Product Development and Commercialization of Tourism Experiences in Rural Areas
Improving competitiveness
Competitiveness defined
Capacity to be more profitable than the sector’s average despite the 5 competitive forces

Competitiveness

Our ability to compete

To offer same experience(s) in better conditions (price, security, hygiene, etc.) OR To offer better experience(s) in similar conditions (price, security, hygiene, etc.)

It’s all about the product!!
The question is... HOW?
By using **RESOURCES, TOOLS & PROCESSES** that allow offering tourism experiences **WORTH PAYING FOR**.
RESOURCES

Human
Financial
Natural
Market research

- Spot trends
- Understand consumer’s needs and expectations
- Adapt your offer
- Industry Insights (see travelinsights.withgoogle.com)
- Etc.

Digital tools

- Management (stocks, online ticketing, revenue management, etc.)
- Marketing (see https://grow.google/intl/europe/)
- Artificial Intelligence
- Etc.

Labels & certifications

- Increased visibility and credibility
Identify **key players** (knowledgeable & practical)

Foster **creative** thinking

Design **memorable moments**

**Partner**, share, collaborate

Set the **stage**

Identify your **differentiating stories**
The experience factor
Activity

A walk in the forest

Positive/ intense emotional states

- Surprise
- Excitement, risk
- Exclusivity, ultra-quality
- Extreme hours
- Climate conditions
- Rare infrastructure
- Breathtaking beauty
- Formative/ educational
- Exotic fauna, flora, food
- Freedom
- Distance, isolation
- Etc.
...you create memories
Unfortunately...

IT TAKES TIME
It’s a buyers’ market!!

Source: Euromonitor Intl, Understanding the 21st century traveller.
Only a few consumers will turn into customers (purchase our offer)

TOTAL POTENTIAL MARKET

1. Awareness
2. Understanding
3. Attraction
4. Affordability
5. Availability
6. Purchase

Adapted from A. Chernev, Strategic Marketing Management, 2012
To be bought, the product needs to be ON THE SHELF
For consumers

For intermediaries
To be ON THE SHELF:

1. Find experienced sellers and partner with them
2. Push direct sales (through own channels)
3. Share commercial costs with your local network of experience providers
4. Use reservation platforms/engines
THANK YOU!

Augusto Huescar
UNWTO Consultant