Webinar Series: Session One

Adapt Your Tourism Business Marketing in a COVID-19 World

November 27, 2020

AGENDA

1. Session Opening
2. Introducing the Series
3. Tourism Marketing in a COVID-19 World
4. How to Confirm Your Customer Base and Shift Strategies
5. Steps to Improve Tourism Business Presence Online
6. Breakout Discussion
7. Session Closing
D’Antilles & D’Ailleurs is an organization based in Martinique (French Department in the Caribbean) that works for the education and promotion of active and democratic participation, in particular of women and young people with fewer opportunities, promoting diversity, equality, inclusion and strengthening the fight against discrimination, by developing:

- Training
- Accompaniment toward mobility and employment
- Raising awareness
- Cooperation

More information on: www.dantillesdailleurs.org
Objective:
To become the first Euro-Caribbean non-profit portal dedicated to young initiatives in the field of responsible tourism

Promote the creation of business

Strengthen the key competences of young people

4 Mobilities
Study visit to Martinique
Mentors' training in Greece
Responsibility Tourism Training in Bulgaria
Closing seminar in Brussels

Forum to provide work and support space for the young project initiators

Mentoring Guide

Training module on responsible tourism

Mapping of existing European initiatives/companies/services

Tutorial on e-commerce

INTRODUCING THE SERIES
Our Team

Dinete Thomas

- Three years experience in finance, working in Largest Ecommerce travel company in the Middle East
- Masters in Tourism Administration specialising in Sustainable Destination Management, Spring 2021

Beth Wright

- 10+ years experience in International Development with projects in Latin America, the Caribbean, Europe, the United States, and Southeast Africa
- Masters in Tourism Administration specialising in Sustainable Destination Management, Spring 2021
- Expertise in community-based tourism, sustainability, enterprise development, and environmental conservation

Jess Wilson

- Experience in tourism development projects in the Pacific Islands, Central Asia and the Americas
- Masters in Tourism Administration specialising in Sustainable Destination Management, Fall 2020
- Expertise in community tourism, emerging destinations and COVID-19 responses

Friday, Nov. 27
Session 1: Adapt Your Tourism Business Marketing in a COVID-19 World

Wednesday, Dec. 2
Session 2: Discover New Opportunities in Virtual Tourism Experiences

Wednesday, Dec. 9
Session 3: Generate Resilience & Government Support for Your Tourism Business
TOURISM MARKETING IN A COVID-19 WORLD

COVID-19 IMPACT ON TRAVEL & TOURISM

- COVID-19 has caused an unprecedented crisis for the tourism industry.
- International tourist arrivals are projected to plunge by 60 to 80 percent in 2020.
- Tourism spending is not likely to return to pre-crisis levels until 2024.
- This endangers roughly 120 million jobs globally.

Source: McKinsey & Company, UNWTO
WHY FOCUS ON MARKETING NOW....

“Preparation time is never wasted time.”

- Marketing is an essential component of a successful tourism business - now more than ever
- The world is online and hungry for inspiration and connection
- The tourism industry will bounce back, and those who prepare well now will bounce back faster and stronger at that time
- There are numerous free and affordable ways to improve your marketing strategies
- Building skills in marketing and promotion will only improve your business’ success

SHIFTING MARKETING STRATEGIES

Photo credit: Andy Pahwa
CONFIRM YOUR PREVIOUS CUSTOMER BASE

- Using your company data:
  - What are the demographics of your past customers?
    - Age
    - Gender
    - Group size and composition
  - Country of origin
  - Travel on tours or independently

- No data? Use your DMO’s data on major source markets
  - Most national-level DMOs will have key visitor information data, and possibly key target market descriptions
  - Use this data to estimate the demographics of your customers, based on major source markets

- What are the products you offer?
  - Type of product → tells you what the interests of your customers are (e.g., adventure, outdoor, cultural, wellness, historical, aquatic activities, food and wine tourism)
  - Cost of product → gives you an idea of disposable income or income bracket of your customers

Source: Tourism Australia

COVID-19 EMERGING MARKETS

- ADVENTURE AND OUTDOOR RECREATION
  - ⅓ more likely than non-adventure travelers to say they want to travel again as soon as possible

- DOMESTIC/REGIONAL MARKETS
  - 40% of U.S. travelers are likely to take a domestic leisure trip, compared to 24% likely to take an international trip

Sources: MMGY, UNWTO
# How to Target the Adventure & Outdoor-Based Tourism Market

## Product Development
- Single products and full itineraries
- Hard versus soft adventure markets and products
- Outdoor-based activities, even if not adventure activities

## Health & Safety Management
- Smaller group offerings
- Outdoor/open spaces
- H&S protocol for adventure activities → eg. ATTA guidelines
- Market H&S protocols

## Environmental and Social Responsibility
- The adventure travel market is driven by natural environments and authentic cultural experiences
- Trend toward supporting sustainability in travel

## Broden Source Markets
- COVID-19 has taught of the danger of relying on one market
- Major adventure tourism source markets are USA, Europe (UK, Germany, France) and Asia

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### Examples - Outdoor Market

**Wilderness is the new wellness**

Websites allow us a booking of the serene walks in the heart of adventure or spots like gorillas in their natural habitat. There is no place more calming and pristine than the great outdoors.

So, while we take sometime to get comfortable with crowded cities again, there is no better time to practice being outdoors, wherever you feel balanced or further relaxed.

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Intrepid Social Media Marketing
HOW TO TARGET DOMESTIC/REGIONAL MARKETS

**Incentives and Promotions**
- Provide vouchers and discounts to domestic tourists
- Eg. Northern Territories Tourism Summer Sale; Iceland domestic tourism vouchers

**Health & Safety Management**
- Abide by H&S guidelines from government and industry
- Market and promote commitment to these guidelines
- Smaller group offerings
- Outdoor/open spaces

**Marketing and Promotion**
- Promote locally on digital platforms, social media, television and radio
- Promote less know and off-the-beaten track destinations for locals

**Product Development**
- Understand your domestic market segments
- Particularly nature-based for those visiting from urban centres
- Development of trails and road trips for locals

Sources: Tourism Research Australia, OECD, UNWTO

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EXAMPLES - DOMESTIC MARKET

1. 5 STAR SAVINGS ON ALL NT HOLIDAYS
   - GET $200 OFF WITH EVERY $1,000 SPENT
   - SUMMER SALE
   - Great for nature-based destinations

2. ESCAPE... TO VIEWS YOU'VE MISSED
   - Exceptional views for those looking to escape
   - Ideal for those interested in urban exploration
ADDITIONAL RESOURCES

- European Travel Commission COVID-19 Recovery Strategies for NTOs
- Flywire Report on Consumer Views on Traveling Again
- MMGY Travel Intentions Pulse Survey
- OECD Tourism Policy Responses to COVID-19
- Skift/McKinsey Insights, Analysis and Actions for Travel Executives
- UNWTO Report on Adventure Tourism
- UNWTO Report on Potential of Domestic Tourism to Help Drive Economic Recovery in Destinations

BUILD UP YOUR BUSINESS’ ONLINE PRESENCE

Photo courtesy of Andy Pahwa
TRAVEL CONSUMER SENTIMENT

• Consumers are increasingly turning to digital channels as they have been more isolated and less mobile over the past several months.

• Traveler Safety is now the #1 driver of travel decision-making “Escape” is the key word for digital content. More than anything else, consumers have a desire to escape the physical, emotional and psychological state they have experienced during the pandemic.

• Digital and social media strategies should be centered around facilitation and engagement - show them your paradise!

• Travelers are more likely to select tourism businesses that communicate strong guidelines & cleaning procedures.

IMPROVE YOUR TOURISM BUSINESS PRESENCE ONLINE

STEP ONE

Share information regarding how your business and community is managing COVID-19 and when you are open for business across all platforms.

As potential travelers research their next destination, they are increasingly looking for businesses that can promise and deliver a clean, social-distanced atmosphere without compromising on the experience.

Transparency is key.

Easy and helpful additions to your website:

- Link to official health authority website
- Link to official reopening guidance

How many cases of coronavirus are in Oregon right now?
The latest information on COVID-19 in Oregon is the Oregon Health Authority’s website.

What is Oregon’s plan for reopening?
Governor Brown has released an initial “Reopening Oregon Framework.” Details around the Governor’s plan can be found on the state’s main COVID-19 website. 

Source: GWU Consulting Group - Un-Belize-Able
**IMPROVE YOUR TOURISM BUSINESS PRESENCE ONLINE**

**STEP TWO**

Update all business listings on online travel agency and third party websites. Most popular third party listing include:

- Expedia
- Booking.com
- TripAdvisor
- Google My Business

- The “knowledge panel” functions as your business card on Google.
- Travelers are becoming more likely to use Google My Business, and less likely to visit your website.
- GMB listings with photos and virtual tours are 2x as likely to generate the interest of travelers.
- Missing or inaccurate information detracts from your business’s credibility.

Source: GWU Consulting Group - Un-Belize-Able

**STEP THREE**

Stay engaged! Take advantage of having a captive audience and share authentic experiences in creative ways.

- Try new social media platforms: Instagram, TikTok, Facebook, Twitter, etc.
- List promotions and keep up-to-date
- Create virtual experience samples
- Update or make a website

Source: GWU Consulting Group - Un-Belize-Able, Discover Puerto Rico
Discussion Questions

1. Has your target market changed since the pandemic began? What are you doing with that information?

2. How have you changed your online presence? What new creative ideas do you have for future online marketing?

Discussion Recap

What did you learn from your breakdown discussion?
Session Two: Discover Opportunities in Virtual Tourism

- How to create a Virtual Tourism Experience
- Examples of successful virtual tourism experiences
- Popular platforms to utilize

Questions or comments? Contact Us!

Regenerative Resource Partners
Beth Wright: realbethwright@gmail.com

Go Responsible
Lavinia Ruscigni: lavinia@dantillesetdailleurs.org