"The Certification Process and the Real Impact of the Associated Brands"

VICTOR GORGA
How to market quality
Does quality certification sales?
Is it possible to certificate a destination?
What a nightmare!

197 countries
300,000 destinations
500,000 publicity impacts

standardization facilitates trading
quality as differential factor
Marketing and Quality share a common objective

improve relationship,
satisfy,
generate loyalty
Quality branding: what an opportunity!

"Water is free, we only charge for the packaging and the brand." Perrier
Types of quality brands

seal of approval

destination brands

product brands

prestige brands
Does quality certification sales?

content addressed to the right target markets:

- Providers
- Trade
- Visitors

implementation and promotional cost

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Are quality marks really impacting?
Key factors when marketing quality

wrong focus / regulatory

‑ basic services, guarantee of quality services
‑ regulatory: quality to organize the supply
‑ fear
‑ lack of review
‑ physical evidence only
Key factors when marketing quality

right focus / proactive

- meeting standardization level
- added value services or specialization
- return on investment
- seek recommendation
Promotional contents and processes

- Introducing positive data management to reinforce the destination image
- Making access to information a positive and complete experience
- Transforming weaknesses into strengths
- Promoting benefits of the quality scheme

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Touristology
Thank You

Gracias

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Grazie

Mehrban

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Merci