efficiency gains

How do we get there?
5STOP & SIT
- Segments
- Target markets
- Objectives
- Positioning (OVP)
- Sequence (Trust, Try, buy, …)
- Integration (CRM & D/Base)
- Targeting and segmentation

Situation analysis
Control
Objectives
Strategy
Actions
Tactics

How exactly do we get there?
Marketing Mix:
- 8 Ps
- Incl. Communications mix
- Content Plan

Source | Smart Insights
Destination Branding and Marketing

Thanks 😊