

Marketing of Tourism and Related Activities

Trends in Tourism Marketing

Case Studies

Trends in Tourism Marketing

- **Marketing strategy** is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage
- marketing strategies are developed as multi-year plans, with a tactical plan detailing specific actions to be accomplished in the current year
- Marketing strategies are dynamic and interactive. They are partially planned and partially unplanned
- involves careful scanning of the internal and external environments, Internal environmental factors include the marketing mix, plus performance analysis and strategic constraints
- External environmental factors include customer analysis, competitor analysis, target market analysis, as well as evaluation of any elements of the technological, economic, cultural or political/legal environment likely to impact success
- Once a thorough environmental scan is complete, a strategic plan can be constructed to identify business alternatives, establish challenging goals, determine the optimal marketing mix to attain these goals, and detail implementation.
- A final step in developing a marketing strategy is to create a plan to monitor progress
- Typically there are four types of market dominance strategies:
 - Leader
 - Challenger
 - Follower
 - Nicher
- generic strategy framework (porter 1984)
 - Product differentiation (broad)
 - Cost leadership (broad)
 - Market segmentation (narrow)
- Innovation strategies
 - Pioneers
 - Close followers
 - Late followers
- Growth strategies
 - Horizontal integration
 - Vertical integration
 - Diversification
 - Intensification

Marketing Of Tourism Services

Destination

Definition

Destination marketing is a form of marketing, in which a destination is promoted to potential visitors, in order to increase the number of people that travel to that location. The destination can be fairly specific, as is the case with town or city marketing, or much broader, as is the case with region or country marketing.

Ultimately, the purpose of destination marketing is to make your location or destination seem more attractive than the main alternatives, boosting the number of people who travel there and assisting the local travel industry. It is also about increasing awareness of the destination, with a view to raising demand and improving its reputation.

Why is Destination Marketing Important?

To attract travelers to a certain destination, it is important that the plus points of that destination are highlighted. This is especially crucial when one destination is competing with another for the same tourists or visitors.

The goal of most destination marketing is to promote your destination as superior to alternatives, by highlighting the things that make it unique, or the things that make it a desirable place to travel to. Successful destination marketing can then be of huge benefit to the local tourism industry, including hotels, restaurants, bars, airlines and related suppliers.

Who is Responsible for Destination Marketing?

Responsibility for destination marketing typically falls on a dedicated destination marketing organisation (DMO), or tourist board. These organisations represent the community or destination being promoted and attempt to drive interest in the region amongst travelers by using a range of different marketing techniques.

In many ways, a DMO also serves as a link between the visitor and the destination, encouraging the visit in the first place, but also providing important visitor information. Hotels, local businesses, attractions and their owners are often members of a DMO, and funding tends to come from government sources and/or membership fees.

Destination Marketing Strategies

1. Define the Unique Selling Points
2. Define Target Audience & Market
3. Utilize Data for Analytics
4. Brand Your Destination
5. Involve All Stakeholders
6. Create An Amazing Destination Website
7. Search Engine Optimization
8. Experience Marketing
9. Video and Virtual Reality Marketing
10. Social Media Strategies
11. Work With Influencers
12. Promote Your Destination On Travel Websites
13. Online Advertising Strategies
14. Offline Promotional Strategies

Airlines

- the first marketing model, called **PESTE** - Political, Economic, Social, Technological and Environmental
- Airline Business and Marketing Strategies - strategic families (from cost leadership to differentiation)
- Product Analysis in Airline Marketing - The product of an airline is split up in several parts: fleet and schedules, customer service, controlling product quality and even the air freight product
- No life cycle concept, daily basis
- Pricing and Revenue Management – triangle of marketing, sales, and pricing & revenue management
- distributing the product - Global Distribution Systems (such as Galileo, Sabre and Amadeus)
- Brands Management in Airline Marketing
- Relationship marketing - maintaining and strengthening relationships with existing customers, not just about frequent flyer programs, but also about promises in advertisements and about the warm welcome that the existing heavy user, main customer, wants.
- Airline Selling, Advertising and Promotional Policies - provides and analyses selling and sales management, good airline advertising and media relations

Hotels

- Budget
- Social Media
- The true cost
- The hotel sales office
- How to use social media for meetings
- GDS hotel bookings
- Priceline
- Hotel panel
- Successful hotel sales plan
- A revenue driven checklist for function space management

Travel Agency Marketing

- Travel agencies don't need large marketing budgets - just determination, a creative mind and willingness to work outside normal hours
 - Hold an open evening
 - Make your agency look inviting
 - Be community-spirited
 - Use the local press
 - Form partnerships
 - Motivate your staff
- Tips to Travel Agents
 - "mine" data base
 - Increase your sales training and prospecting skills
 - Be in the know
 - Be a member of a travel consortium
 - have a working marketing plan
 - today is the first day of your business
 - Identify pipers who have the ability to bring in new business
 - customized client promotions
 - Be creative
 - Use PR as a tool to get the positive word out about travel

Online Travel Agency

With the emergence of the digital age and the switch from traditional marketing means to online marketing, the travel industry has been forced to compete fiercely for online booking opportunities.

However, attracting customers using a great online travel agency marketing strategy can yield profits and build customer relationships, a marketing strategy is well worth the time and costs.

In order to create a travel agency marketing plan that appeals to customers and increases a travel agency's return on investment (ROI), a travel agency needs to know its niche and target market, and how to plan around that.

- Personalize Your Website, Content, and Services
- Use Social Media
- Create Great Content
- Rely on Reviews
- Have an Awesome Website
- Go Mobile
- Blog
- Use Images and Videos
- Set Goals, Monitor, and Improve Your Travel Agency Marketing Plan

Events and Other Tourism Sub-sectors and products

Events and conferences are a huge part of the hospitality industry, and are continuing to grow. Whether it be focused on music, sport, learning or luxury, events around the world are generating billions of revenue and changing the way businesses, hospitality organizations and resorts operate.

Meetings, conferences, events and exhibitions are a key driver of tourism destinations across the globe.

A company conference, a trade show, a product launch, a music festival, a sport event, a wedding, a fashion show – all of these are examples of business opportunities around which the industry is building its fortune.

Case Study of Malaysia

- Malaysia has made efforts to attract tourists to the country since the 1960s
- In 1972, the Tourist Development Corporation of Malaysia (TDC) was established as an agency under the Ministry of trade and industry...

The 'Truly Asia' Campaign

- Tourism Malaysia launched the 'Truly Asia' campaign in 1999 with the intention of positioning Malaysia as a preferred tourist destination for people from different parts of the world.
- Efforts had been made to promote Malaysian tourism previously, but the country had been largely hampered by its lack of 'distinctiveness' in the global tourism sphere.
- Analysts thought that Malaysia did not have a unique image in the minds of people and there was nothing to set it apart from any other extent of saying that Malaysia's diverse population was its shortcoming, as it prevented it from creating a distinct identity globally.

VISIT MALAYSIA YEAR 2007

- Work on the VMY 2007 program started on December 31, 2005.
- Throughout 2006, the government and the tourism industry of Malaysia worked together to ensure that the program, which was to be officially launched in January 2007, would be a success.

The VMY Logo :

- A Special logo was designed for the VMY 2007 campaign.
- The logo was launched on December 31, 2005, when the preparations for the VMY 2007 were officially kicked off.
- The logo design was a stylized illustration of a hibiscus flower, which was the national flower of Malaysia, and found in abundance throughout the country.
- The five petals of the flower symbolized the five principles of nationhood in Malaysia.

OTHER CAMPAIGNS

Over the years, the Malaysia government had launched had launched several campaigns to increase the tourist arrivals to Malaysia.

1. Malaysia My 2nd Home

- ❑ This evolved from the 'Silver Hair Program' launched by the Malaysia government in 1996.
- ❑ This program aimed at convincing foreign retirees to make Malaysia their second home.
- ❑ Foreign retirees had to open a fixed deposit of RM 300,000 (for persons below 50 years age); or RM 150,000 or show proof of monthly off-shore income of at least RM 10,000 (for persons above 50 years age).

2. Mesra Malaysia

- ❑ This program was launched by Tourism Malaysia to prepare front line staff in the tourism industry to deliver exceptional customer service to visitors to the country.
- ❑ They were taught to be 'courteous, friendly, and customer-oriented' and to ensure that they made visitors to Malaysia feel comfortable in every way.

3. Make it Malaysia

- ❑ This program was launched in 2005 to generate closer industry relationships with foreign travel trade partners.
- ❑ Under this program, groups of foreign media persons and tour operators were invited to experience the tourist products and destinations in Malaysia.

Air Asia

AirAsia is a “data first” business that can capture, analyze, and report on rising volumes of data to address complex problems and increase revenue streams. The airline is also using AI-powered chat bots to streamline internal operations and provide a faster, more efficient service.

Strategies

- Google Cloud the best fit
- A broad ecosystem
- Faster deployment and testing
- Robust security
- A new identity solution
- Machine learning employed to increase ancillary revenue
- Dialog flow in wide use

Club Mahindra

India may have been ranked the fourth most holiday deprived country in recent times, but the kind of engagement Club Mahindra Holidays got with a highly targeted campaign suggests that the trends are changing.

Club Mahindra Goal

Club Mahindra team wanted to increase new member leads by delivering a hassle-free experience to their site visitors.

Conversion Rate Optimization Strategies

Understanding current website user interactions using

- ✓ Conversion rate optimization visual analytics
- ✓ Heatmaps,
- ✓ Session Recordings
- ✓ leveraging the AB Testing,
- ✓ Personalisation
- ✓ Engagement modules .

Cox & Kings Story

Cox & Kings are a pioneer in producing unique bespoke Tours for illustrious individuals Mahatma Gandhi, Royal families from Britain and Europe, Hollywood Stars and Billionaires from USA, Europe, Russia and Middle East.

Cox & Kings - Its Three Pillars

Leisure Travel to Business Travel, from Education to Hybrid hotels and online travel to visa, insurance & forex services.

Cox & Kings - Business Strengths

- Global Reach
- Cater to all business segments & needs
- Use the group expertise to create unique products
- Ability to add value to packages with minimum price increases
- Have multiple distribution channels
- Well trained & aggressive sales staff
- Being market leaders across Countries, are seen as stable & trusted partners

Cox and Kings being a leading Travel company, Handles difficult situations with expertise and turns customer into Loyal customer. You can check those situations in their website

Bharat Deko

- ❖ Striked Out
- ❖ Defy the Nature
- ❖ Cementing the Relationship
- ❖ Strong Bonding
- ❖ Midnight Surprises

Out Bound Tours

- Moving a Giant
 - Overcoming Crisis
 - Big needs
 - Cricket Howzzaat
 - 100% Pure vegetarian Meals
- only Challenge

Via.com

- **Via.com** formerly known as FlightRaja.com is a travel portal and online travel company based in Bangalore, India.
- Via.com networks with more than 100,000 partners across 10,000 towns and cities globally
- Via was founded on July 25, 2006 and was incorporated in May 2007.

Via came up with the idea, that its very hard for the entire company to come to a few websites and it will be a great idea, to make world class products and services, available to the common Indian, through neighborhood stores.

In a way to imagine, they dreamt of a company which would have the scale of Walmart but a distribution of FMCG. So the availability of standardized services to everyone, irrespective of where they bought it to. The model became a huge blue ocean and it spread like wild fire. More people wanted to join the distribution success of Via as, new entrepreneurs came into the system and made money.

The company spread to few hundred cities very quickly and became the market leader for several airlines in a very short span. Then they looked to see similar macros globally and ventured into Philippines, Indonesia and now Via operates globally.