

The 21st Century PPP: Technology Driven Destination Marketing

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Hon. Ed Bartlett, MP

[Salutations]

As a former tourism minister I am acutely aware of the challenges that governments and tourism authorities – particularly those in the developing world – face:

1. Small/shrinking tourism marketing budgets
2. No means of tracking ROI on marketing spend
3. Lack of resources to monitor destination brand reputation and to deliver real time customer service in an increasingly tech-driven sector

These challenges can be overcome by strategic public-private partnerships (PPPs). By partnering with the private sector to bring expertise, capital and efficiency to tourism projects, governments can stretch budgets, and get more “bang for the buck” in tourism spend.

The PPP development model is not new to tourism. In fact, most governments have some experience with tourism PPPs, notably in facilitating large-scale events such as the Olympics; in financing and executing infrastructure projects and in destination marketing.

Today, technology presents many opportunities for different types of PPPs. The private sector has taken the lead in technology-driven tourism: we see this in the transformation of the many digital tools being used by consumers in the travel process. Some two thirds of travelers from the US and Europe research their destination online and through social media, and about half of those book their travel online. That simply means that governments today cannot afford to ignore the role that technology plays in travel and tourism.

This is where the private sector comes into play. With the right technology and the right partners, governments can:

1. Specifically target the tourism marketing
2. Measure ROI in marketing
3. Develop and manage relationships with visitors in real time

To share with you one PPP model, I would like to invite Ron McKay, CEO of UNWTO Affiliate CITCO, to the podium.

Social Strategy 1 Video

Powerpoint: The Future of Communication

Social Media Data-Examples from African Nations

Transactional Solutions for Cash-based Societies

PPP: Listen & Identify / Engage & Influence / Call To Action