CONCLUSIONS OF THE
INTERNATIONAL SEMINAR ON THE EVALUATION
OF PROMOTIONAL CAMPAIGNS

Madrid, Spain, 24-25 June 2004

1. INTRODUCTION

In the context of the 42nd Meeting of the WTO Commission for the Americas held in Madrid on 24-25 June 2004, an international seminar was held on "Evaluation of Promotional Campaigns". The event was attended by participants from 20 Member States of the Americas, plus Spain in an observer role, Puerto Rico as an Associate Member, three Affiliate Members, and two international organizations. The different experiences and national programmes carried out in the countries were presented, along with the techniques and methodologies used to evaluate the effectiveness of promotional activities.

The official inauguration was carried out by the WTO Secretary-General, Mr. Francesco Frangialli, who discussed the situation of the world tourism sector and the preliminary results for 2003, and underlined tourism's resilience, which was based on the need for travel and leisure that characterizes consumers in modern societies. He also highlighted the role of the Committee on Market Intelligence and Promotion in following the developments in the tourism market, generating valuable contributions for the countries and destinations most affected by the crises they periodically suffer. He also mentioned the relevance of the theme selected for the seminar, considering the current situation of this activity.

The Chairmanship of the Regional Commission, and thus of the Seminar, was entrusted to the General Manager of the Costa Rica Tourism Board, Mr. Guillermo Alvarado, who attended in the place of the Minister of Tourism of Costa Rica, Mr. Rodrigo Castro. The Chairman, mentioned the importance of the application of the Global Code of Ethics for Tourism, as well as the usefulness of the Sustainable Development Indicators and the need to strengthen human resources in tourism.
2. SUMMARY OF PRESENTATIONS

The presentation of the WTO Study on the "Evaluation of the Promotional Activities of National Tourism Organizations" was carried out by Mr. Augusto Huéscar, Head of the WTO Market Intelligence and Promotion Department. His presentation focused on the content of the publication and the benefits it could contribute. He explained that it was only a first step towards the study of this subject in the future.

The report aims to examine the methods used by the National Tourism Organizations (NTOs) to evaluate the effectiveness of their promotional activities and other related activities, as well as to analyse the academic research on the subject, and to compare methods of evaluation in terms of best practices. The publication offers an international panorama of the latest academic knowledge related to the evaluation of marketing in the tourism field, the results of a survey on current evaluation practices by NTOs around the world and a practical evaluation guide.

The presentation of Costa Rica showed the basis and methods of evaluation used in the country's communication, underlining that strategies must be based on knowledge and understanding of consumers and the chain of commercialization, aside from establishing measurable objectives. A concrete example of the measurement of promotional campaigns was given in the form of the validation of the design of the "Costa Rica" brand and its different applications, using focus groups. Also discussed was the evaluation of the focus, theme and treatment of the messages used.

The presentation of Canada pointed out that the objective of the evaluation of campaigns was to measure the impact of advertising on the awareness about Canada in the German and U.S. markets, aside from studying the travel intentions and attitudes towards the country, using focus groups. The methodology used, employing surveys before and after the launch of the campaigns made it possible to estimate the influence of the message on the generation of new trips to the destination and on return on investment. It also mentioned the need to offer value for money to the tourist in an increasingly competitive global context.

Spain discussed the measurement of the effectiveness of its strategies through concrete actions in each of the cases. For the advertising campaign it formed four focus groups per country, two per city, composed of eight persons each. The evaluation of the press trips was carried out through the number of articles published in the different countries and their valuation in euros, taking into account the cost of placing an ad of the size they occupied in the media. Lastly, the presentation described the evaluation of the satisfaction of the supply and the demand through surveys taken at workshops in Spain and abroad, considering the organization, satisfaction and the benefit offered. A new model was also put forward allowing the evaluation of the achievement of the working objectives.

Chile discussed the mass communications media used during the "Plan España 2002-2003" campaign, carrying out different actions through the integration of the human and financial resources of the private and public sectors. Positive quantitative results made it possible to achieve the objectives established. During the "Ski Chile 2003" campaign, work was done with specialized media present in the priority markets, analysing the image and positioning of the destination. Lastly, in the Domestic Tourism
2003-2004 campaign, recall of the information and the content of the messages was evaluated through telephone interviews.

In the case of Colombia, the "Vive Colombia" of 2001 was analysed, using the methodology of tourist surveys on recall of the campaign. The results were positive since there was an increase in the intention to travel to the country. Also discussed was the "Caravanas Vive Colombia" campaign, which led to an increase in the movement of persons by road, and in hotel occupancy. In this aspect, the need to raise the awareness of the local population regarding the importance of travelling around the country was highlighted. Lastly, promotional ads for special destinations and commercial actions carried out in foreign markets (Ecuador) were presented, which were evaluated using focus groups.

Honduras presented the measurement of the "Cultura Turística" campaign on the attitude of citizens and the country's image, aimed at raising awareness about the benefits of tourism for the Honduran population and appealing to the sense of belonging to the nation. The measurement of news articles generated in the national and international press was highly satisfactory, with editorial content worth over one million dollars. The overall results using focus groups showed that residents considered tourism as a beneficial activity and as a source of wealth.

The presentation of Peru covered inbound tourism campaigns carried out in the United States and Spain, concentrating on the image and the brand positioning of the country. The actions carried out in the United States consisted of ads in print media and direct mailing, while in Spain, aside from investing in media, fam trips and press tours were also organized and sales training plans and direct marketing actions were designed. This led to an increase in the sales of packages to Peru, as well as a strong presence of the destination in Spain. The presentation also described the different promotional activities for 2004-2005, including participation in fairs and gastronomic festivals, the organization of fam trips and press tours, and the use of new technologies for commercialization. The importance of domestic tourism campaigns was also highlighted.

Uruguay presented the promotional campaign it carried out in the domestic market and in priority foreign markets such as Argentina, Brazil, Chile and Paraguay. The campaigns took into account the image and positioning of the country, as well as the mechanisms that influence the decision-making process for tourism travel. The creative and communication strategies were centred on aspects that made it possible to strengthen the brand attributes. The quantitative indicators reflected an increase in foreign visitors and greater presence in the national and international press, through articles with positive content.

It should be noted that during the Seminar a document regarding the evaluation of tourism fairs, submitted by Mexico, was distributed. The document highlights the fact that tourism fairs play a very important role in the context of tourism marketing. It also points out that such fairs have undergone a series of quantitative and qualitative transformations over the past few years. The document also includes two concrete examples of evaluation: first, the evaluation of the 2004 edition of the Tianguis Turistico fair; and second, the evaluation of the Mexican pavilion at the World Travel Market in London in 2003. In both cases, interviews were conducted in order to know the perception on the part of buyers and sellers participating in the mentioned events.
3. FINAL CONSIDERATIONS

The seminar made it possible to highlight the importance of evaluating promotional campaigns. The WTO publication on this subject constitutes a basic instrument that will allow countries of the region to adapt the techniques and methodologies described to their own reality. Considering each particular situation, the content could be very useful for tourism strategies and actions, and thus achieve the dissemination of real case experiences in a seminar to be held in the future.

In the past, National Tourism Organizations only paid attention to matters relative to the amount allocated for promotion. Now, this trend is reversing, as more and more countries focus their attention on the effectiveness of their marketing actions, carrying out measurements of how their budget is spent. Destinations seek to offer value for money in an increasingly demanding and competitive market.

The presentations of the Member States mentioned the evaluation of tourist behaviour, as well as their attitudes and the factors that affect their travel decisions. In this regard, the segmentation of the demand makes it possible to group consumers according to their characteristics, interests, and motivations, to which end it must be ensured that the appropriate messages and media are used.

The formation of focus groups, the design of pre- and post-trip surveys and at the start of campaigns, and the carrying out of interviews were the most widely mentioned evaluation methodologies during the event. The development of different techniques has led to positive results, both quantitative and qualitative, based on indicators such as foreign tourists arrivals during a specific period of time, recall of the attributes of the image and brand of the destinations, and the presence in the communications media used to make a positive impact on tourists and local populations.
II SUMMIT OF IBEROAMERICAN AND CARIBBEAN TOURISM AND ENVIRONMENT MINISTERS
Iquitos, Río Amazonas, Peru, 2-3 September 2004

PRELIMINARY PROGRAMME

Wednesday, 1 September 2004

Arrival at the Lima Airport of the Secretary-General and WTO officials, the Executive Director of UNEP, and Tourism and Environment Ministers
Welcome and transfer to Hotel Las Américas, Miraflores District, overnight stay by foreign authorities.

Thursday, 2 September 2004

05:30  Departure from Hotel Las Américas to Jorge Chávez International Airport of Lima
06:00  Arrival at Jorge Chávez International Airport
07:30  Departure for Iquitos, on an Airbus aircraft
09:00  Arrival at Francisco Secada Vigneta Airport in Iquitos
09:05  Welcome at the airport for foreign authorities by the President of the Loreto Region, accompanied by the Mayors of Maynas, San Juan, Belén and Punchana.
09:30  Transfer on tour buses to the dock of Explorama Lodges, Punchana District.
09:45  Arrival at the Explorama Lodges dock
       Boarding of "Amazon Queen" riverboat
       Departure to Ceiba Tops Luxury Lodge
11:00  Arrival at Ceiba Tops
       Welcome, check-in
11:30  Inauguration of the II Summit presided by the Minister of Foreign Trade and Tourism and by the Chairman of the Board of CONAM, the President of Loreto Region, the Secretary-General of the World Tourism Organization (WTO) and the Executive Director of UNEP
11:50  Presentation of proposals and resolutions
Friday, 3 September 2004

05:00  Wake-up call for authorities. They dress in light clothing

05:30  Departure to ExplorNapo on speedboats, for excursion to the world's longest canopy walkway, suspended over the tops of the trees. Observation of flora and fauna.

07:30  Arrival at ExplorNapo. Breakfast

08:00  Excursion to the canopy walkway

11:45  Departure to Ceiba Tops

13:30  Arrival at Ceiba Tops

13:45  Boarding of authorities and their luggage on the "Amazon Queen". Departure to the city of Iquitos. Light lunch on board

15:00  Signing of the "Amazon River Declaration" while sailing towards Iquitos, on the world's longest river. Closing ceremony of the Summit. Remarks by Authorities. Presentation of gifts.

16:15  Arrival at Iquitos and transfer to Hotel (5-star)

19:00  Formal ceremony on the Boulevard de Iquitos, on the bank of the Amazon River. The Mayor of the Provincial Council of Maynas declares the foreign dignitaries as honoured guests.

20:00  Concert by Peruvian children.
21:30 Dinner. International musical-artistic show.
22:30 Transfer to hotel. Overnight stay

Saturday, 4 September 2004

06:00 Breakfast
07:00 Transfer to Francisco Secada Vigneta Airport
08:00 Official send-off. Departure to Lima on Airbus aircraft
09:30 Arrival at Jorge Chávez International Airport of Lima
    Authorities with immediate connecting flights stay at airport
    Authorities with later connecting flights and/or post-tours, are transferred by
    tour bus to Hotel Las Américas
    Return of authorities and guests to their respective countries.
MADRID, 25 June 2004

Mr. Francesco Frangialli
Secretary-General
World Tourism Organization

Sir,

The Governments of Argentina and Brazil, represented by the Secretary of Tourism of the Argentine Republic, Mr. Carlos Enrique MEYER, and the Executive Secretary of the Ministry of Tourism of the Federative Republic of Brazil, Mr. Marcio FAVILLA LUCCA DE PAULA, have the honour to write you in order to propose their respective countries as venues for the Conference on “The Tourism Satellite Account: Understanding Tourism and Designing Strategies” to be held in 2005.

To this end they wish to hereby express their desire to jointly hold the aforementioned meeting, thus allowing both countries to demonstrate their organizational capacity and offer the participants an opportunity to appreciate the tourism and cultural attractions of the region and the warm hospitality of its people.

In the hope of receiving approval for this proposal, we remain

Yours sincerely,

CARLOS ENRIQUE MEYER
SECRETARY OF STATE FOR TOURISM
ARGENTINE REPUBLIC

MARCIO FAVILLA LUCCA DE PAULA
EXECUTIVE SECRETARY OF THE MINISTRY OF TOURISM
FEDERATIVE REPUBLIC OF BRAZIL
MEMORANDUM OF UNDERSTANDING

between

THE WORLD TOURISM ORGANIZATION

and

THE INTER-AMERICAN DEVELOPMENT BANK ON ITS OWN BEHALF AND ON BEHALF OF THE MULTILATERAL INVESTMENT FUND

Considering that the Inter-American Development Bank (hereinafter referred to as the "Bank") is a public international organization, the purpose of which is to contribute to the acceleration of the process of economic and social development in its regional developing member countries in Latin America and the Caribbean, individually and collectively;

Considering that the Multilateral Investment Fund is a Fund administered by the Bank for the purpose of encouraging the development and implementation of investment reforms and facilitating increased levels of private investment, encouraging and expanding the private sector, and stimulating small business and other entrepreneurial activities in the regional developing member countries of the Bank and of the Caribbean Development Bank, consistent with the Bank's purpose;

Considering that the World Tourism Organization (hereinafter referred to as the "WTO") is the leading intergovernmental organization in the field of travel and tourism, which purpose is to: (i) promote the development of responsible, sustainable, and universally accessible tourism, aiming to stimulate economic growth and job creation, with a view towards providing incentives for protecting the environment and preserving cultural heritage, and (ii) serve as a global forum for tourism policy issues and as a source of tourism know-how and statistics, including internationally accepted definitions and methodologies; and

Considering that the Bank and the WTO (hereinafter referred to as the "Parties") wish to formalize a basis on which the Parties may explore opportunities for cooperation and collaboration on matters of common interest, and to render their respective activities more effective and beneficial;

Now, therefore, the Parties have agreed to enter into this Memorandum of Understanding (hereinafter referred to as the "MoU") as follows:

ARTICLE I – Objective

The objective of this MoU is to formalize a non-exclusive framework of cooperation and to facilitate collaboration between the Parties in the promotion of actions and initiatives directed at sustainable tourism development in the Bank’s regional developing member countries in Latin America and the Caribbean, and providing assistance for programs and projects that foster cooperation among the Parties. These and any other activities agreed to between the Parties shall be subject to the respective internal objectives, functions, policies and procedures of the Parties.
ARTICLE II – Areas of Cooperation

The Parties may, in particular, explore the possibility of cooperating in the following areas of activity:

2.1 Active participation and collaboration by the Parties in the areas of: (i) sustainable development and management of tourism in the Bank's regional developing member countries in Latin America and the Caribbean; (ii) organization of regional events to examine topics pertinent to tourism and other topics of common interest to the Parties; (iii) exchange of staff in pursuit of common objectives, subject to each of the Parties' relevant policies and procedures; (iv) cooperation in the promotion of foreign direct investment in tourism; (v) promotion of regional integration through tourism; (vi) publication of technical and best practices on the experiences of the Parties in working on tourism and its role in development; and (vii) exchange of information and consultation, as necessary and appropriate, in the interest of identifying additional areas in which, and the concrete activities for which, effective and practical cooperation may be possible as means of carrying out joint activities and programs within the framework of this MoU.

2.2 Any exchange of information between the Parties shall be subject to the internal policies and procedures of the respective organizations, including those policies for the hiring of consultants and other services.

2.3.1 Other related activities may also be agreed upon between the Parties from time to time, subject to each of the Parties' internal policies and procedures.

ARTICLE III - Obligations of the Parties

This MoU does not represent any commitment with regard to funding on the part of the Parties. Any such commitment shall be reflected in separate agreements which may be entered into by the Parties under this MoU. Furthermore, this MoU shall not represent any commitment on the part of either party to give preferred treatment to the other in any matter contemplated under this MoU or otherwise.

ARTICLE IV - Entry into Force, Duration, Termination, and Amendment

4.1. This MoU shall enter into force on the date of its signature by both Parties and will remain in effect unless terminated by either party with a written notice to the other. No such termination shall affect contractual obligations already entered into by either party under this MoU.

4.2. This MoU may be amended only by written consent of the Parties hereto.
ARTICLE V - Channel of Communication and Notice

5.1 For the purpose of facilitating the implementation of the working arrangements to be established by the Parties of this MoU, the channel of communication for the Parties shall be:

5.1.1 For the Bank:

Attn.: Mr. Donald F. Terry
Manager, Office of the Multilateral Investment Fund; and
Mr. Carlos Jarque
Manager Sustainable Development Department
Inter-American Development Bank
1300 New York Avenue, NW
Washington, D.C. 20577
UNITED STATES OF AMERICA
Telephone: +(202) 623-1000 - Facsimile: +(202) 942-8100 / 623-1708

5.1.2 For the WTO:

Mr. Carlos Gutiérrez
Regional Representative for the Americas
World Tourism Organization
Capitán Haya, 42
28020 Madrid
Spain
Telephone: +(34) 91 567 81 00 - Facsimile: +(34) 91 571 37 33

5.2 Either party may, by notice in writing to the other party, designate additional representatives or substitute other representatives for those designated in this Article.

IN WITNESS WHEREOF, the Parties hereto, each acting through its duly authorized representative, have signed this MoU in two (2) original counterparts in the English language

INTER-AMERICAN DEVELOPMENT BANK ON ITS OWN BEHALF AND ON BEHALF OF THE MULTILATERAL INVESTMENT FUND

WORLD TOURISM ORGANIZATION

Enrique V. Iglesias
President

Francesco Frangialli
Secretary General
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