

Strategic Destination Marketing

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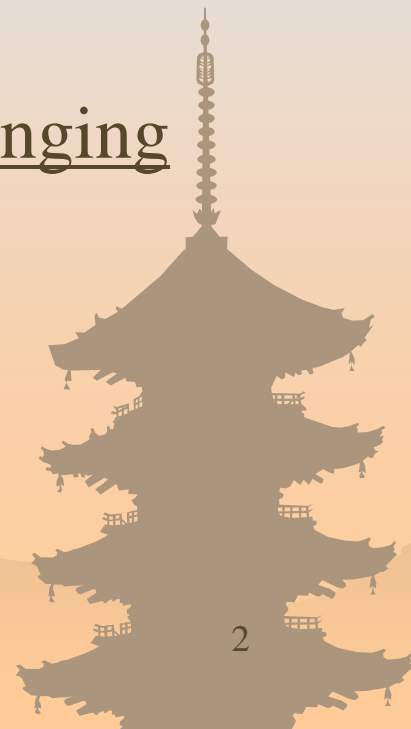
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Definition of Marketing

➤ Philip Kotler

Social and Managerial **process**
by which **individuals and groups**
obtain **what they need and want**
through creating, offering, and exchanging
products of value with others.



Definition of Marketing

- **Process**
- **individuals and groups**
- **what they need and want**
- **creating, offering, and exchanging**
- **products of value**



The Steps to Successful Destination Marketing

- 1.1 Identify your focus market and customers
- 1.2 Identify customer needs and wants
- 2.1 Review your tourism resources and products
- 3.1 Study your business environment including your competitors

4.1 SWOT Analysis

4.2 Identify key opportunities to better and more profitably meet customer needs **Key Factors for Success**

4.3 Figure out how to act on those opportunities

5.1 Develop **tourism products** that meet customer needs.

6.1 Create and execute **Marketing Action Plan**



1.1 Identify Your Focus Market and Customers

What are your focus markets?

- What countries are your main market?
 - Current

 - Potential



1.1 Identify Your Focus Market and Customers

Who are your (potential) customers?

- What segments of visitors (customers) do you expect from focus markets?
 - families,
 - couples,
 - honeymooners,
 - youths
 - corporate meetings
 - business travelers



1.2 Identify Customer Needs and Wants

- What would they want to do, see, eat and experience if they do visit your destination?

Needs and wants by market segment.

Target segments	Needs and Wants
families	
couples	
honeymooners	
youths	
corporate meetings	

How can you learn about your focus market and customers?

Statistics

- Tourist arrival
- Tourist expenditure

Market Research

- Survey travelers in originating markets
- Survey visitors to your destination
- Observe visitors and interview them.



2.1 Review Your Tourism Resources and Products

What resources do you have that attract international visitors?

- Nature, scenic beauty, wild life
- Historical monuments, heritages
- Culture, art, handicraft, festivals,
- Gourmet
- Beaches, marine activities
- City life, shopping,
- Friendly people, local life
- Convention facilities
- Luxurious resorts



2.1 Review Your Tourism Resources and Products

What resources do you have that attract international visitors?



3.1 Study Your Business Environment

What destinations are your competitors?

- What other destinations are frequently visited by travelers from the identified focus market?
- What destinations are often compared with you when travelers decide on visiting your destination?
- What other destinations offer tourism products and attractiveness that are similar to what you offer?

2.1 Review Your Tourism Resources and Products

Are the resources unique to your destination?

Are they more attractive than those of your competitor destinations?



4.1 SWOT Analysis

SWOT Analysis

- Strengths, Weaknesses, Opportunities, Threats
- Enables a destination to take a focused look at its environment and its products
- Provides guidance on the types of changes that may be needed



SWOT Analysis (sample)

Strengths

Diversity of tourism resources
26 world heritages
Cultural and ethnic diversity
Political stability

Weaknesses

Limited hotel supply
Insufficient international air seat supply
Inconvenient domestic transportation
“Dirty & unhygienic ” image
Insufficient hospitality service
Unreliable tour operation

Opportunities

Open-sky policy encouraging more international flights
New outbound markets from Asia
Increased investment in tourism sector

Threats

Successful marketing activities by neighboring destinations
International disputes with a bordering country

4.2 Key Factors for Success

Differentiation

- Differentiate your country/region from competing destinations.
- All beach resorts boast of their ‘unparalleled white sand, clear water, fresh sea food, etc.’, but what’s the difference?
- Find out the difference that attracts your target segments.
- Do not try to be the number 1; be **the only one**.

4.2 Key Factors for Success

Uniqueness = Being the Only One

- **Ordinary everyday life** can also be unique tourism resources.

1. Vietnam

Japanese visitors are more attracted by walking along the streets and shopping handicrafts at ordinary local shops than visiting world heritage sites.

2. Northern lights in Finland

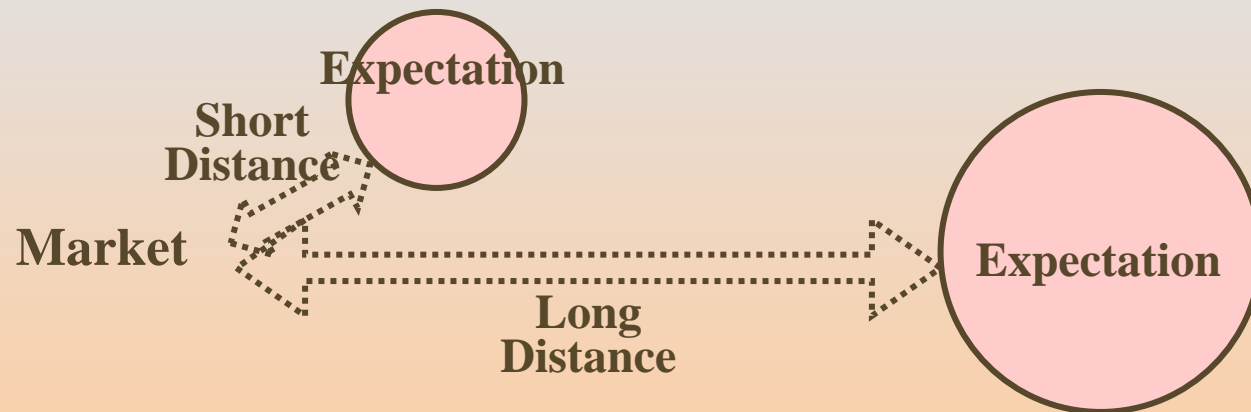
Local people never believed that tourists would come all the way from Japan to see northern lights that they see almost everyday at night.



4.2 Key Factors for Success

‘Law of Distance and Expectation’

The farther and longer one travels, the more value he/she expects.



5.1 Tourism Product Development

Develop and create tourism products that meet customers' needs and wants.

- Developing and improving tourism infrastructure requires a big investment & a long period of time.
 - Roads, airport facilities, hotels, convention centers, etc.



5.1 Tourism Product Development

Develop and create tourism products that meet customers' needs and wants.

- *Software products and services are usually less costly and often more effective in marketing.*
 - A new tourist program to experience local life
 - Create itineraries featuring your neighborhood
 - Brochures and Web pages to introduce attractions, etc.
 - Negotiating with airlines for special excursion fares from your target countries is another important factor.

5.1 Tourism Product Development

Resources and Products

- Tourism resources do not attract tourists unless they are made into tourism products.
- Tourism resources
 - Have potential to be made into products
 - Nature, wild life, historical monuments, unique local food
- Tourism products
 - Resources + added value + marketing**
 - Nature => eco tour accompanied by an interpreter
 - Wild life => safari tour with an expert guide
 - Historical monument => accessible, information on site
 - Local food => served in hotels and restaurants for tourists



5.1 Tourism Product Development

Get local people involved

- Successful destination marketing depends heavily on whether you can get *people on the front line* involved.
 - local government, managers of tourism service suppliers,
 - They have *direct contact with customers and know their needs.*
 - They *know the destination much better* than the government officers in the Capital City.
 - Without their commitment and cooperation, tourism products to attract world travelers cannot be created, information on tourist web-site hardly be updated.

6.1 Marketing & Promotion Action Plan

	For Consumer	For Travel Trade	For Media
Information	<ul style="list-style-type: none"> • Providing destination leaflets and brochures • Website • Providing guide books and maps • Information center • Inviting to destination seminars and travel fair • Advertisement 	<ul style="list-style-type: none"> • Travel agent manual • Model itinerary • Photo gallery • Travel trade site • News letter • Exhibiting in trade show • Organizing destination seminars 	<ul style="list-style-type: none"> • Press release • Press meeting, briefing • Press kit
Convenience	<ul style="list-style-type: none"> • Membership 	<ul style="list-style-type: none"> • Joint campaign with travel companies • Invitation to the travel companies' major clients • Supporting tour arrangement • Inviting to inspection and familiarization trip • Providing discount fare and complimentary tickets 	<ul style="list-style-type: none"> • Press tours • Supporting reporters • Organizing film commission
Other	<ul style="list-style-type: none"> • Monitor tour 	<ul style="list-style-type: none"> • Marketing expense support (tour brochures and advertisement) • Tour planning contest • Courtesy visit 	

6.1 Communication & Promotion

Speak in your customers' languages.

- Communication in each customer's natural language is, of course, important.

- *Social language* is just as important in communicating the value of your destination.
 - Individual leisure travelers use different social language from corporate meeting planners.
 - Try to communicate with ideas and phrases of each customer's interest.
 - Prepare marketing tools for each target segment.

6.1 Communication & Promotion

Sell your destination first before you sell your property!

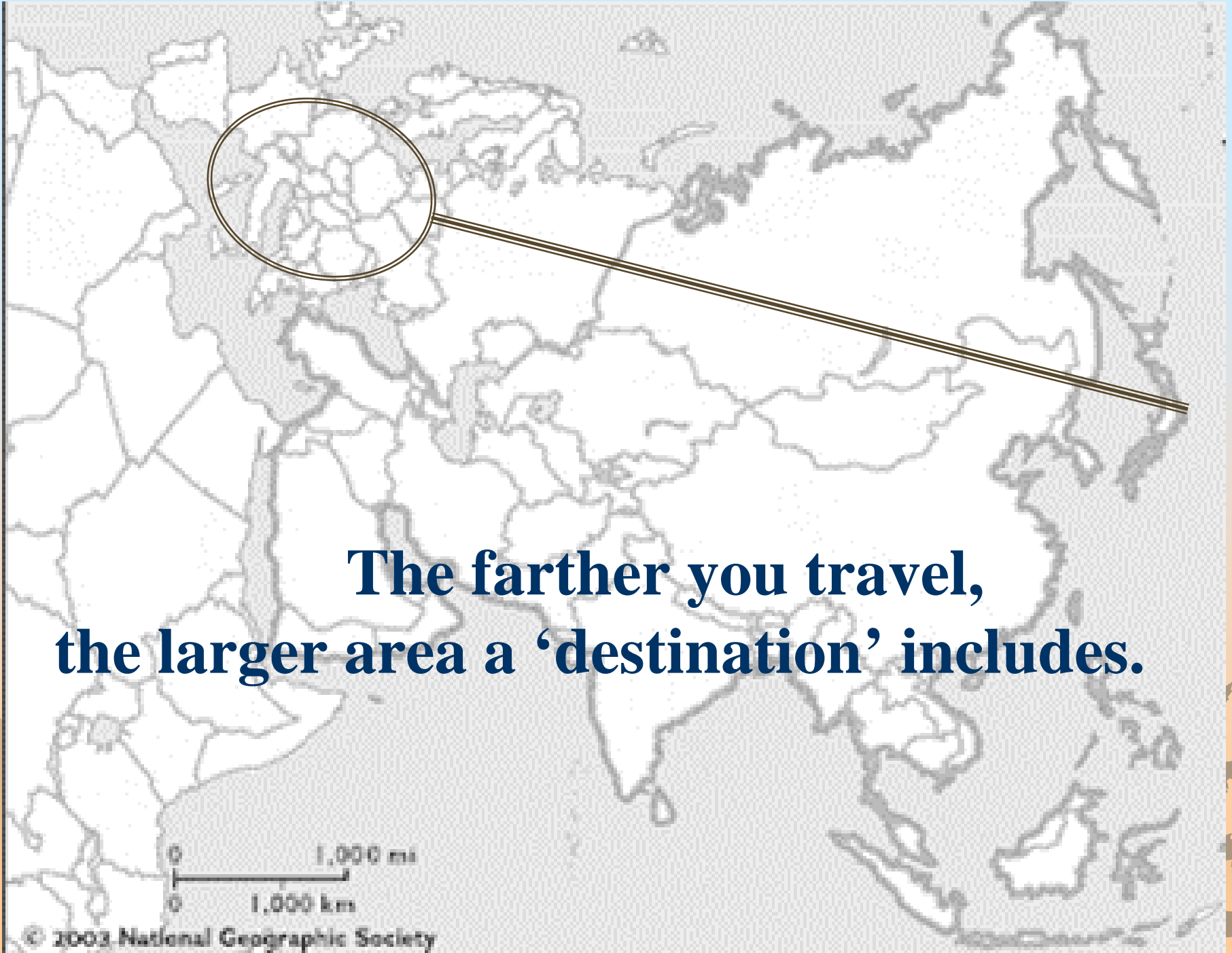
- Draw the customer's attention to your destination. Unless they decide to come to your destination, there is never an opportunity that they stay at your property.



6.1 Communication & Promotion

‘Destination’ means differently depending on where the trip originates. **The farther you travel, the larger area a ‘destination’ includes.**





**The farther you travel,
the larger area a 'destination' includes.**

0 1,000 mi
0 1,000 km

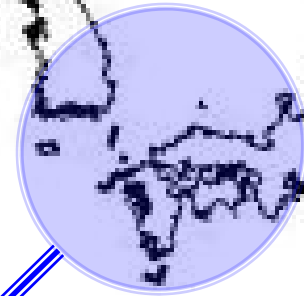
**When the travel distance is shorter,
a 'destination' includes smaller area.**



Tokyo, Osaka and Fukuoka are three different destinations for Seoul market.



**For Singapore market,
West Japan and Korea are
included in one 'Destination'.**



6.1 Communication & Promotion

Collaboration in promotion with neighboring destinations is effective when the target market is distant.



6.1 Communication & Promotion

Sizzle and smell of BBQ

- The first thing to communicate to your customers is **‘Sizzle and smell of BBQ’** if you want to attract them.
 - Leisure travelers first think *which destination to visit* on their vacation.
 - This decision is primarily based on *the quality of information available* to them.
 - The Internet is an excellent medium to communicate destination information to tourists at a relatively low cost.
 - Try first to *get the attention of your future customers and motivate them to visit your area.*

THANK YOU!

