

Destination Branding:

Key trends, challenges and opportunities



Moscow, March 2016



THR | INNOVATIVE
TOURISM
ADVISORS

Today's agenda

A

**3 minutes
theory**

B

**Ten "hot"
tendencies**

We operate at global level (70+ countries)



72 countries

We operate at global level (70+ countries)



40+ Marketing Plans
20+ Branding projects

1985...



Some of THR's destination brands



Destination – Brand Strategy



Today's agenda

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3 minutes theory

1. What is a brand?

A brand is not a logo...



An illustration of an iceberg floating in a blue ocean. The tip of the iceberg is above the water line and is labeled 'Logo'. The much larger, submerged part of the iceberg is below the water line, representing the hidden aspects of a brand. The background is a gradient of blue, with a dark blue line representing the horizon.

Logo

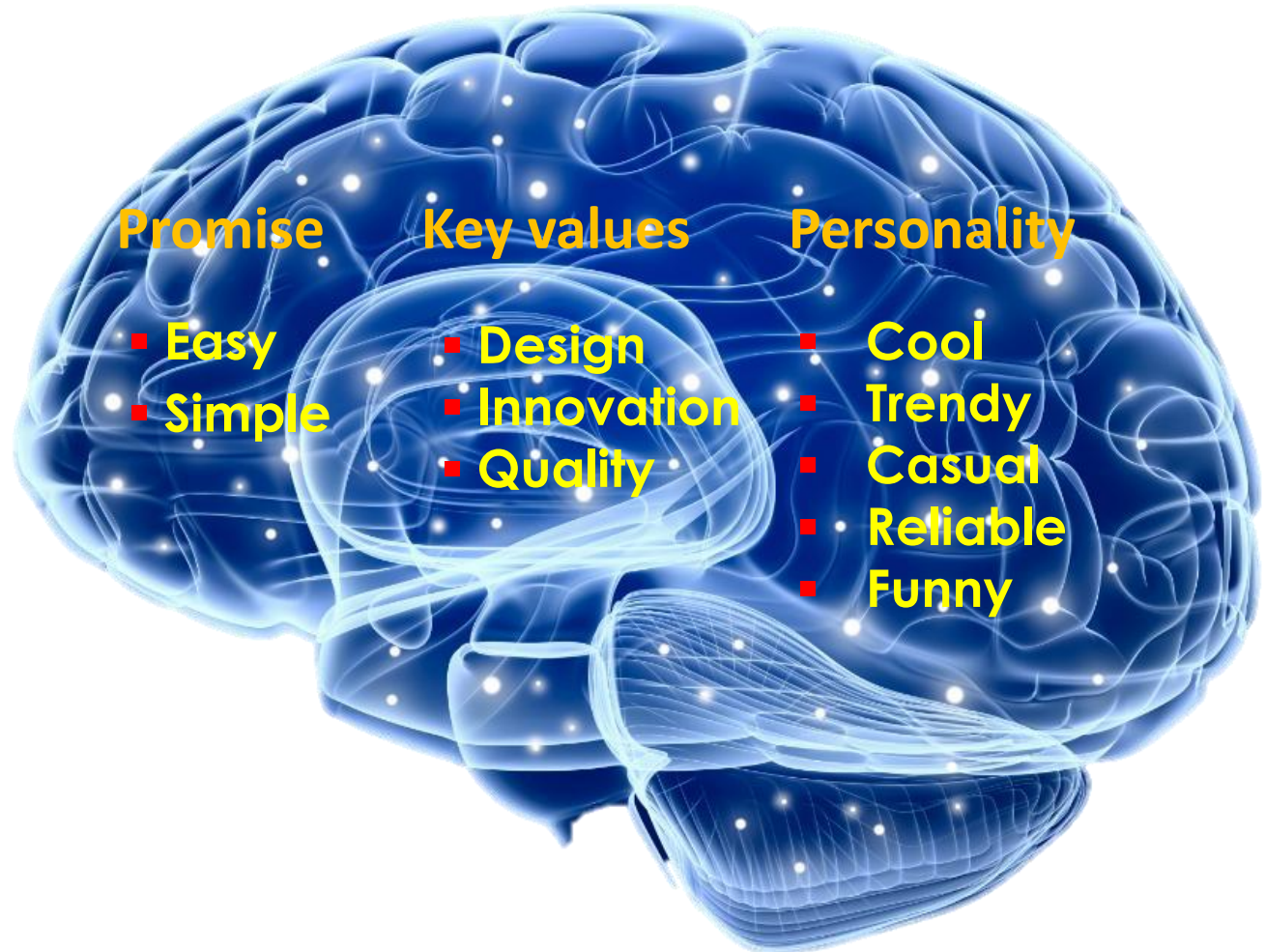
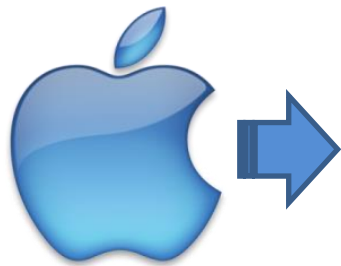
**A brand is a set of images and
perceptions in the consumer's
brain**

Brand

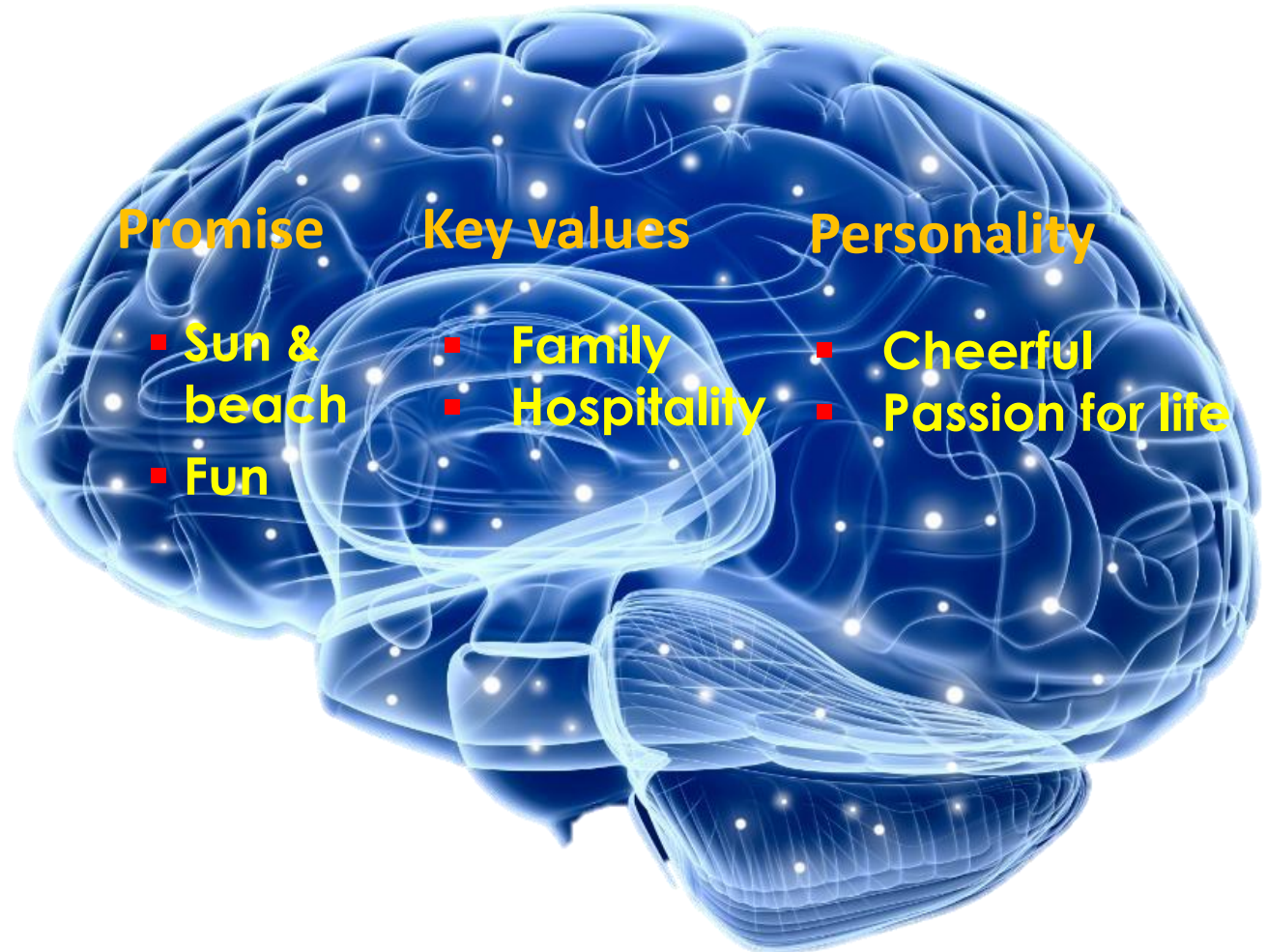
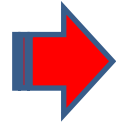
**When the
consumer
sees a
brand
visual...**



...a number of images and perceptions arise
in his brain

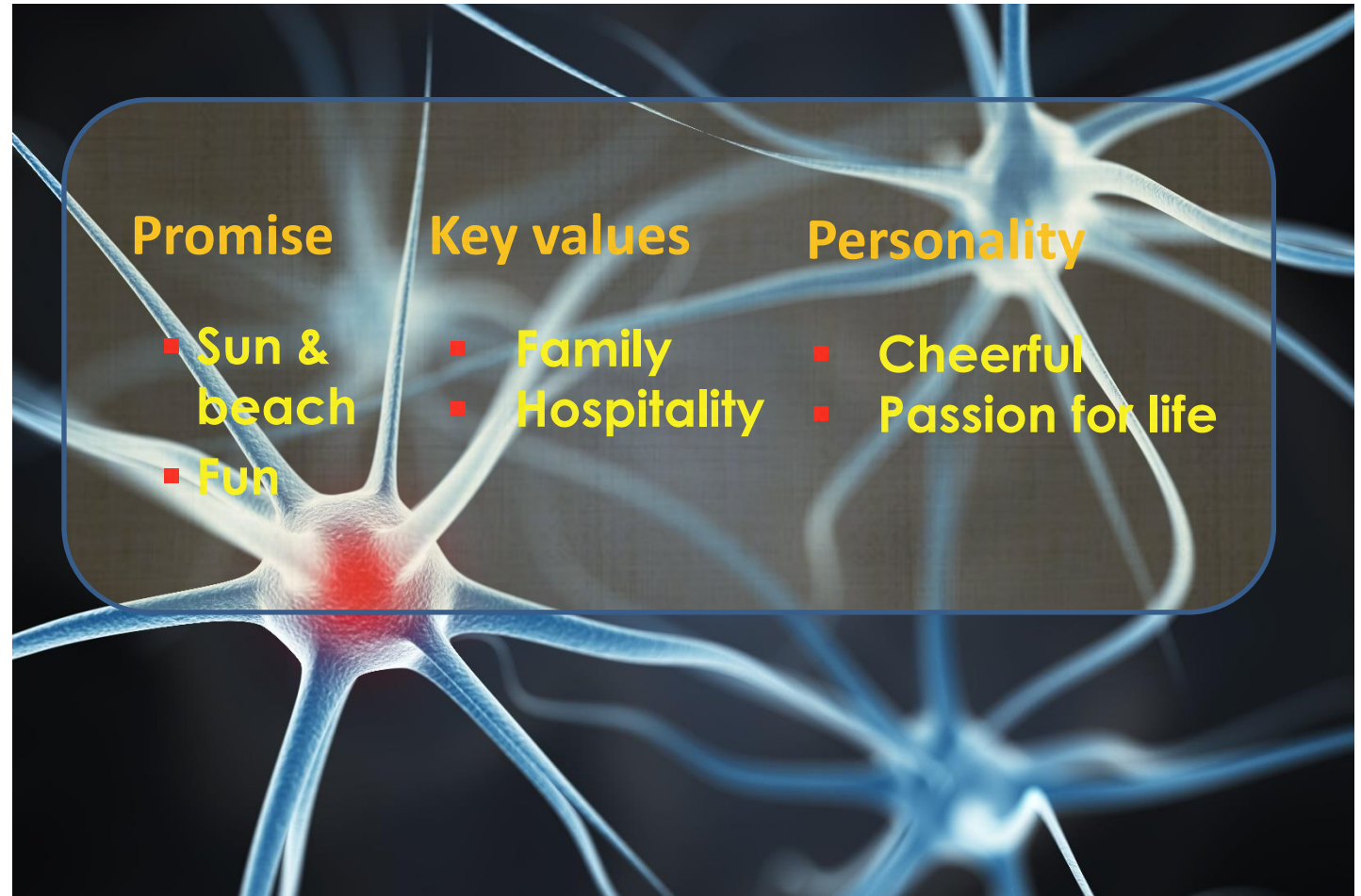
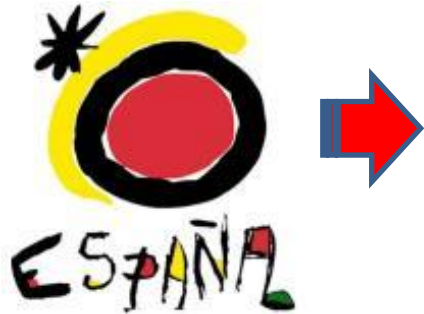


...which of course are different from brand to brand



The brand visual

The brand



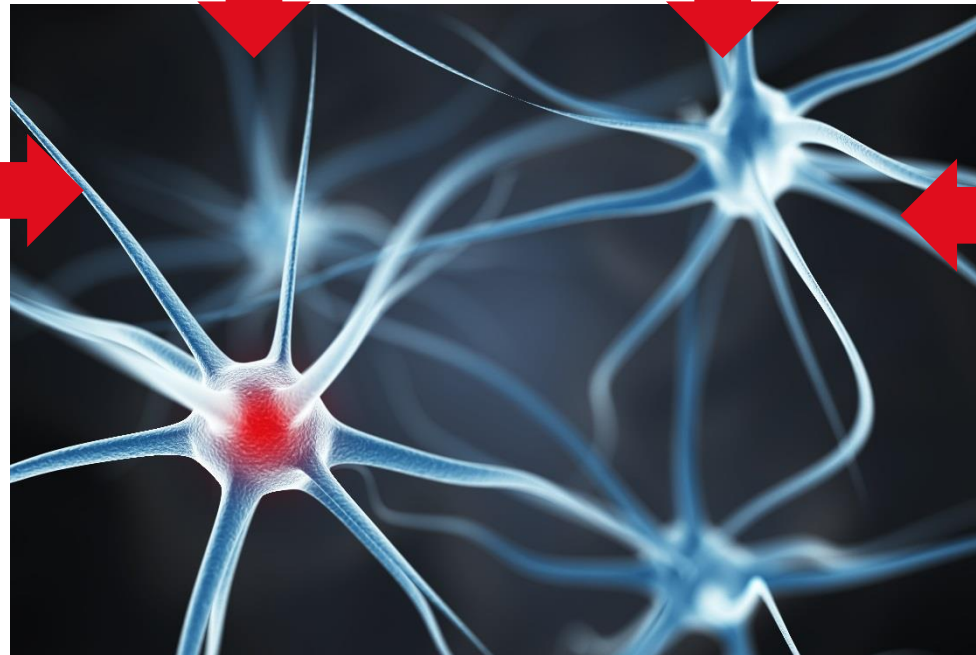
Creating a brand requires managing several sources affecting the images and perceptions

Owned, earned and paid communication

User experience

Organic image

Word of mouth (online & offline)



3 minutes theory

2. What is a Brand concept ?

România

Target

To the travellers looking for unique destinations with wild nature and authentic culture...

Frame of reference

...Romania offers explorer itineraries and places to stay to live rewarding travel experiences...

Points of difference

... of true authenticity, in unspoiled nature and landscapes like the Carpathians or the Danube Delta, and a unique cultural heritage...

Reasons to believe

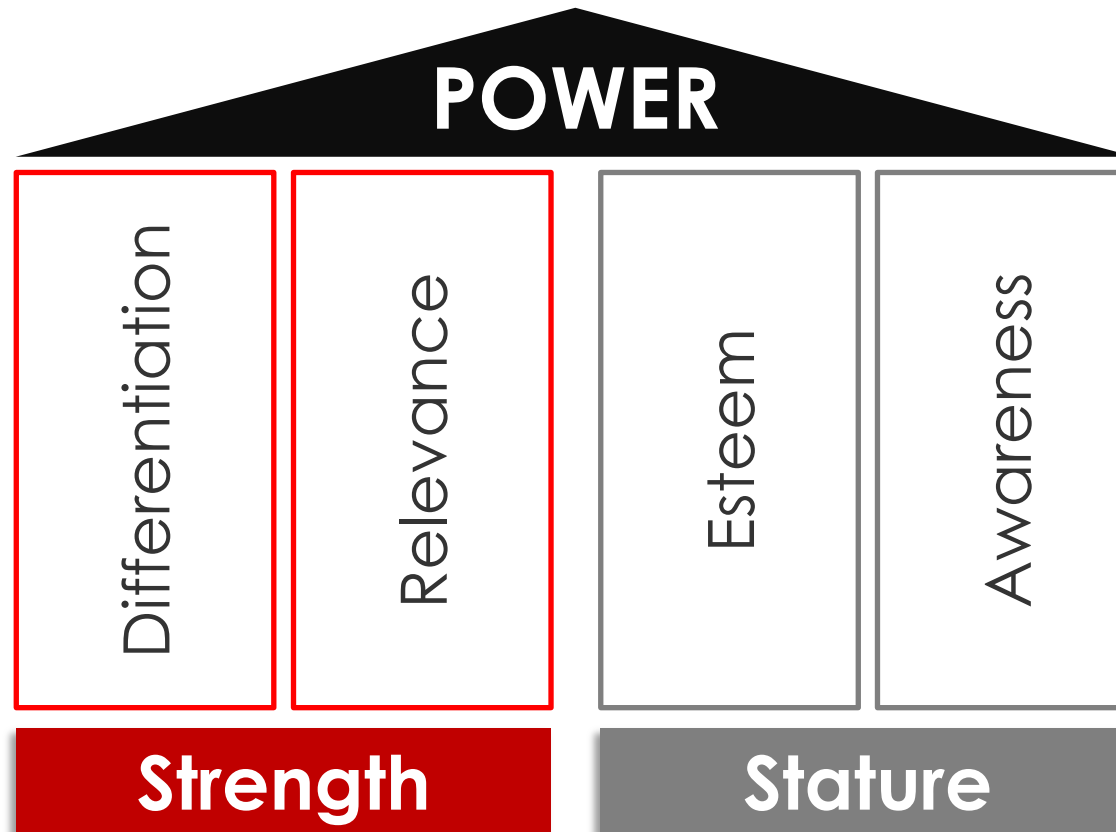
...based on a unique mix of Latin and Byzantine cultures, a high share of protected spaces and the preserved traditions of Europe's most rural society

3 minutes theory

3. What is a Powerful Brand?

The Brand Power is based in four pillars

Brand's capacity to deliver revenue and profit



Y&R Model

Why destinations invest in branding? Which are the main benefits of a powerful brand?

**1. TO BOOST
SALES**

**2. TO INCREASE
REPUTATION/ MOTIVATION**

3. TO IMPROVE COMPETITIVENESS

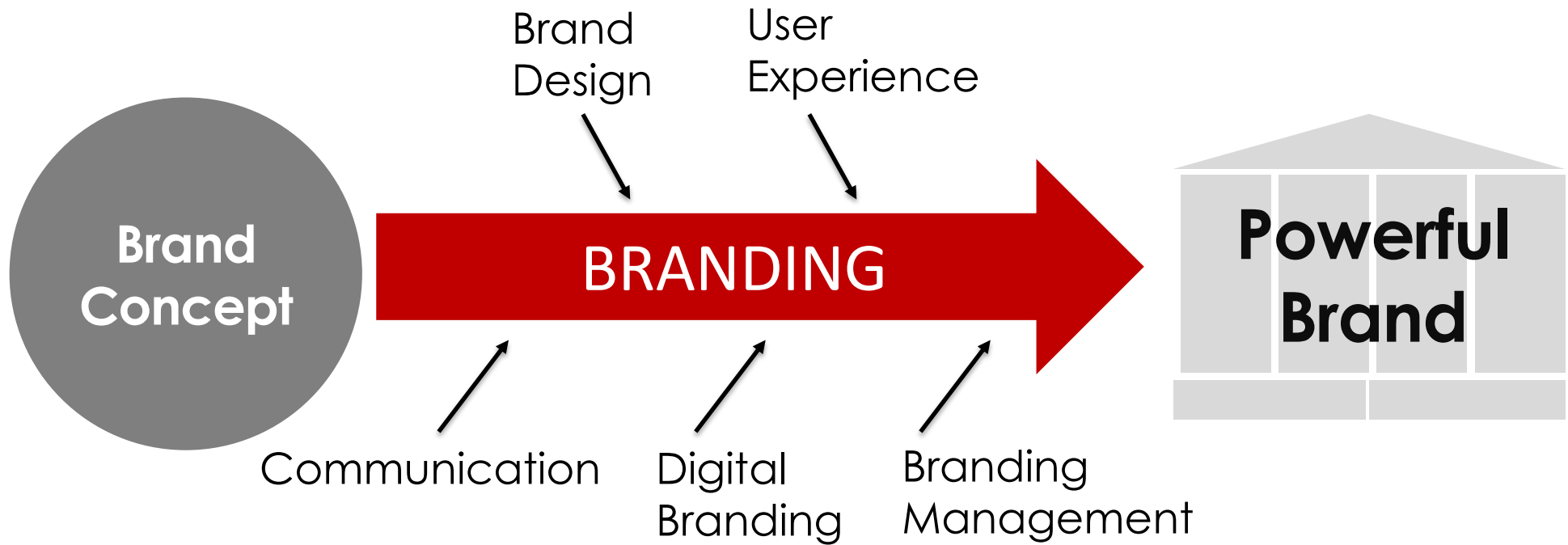
3 minutes theory

4 What is Branding

An aerial, high-angle photograph of a massive crowd of people filling a stadium. The crowd is dense and colorful, with many people wearing red and blue clothing. The stadium seating is visible, with metal railings separating the sections. In the top right corner, a sign reads "tiendas de deporte" and "ba".

**Branding = Building a
Powerful Brand and
inserting it in our target's
brain**

What is Branding?



The results of branding



82%

Vacations in Spain
Sun & good weather
Family
Fun & Joy of life
Good service
Hospitality

Today's agenda

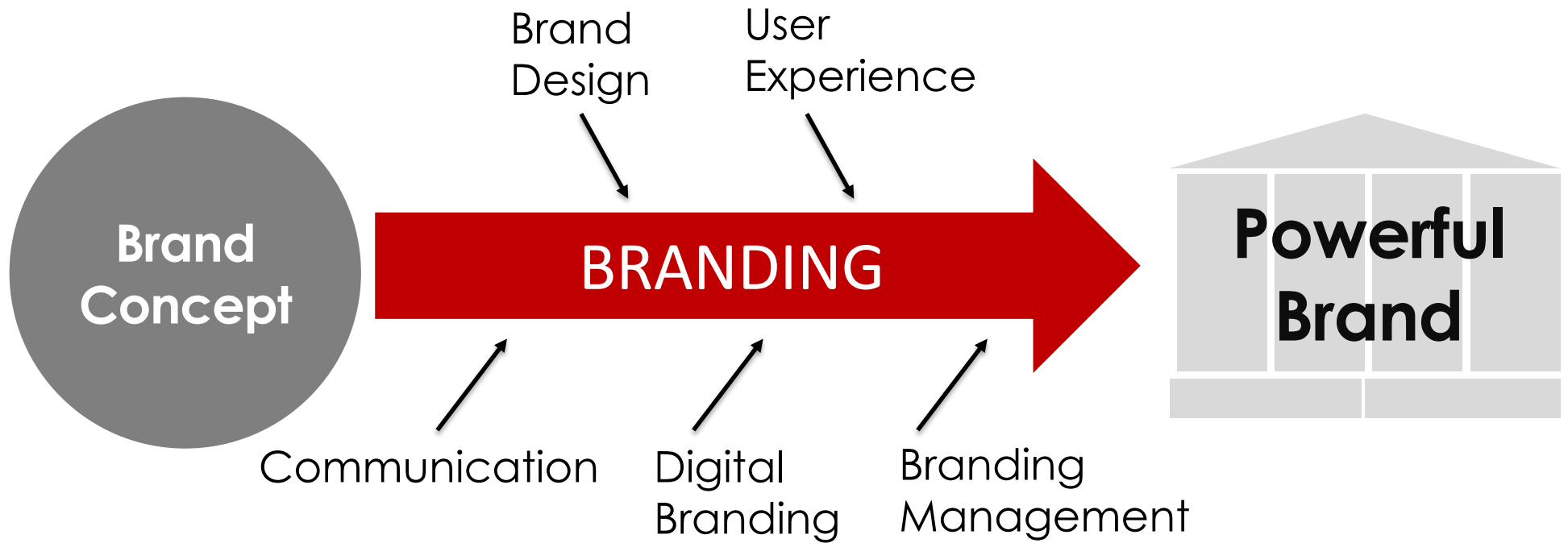
A

3 minutes
theory

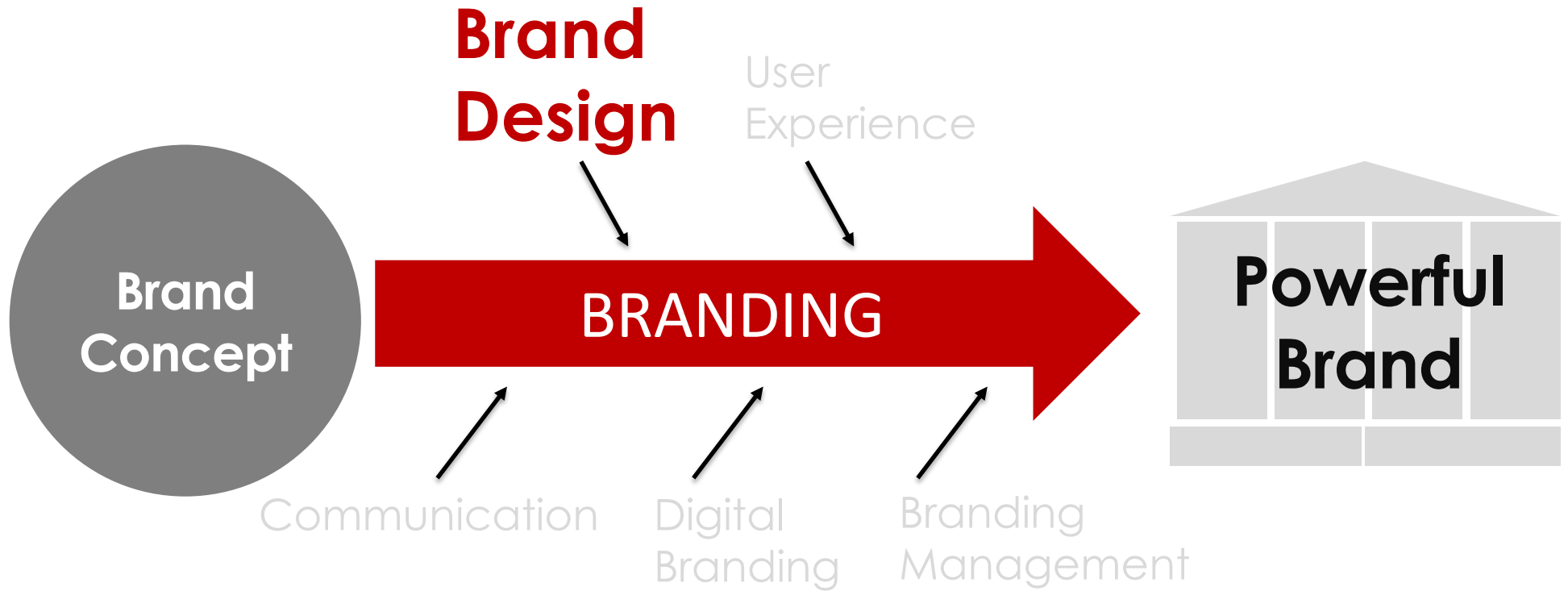
B

Ten "hot"
tendencies

10 Branding Tendencies and Strategies



10 Branding Tendencies and Strategies

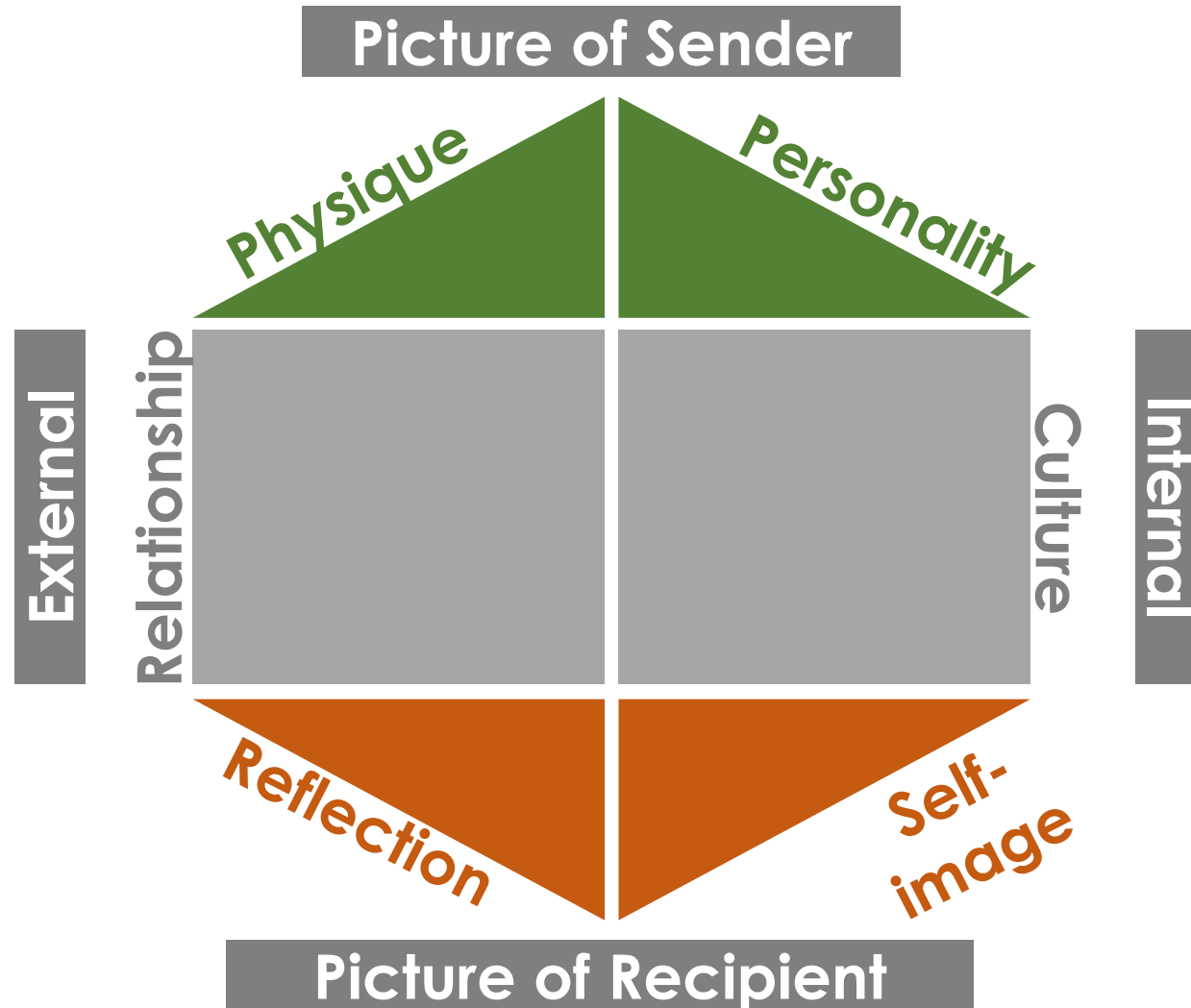


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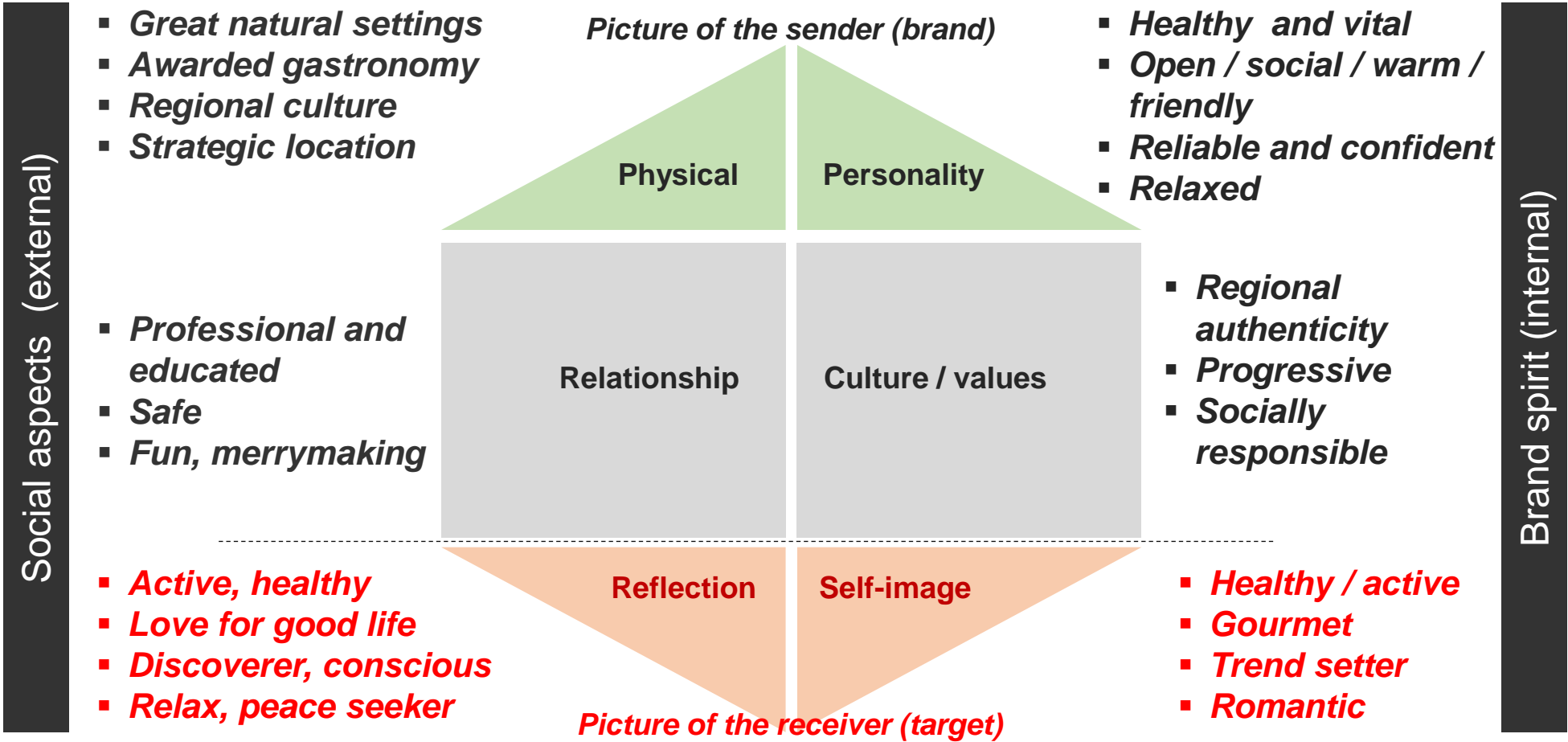
Tendency

The Prism Method & Big Ideas

The Brand Identity Prism



Oman's Brand Identity Prism



Proposal for Oman based on the identity prism based on Jean Noél Kapferer model

**From brand prism to the
“big idea”**

Some “big ideas” we like





Offer side

DIVERSITY

Demand side

SUN

Baseline

**Everything
under the sun**



Offer side

Demand side

Passion

Enjoy Life

Baseline

Passion for Life

Greece slogans since 1990



- Chosen by the gods '91-'93
 - Come as a tourist, leave as a friend '94
 - Makes your heart beat '95
 - Never ending story '96
 - The authentic choice '97-'99
 - That's life '00-'01

Greece slogans since 1990



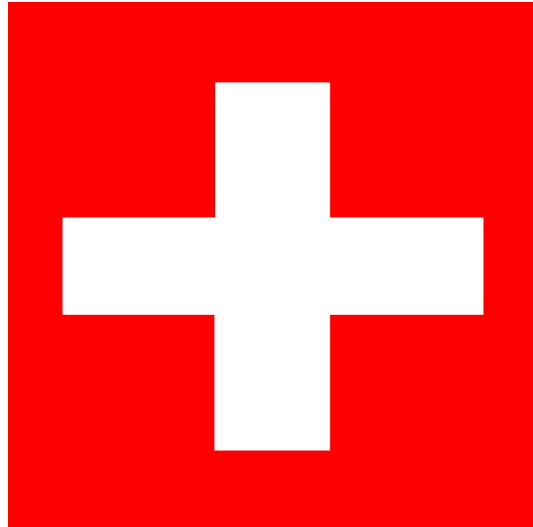
- Beyond words '02-'03
- Your best time yet '04
- Wonderful Greece '08
 - The True Experience'11
 - All time classic '13

2

Tendency

Brand visuals

& identity more scientific



3

Tendency

**TouristStyles &
Lifestyles**

6 Experiences-Related Profiles

1. Relax seeker

"I look for a relaxing isolated bubble where to have some rest"



Woody Allen

2. Conformist

"I travel for relaxing reasons. Destination is secondary as long as surprises are out of the picture"



Hugh Grant

3. Dynamic experimenter

"I enjoy exciting trips filled with activities"



Jim Carrey

4. Commitmentless demanding

"I expect the best from my trips which must be fantastic in every possible sense"



George Clooney

5. Sophisticated discoverer

"I want to visit new places and know new cultures in a comfortable way."



Sean Connery

6. Fearless explorer

"My life philosophy is to explore authentic places which requires me getting totally involved as well as demanding the best"



Harrison Ford

9 Traveller types



Cultural explorer

You are a very active traveler who enjoys frequent weekend escapes. Always on the move, you immerse yourself in nature, local culture and history.



Cultural history buff

You strive to go beyond your own roots to understand the history and culture of others. You are the most likely to own a passport, and you enjoy solitary travel.



Free spirit

Something of a thrill-seeking hedonist, travel satisfies your insatiable need for the exciting and the exotic.



Gentle explorer

You like to return to past destinations and enjoy the security of familiar surroundings. You appreciate convenience, relaxation and typically look for all the comforts of home.



No-hassle traveller

A bit of an escapist, you search for worry-free and secure travel. You look for relaxation, simplicity, and a chance to experience the outdoors with family and friends.



Personal history explorer

You travel to gain a deeper understanding of your ancestry and heritage. Your travel tends to be a shared experience, both during and after the trip.



Rejuvenator

For you, travel is a chance to totally disconnect and get away from it all. When you travel, you want to stay in top hotels where you're most comfortable, secure, and can...



Virtual traveller

Tending not to travel very often, you prefer the comforts of home to the uncertainties of new places or cultures.



Authentic experiencer

Your travel type is something of an improv artist, exploring nature, history and culture, all on the path to personal development.

10 Branding Tendencies and Strategies



4

Tendency

**Branded
Experiences**

Australia. The 7 great experiences



**Aboriginal
Australia**

**Australian
Gastronomy**

**“Outback”
Australia**

**Coastal
lifestyle
“aussie”**

**Big Australian
cities**

**Australian
Nature**

**“Aussie”
Itineraries**



CANADIAN SIGNATURE
EXPERIENCES
CANADIENNES DISTINCTIVES




 **PLACES TO GO**

Northwest Territories

Sprawling across the roof of Canada, the Northwest Territories is a patchwork of tree-less Arctic wilderness and boreal forest where rugged...



 **PLACES TO GO**

New Brunswick

Few places on earth have nature as awe-inspiring as New Brunswick. Visit this special place and be rewarded with magnificent tides,...



 **PLACES TO GO**

Nova Scotia

Nova Scotia—it means New Scotland—but you will discover many cultures here. Strong Celtic and Acadian heritages create your opportunity to tap...



5

Tendency

**Sub- Brands,
Endorsements &
rankings**



Visit Scotland™



New Zealand. Seals of quality services and activities



The most charming villages of France



Magic Towns in México

PROGRAMA PUEBLOS MÁGICOS

Programa Pueblos Mágicos



El **Programa Pueblos Mágicos**, desarrollado por la Secretaría de Turismo en colaboración con diversas instancias gubernamentales y gobiernos estatales y municipales, contribuye a revalorar a un conjunto de poblaciones del país que siempre han estado en el imaginario colectivo de la nación en su conjunto y que

Art Cities in Italy



INICIO CIUDADES DE ARTE UNESCO ITINERARIOS OFERTAS DE VACACIONES EVENTOS NOTICIAS



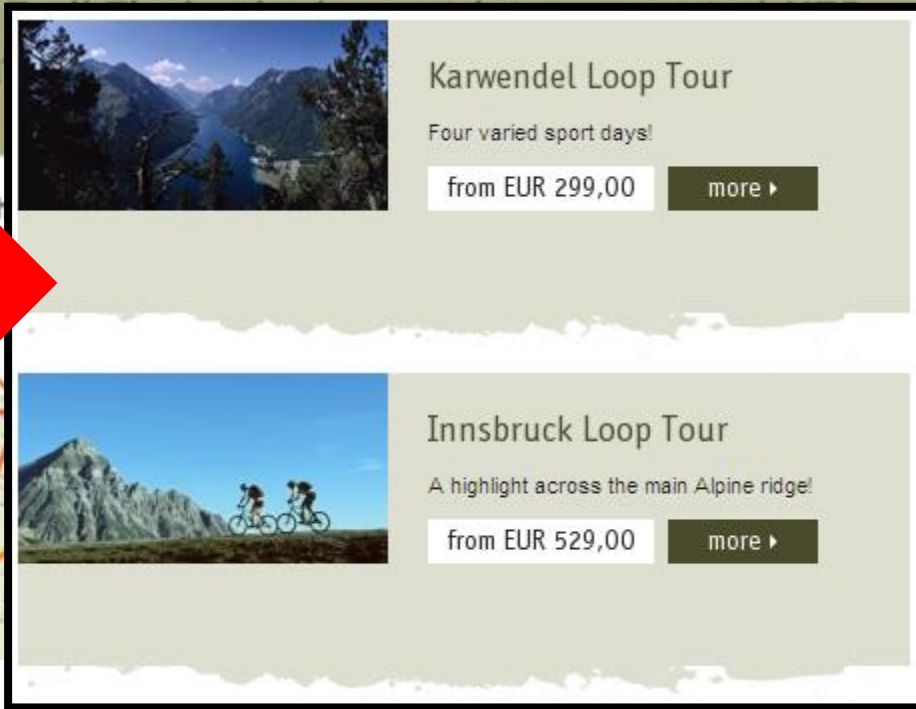
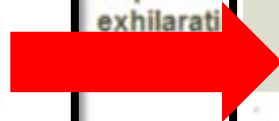
Piacenza · Parma · Reggio Emilia · Módena · Bolonia · Ferrara · Rávena · Faenza · Forlì-Cesena · Rímini

CERRAR MAPA ▲

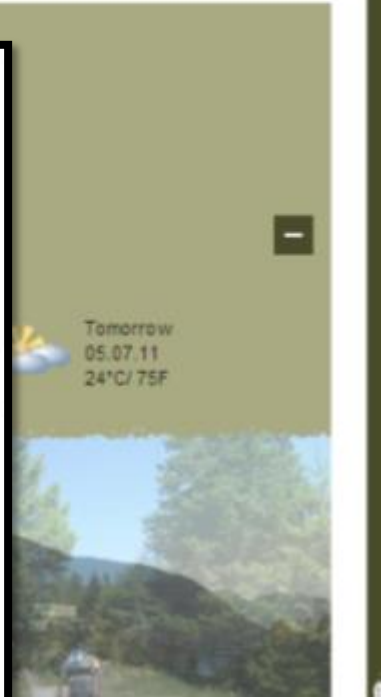
Bike Tirol



- BIKE TRAIL TIROL
 - Along the Bike Trail
 - Stages
 - Signposting
 - Packages**
- RECOMMENDED TRAILS
 - Multi-Day Loop Trails
- DOWNLOADS
 - Bike Trail Stages
 - Multi-Day Loop Trails
 - Bike Trail Tirol Map



The screenshot shows two tour cards. The top card is for the 'Karwendel Loop Tour', featuring a scenic view of a valley with a river and mountains. The text describes it as 'Four varied sport days!' and lists the price as 'from EUR 299,00' with a 'more >' button. The bottom card is for the 'Innsbruck Loop Tour', featuring a photo of two cyclists on a mountain ridge. The text describes it as 'A highlight across the main Alpine ridge!' and lists the price as 'from EUR 529,00' with a 'more >' button.



This section shows a weather forecast for 'Tomorrow 05.07.11' with a temperature of '24°C / 75°F'. Below the forecast is a scenic image of a mountain landscape.

Luxury Spain Gourmet



LIEBRE A LA ROYAL

Felip Llufríu

Moo Restaurant



TIMBAL DE ALCACHOFAS
con flan de foie-gras al Oporto

Toni Gerez y Xavier Sagristà



HUEVOS DE CALAF

a baja temperatura con trio patatas y trufa negra de Vic

Carlos Tejedor, José y Pedro Monje



COCHINILLO CAMELIZADO
y crujiente con frutos caramelizados y cítricos

Jean-Louis Neichel



6

Tendency

**Brand
architecture**

An Explosion of Brands and Sub-Brands



Agrupación CCAA 

Comunidades autónomas          

Provincias e islas           

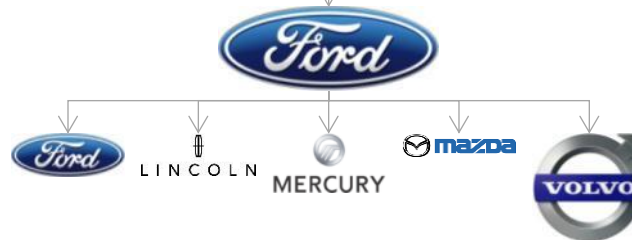
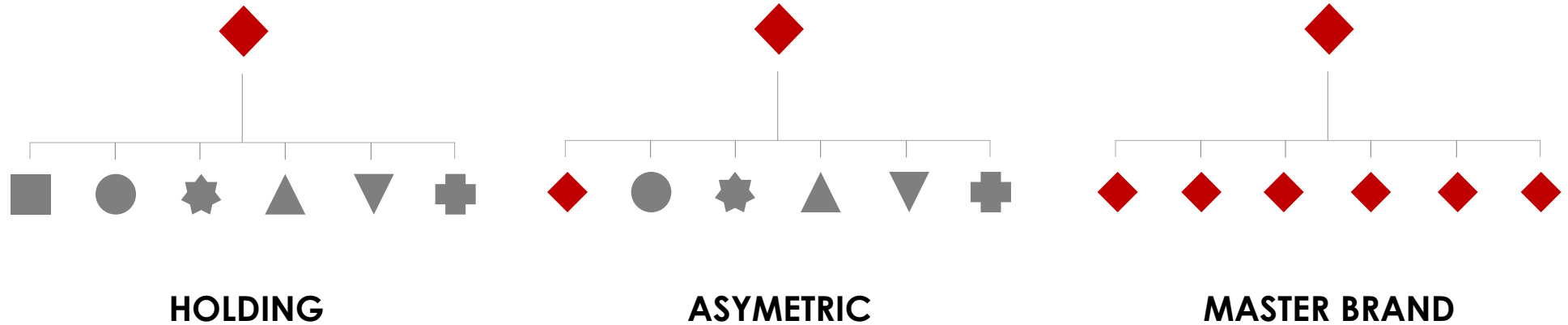
Comarcas y regiones turísticas           

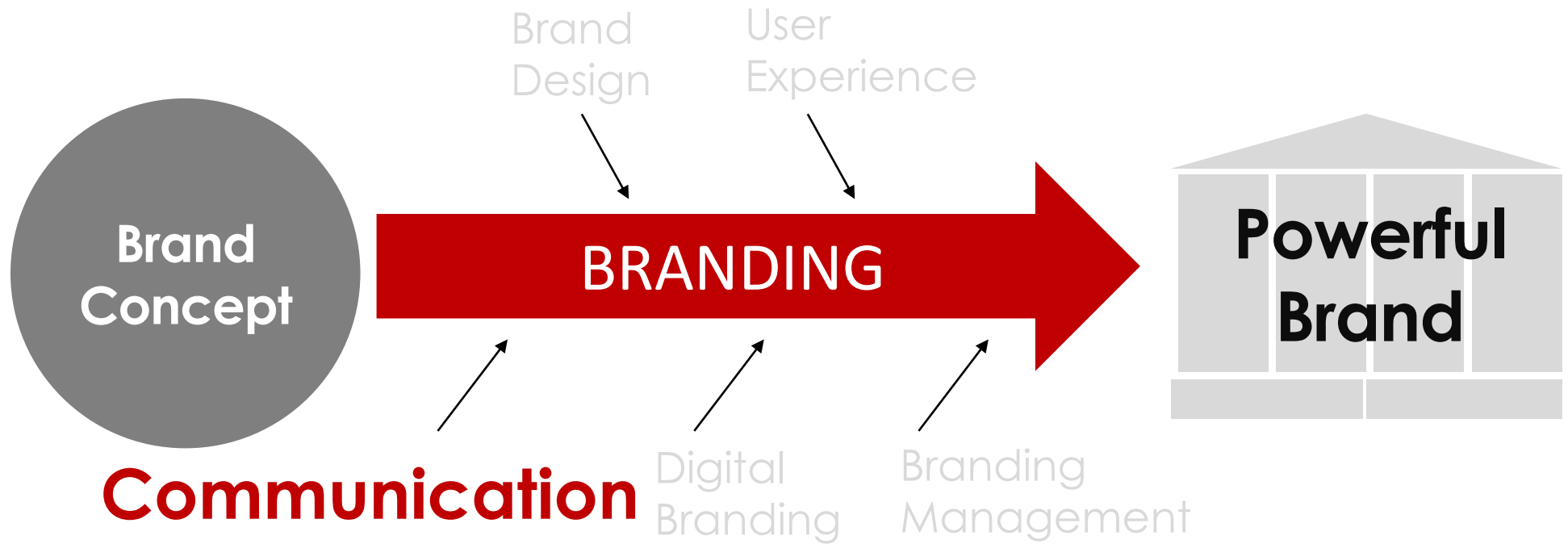
Etc.

300+

Types of brand architecture



10 Branding Tendencies and Strategies

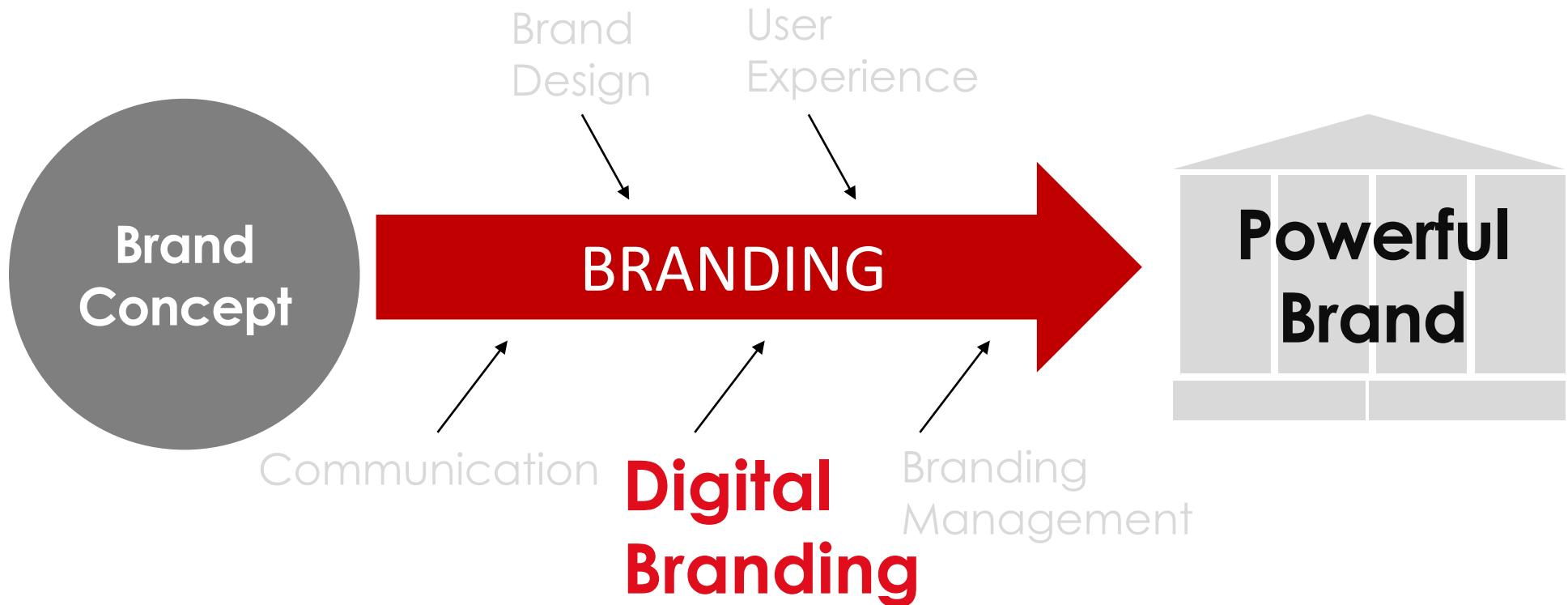


7

Tendency

Branded content

10 Branding Tendencies and Strategies



8

Tendency

**New apps &
Big Data**

Pre-Web Marketing

**Winners: The biggest
pockets**



Post-Web Marketing

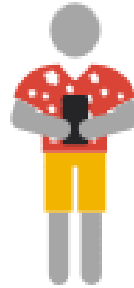
Winners: The best content

Travelers are online



68%

Researching
before travel



78%

Use
travel-related
smartphone
app



42%

Use mobile
phone for
travel-related
information while
on a trip

We are entering the era of MOCIAL travel (Mobile + Social)



Branding is a driver of Digital Marketing Strategy



**Inspire
tourism
experiences**

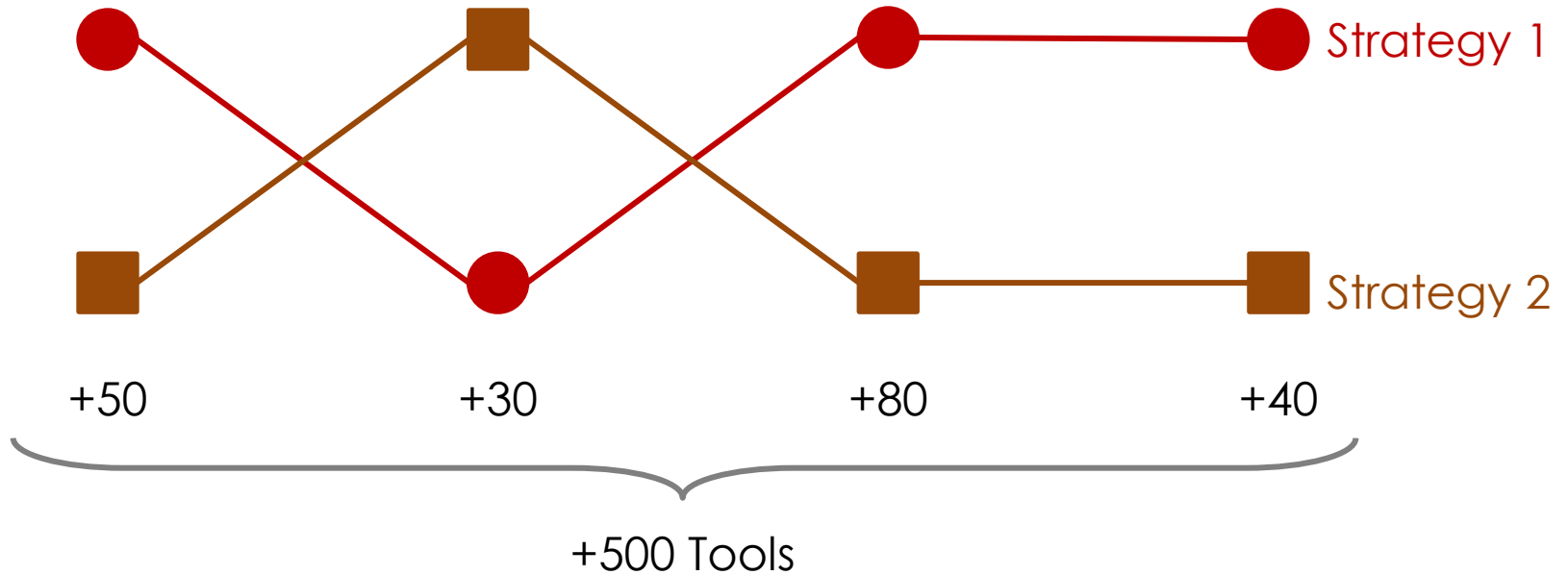
Sell services
and
experiences

**Service
the tourist
in origin or
destination**

Establish
relationships
and ties
with tourists

65

More than 500 tactics and tools !!!!



UGC Boom!

In mid 2011 Tourism Australia changed its Facebook approach and turned over the page to its biggest fans. The results was an explosive growth in reach and engagement.

"The possibilities are endless. When we saw the potential we quickly moved from a team that was producing static one way stories to dynamic multi angled ones codeveloped with our fans."

Jesse Desjardins
Social Media and Advocacy Manager
Tourism Australia



More & more in-destination apps



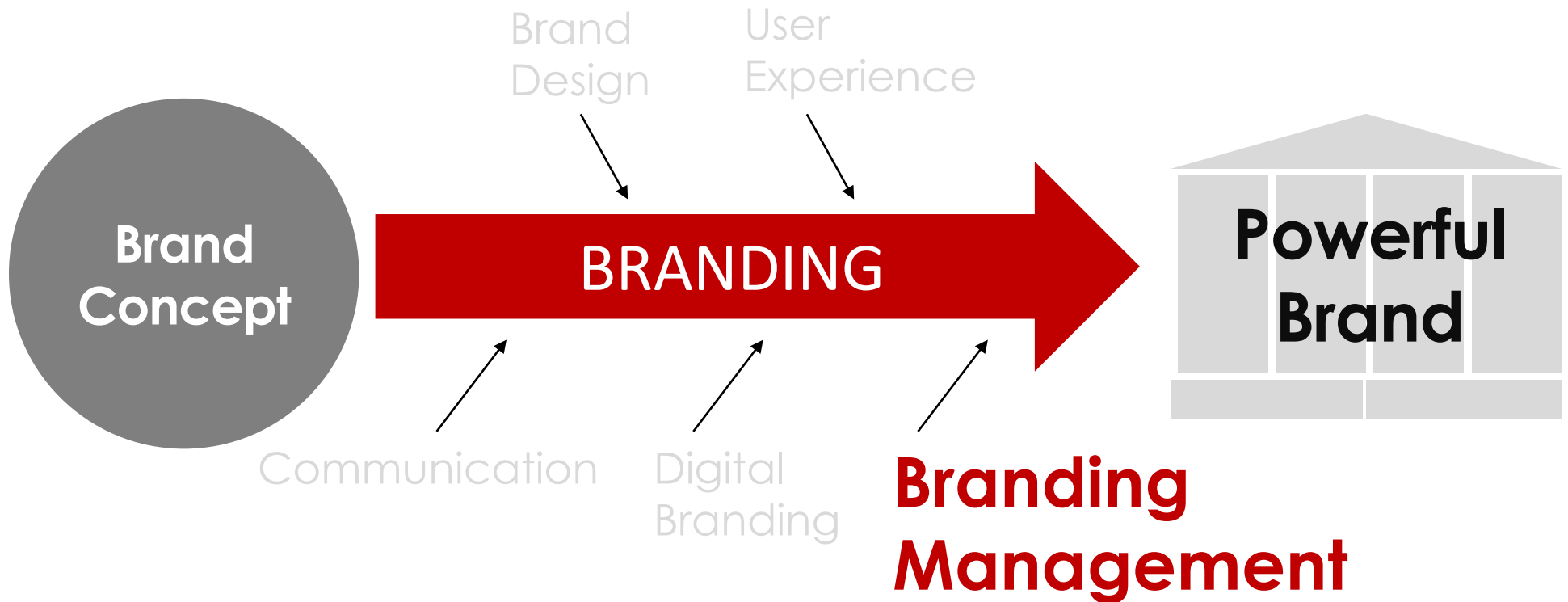
Evaluate & respond to reviews



 **Revinatate**
The New Standard for Guest Satisfaction

TRUSTYOU 
the standard for reputation

10 Branding Tendencies and Strategies



9

Tendency

Cooperation

2 + 2 = 5



&



World class fly fishing (20 partners)



10

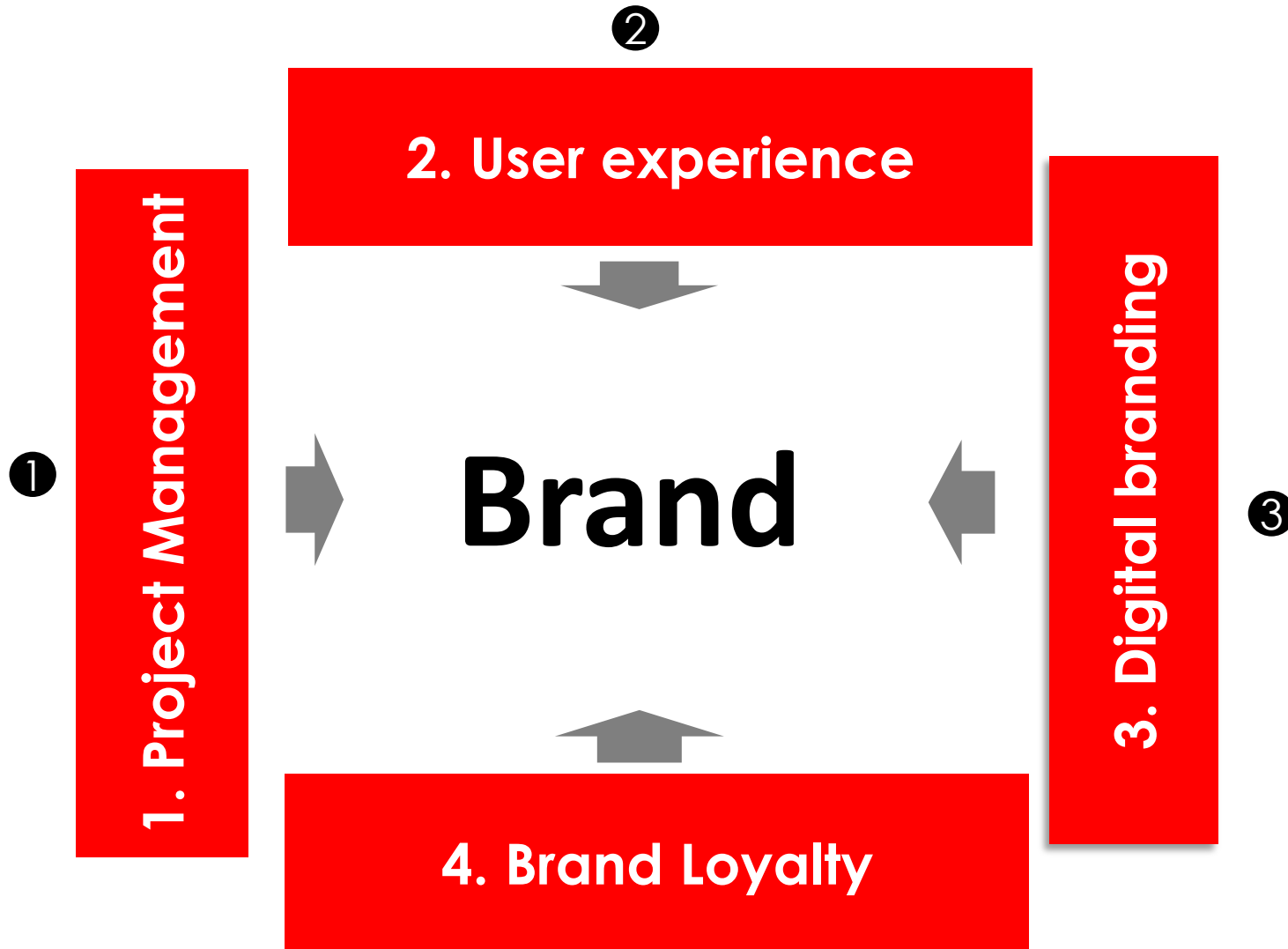
Tendency

**Integrated
Management**

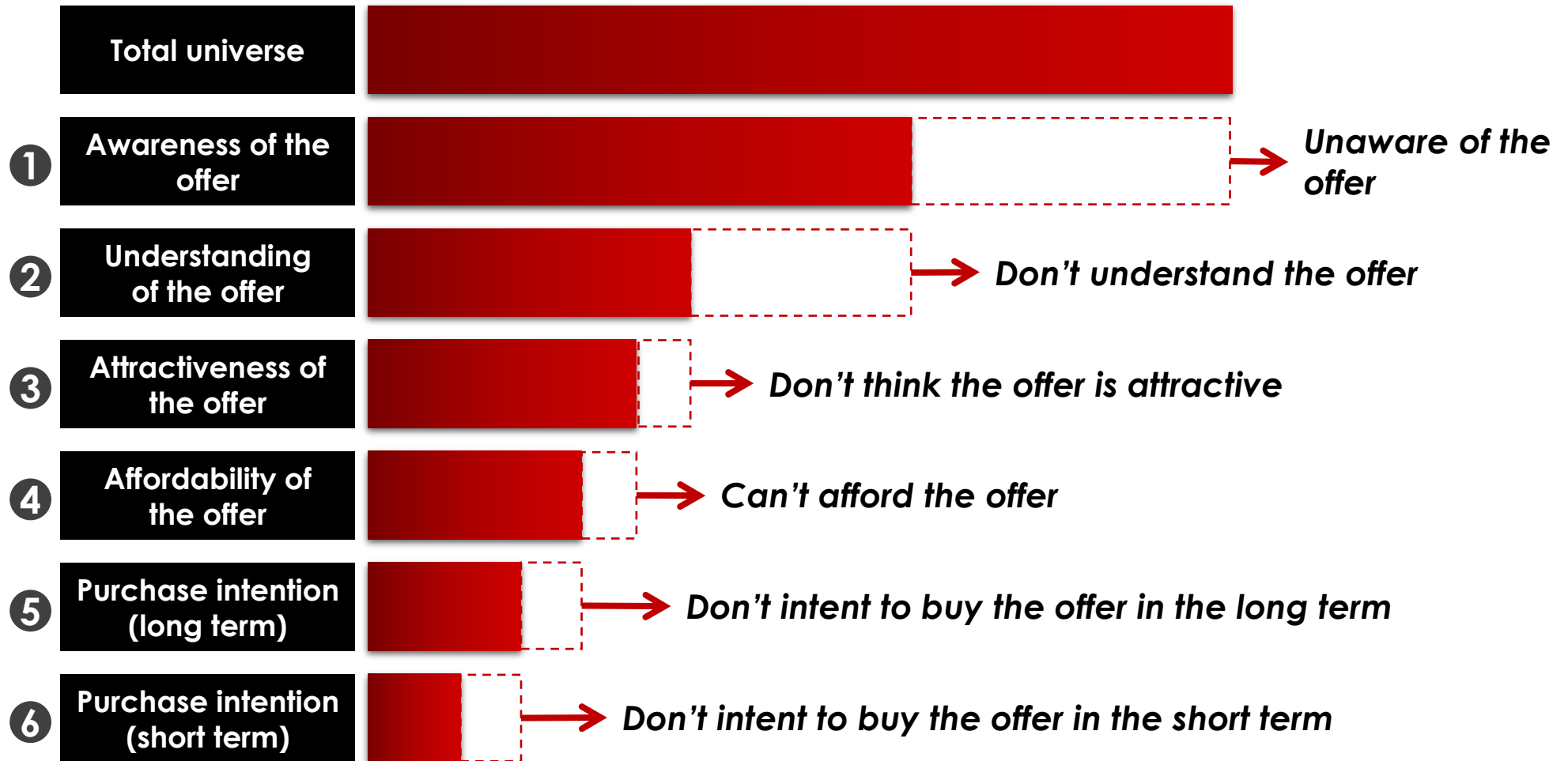
The Office of the Branding Manager



4 areas of responsibility

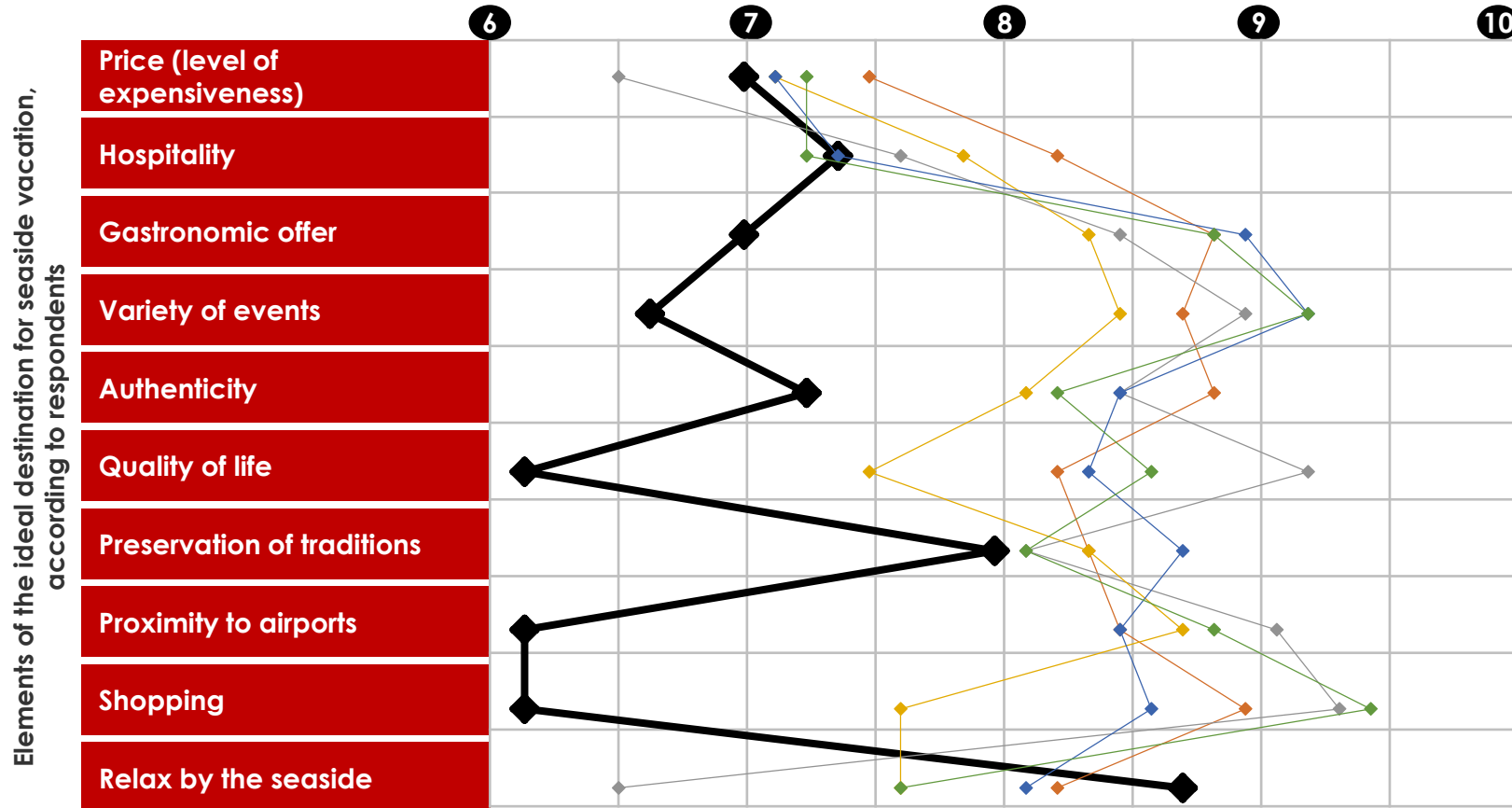


Brand adoption process representation



Research to monitor the Brand Image Competitiveness

Performance of Destination XYZ on top 10 most important aspects for selecting a short-break trip destination



Source: Ipsos, market research commissioned by CNTB, 2013

Example: Canary Islands



THANK YOU