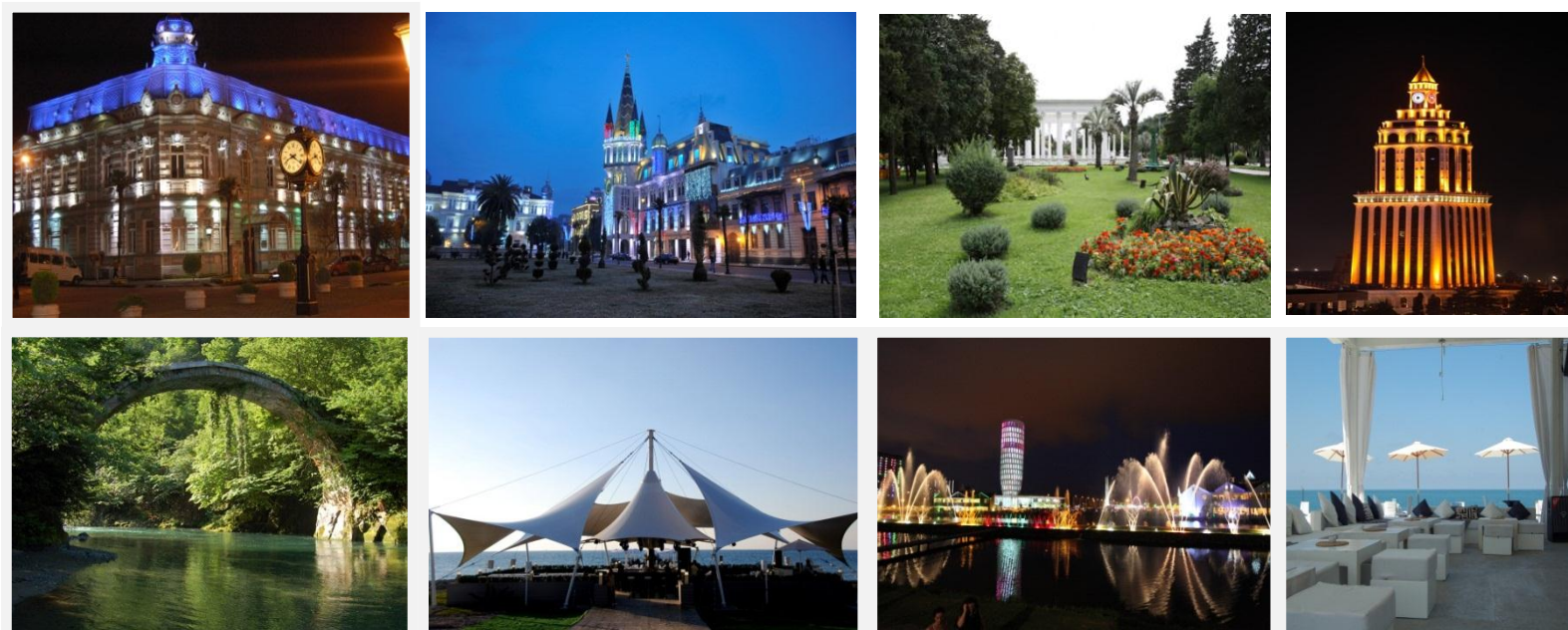




Seminar on Branding Tourism Destinations in a Connected World



Thursday 10th May 2012
Batumi, Georgia



VENUE SHERATON BATUMI
Telephone: (899) 54 22229000
E-mail: nino.margalitadze@sheraton.com



Seminar on Branding Tourism Destinations in a Connected World

Overview

Currently, the tourism market is fiercely competitive. As competition gets tougher and tougher, messages get less and less coherent. Destinations engage in voice competition, creating a saturation of inconsistent and “me-too” marketing campaigns. What does our destination stand for? What feelings and emotions are we transmitting? What image comes to the tourist’s mind when he or she thinks about our destination? These three questions all point in the same direction.

Destinations need branding. Destination must mean the right things to the right people. Destinations need to define themselves in a way that is consistent, realistic and enticing for their target customers. They need to know what they want to mean to tourists and manage to become desirable in order to seduce them.

Brands are a promise, a set of values and ideas. Brands attach an emotional value to any destination. Our emotions are unique. Tourism is all about living experiences and feeling new sensations and this is why tourism destinations must be branded. This seminar will help to achieve greater awareness about the added value of effective brand design, development and management.

Programme		Speakers include
8.30-9.00	Registration	
9.00-9.30	Official Opening <ul style="list-style-type: none">○ Mr. Taleb Rifai, Secretary-General, World Tourism Organization○ H.E. Ms. Vera Kobalia, Minister of Economy and Sustainable Development of Georgia	
9.30-10.00	Keynote Speech: <i>What is a Brand?</i> Destination branding has become one of the most exciting, and competitive aspects of today’s tourism industry. Governments around the globe are each year investing heavily into	✓ Mr. Eulogio Bordas , President, THR Innovative Tourism Consultants

<p>establishing destination brand exposure and appeal. Those who are most successful are those who truly understand what a brand is.</p> <hr/> <p><i>10.00-10.30 Coffee Break</i></p>	
<p>10.30-11.30 Panel 1: <i>New Trends & Strategies in Branding</i></p> <p>Social media, mobile applications, guerilla marketing, etc... Destinations increasingly need to innovate to reach their audiences and to keep their brand fresh. What are these new trends and strategies?</p> <p>11.30-12.30 Keynote Speech: <i>Attracting the New Traveller: How European tourism can use social trends to increase the power of their brands</i></p> <p>How have changing times affected travellers' values and attitudes? What now motivates them to make holiday, business and lifestyle decisions? Daniel Levin will demonstrate how successful and creative brands and destinations are using social trends to their advantage, turning economic changes into profitable opportunities through clear and innovative strategies.</p>	<p>✓ Mr. Enrique Ruiz de Lera, Director, Spanish Tourism Office in London</p> <p>✓ Mr. Daniel Levine, Executive Director of The Avant-Guide Institute</p>
<p>12.30-13.30 Panel 2: <i>Effective Branding - Thinking Outside the Box</i></p> <p>A small budget does not mean branding is not for you. Your brand should be evident in every communication between you and your visitors. What are some of the more creative ways can you transmit your destination's personality?</p>	
<hr/> <p><i>13.30-15.00 Lunch break</i></p> <hr/> <p>Time Interactive discussion: <i>Countries, Places and Destinations: Do we need a National Brand? (hypothetical case study group work)</i></p> <p>When everyone is talking about the importance of local identities, authenticity and uniqueness, can local branding really fit in with regional and national branding?</p> <p>Time Conclusion</p>	<hr/> <p>✓ Mr. Eulogio Bordas, President, THR Innovative Tourism Consultants</p>

[For further information](#)

Contact: mduran@unwto.org
b.jakeli@gnta.ge

www.unwto.org

Mr. Daniel Levine, Executive Director, The Avant-Guide Institute (New York)

Daniel Levine is a trends marketing visionary and the leader of an international team of "cool hunters"—over 9000 spotters who endlessly search the globe for the latest products, ideas and experiences. Called "The Ultimate Guru of Cool" by CNN, Daniel is a well-known consultant who helps major companies, destinations and travel brands understand how to embrace trends to attract visitors and boost revenue. In Batumi, Daniel promises to reveal the major social trends affecting European tourism, and show how we can harness the power of trends to make our country brands more relevant, alluring and profitable.



Mr. Eulogio Bordas, President, THR - Innovative Tourism Consultants

Mr. Bordas has over 30 years of experience in tourism consultancy and advising tourism companies and destinations. He is the founder of THR, having managed and coordinated the most important projects since the company was conceived.

Director of important projects for 32 governments, 12 hotel chains, 5 tour operators, 22 groups of investors and international bodies, such as UNWTO, EU, UNDP and IDB.

Director of 23 Marketing Plans for countries and important tourist destinations. In charge of the Tourism Marketing Plan for Spain.

Co-director of the IESE Regional Tourism Encounters. Special Advisor to the UNWTO Business Council. Member of the Tourist Research Centre. Permanent advisor to countries and governments.



Mr. Enrique Ruiz de Lera, Director, Spanish Tourist Board in London (United Kingdom)

Mr. Ruiz de Lera is the Director of Spain's National Tourist Board in London, responsible for Spain's largest outbound market, the United Kingdom, and Spain's most important Tourism Board worldwide.

He has 11 years of country marketing/branding experience at senior level in 11 countries of 3 continents involving: Defining strategic objectives for different markets and outlining an appropriate marketing plan maximising to the allocated budget; Implementing a consumer-centric marketing plan and evaluating its results; Defining and executing Spain's international advertising campaign (off and on-line) including related below and above the line activities; Stress on public and media relations; Focus on on-line marketing and social media
Degree in Law. Fluent in English, German and Portuguese.

