Why do I tell?
The business case
Standardised, homogeneous

Easy to find and book
Convenient
Risk adverse
Loss of identity
Cities at most danger
Democratisation of quality

Peers more trusted than authorities

Top rankings due to host personalised care

Not large or 5* hotels

Quality of facilities expected

Your eco-friendly stay starts here.

The TripAdvisor GreenLeaders Programme showcases a variety of eco-friendly hotels and B&Bs, from budget to luxury – and they’re all committed to green practices like recycling, local and organic food, and electric car charging stations.
Value co-creation

Capture value
• Tourism businesses

Regulation
• Tourism taxes
Value co-creation

Create value

• Attractions
  Attractiveness
  Sense of place

Auto-regulation
  – Airbnb
  – Home exchange
  – Tripbod
Localised experiences in a globalised world

- Food and drink
- Quality and premium associations.
- Reasons for buying:
  - freshness, taste and quality of the produce;
  - support for local producers, retailers & community;
  - perceived sustainability benefits;
  - and known provenance of the produce

(DEFRA, 2008)
Staycation: rediscovery of your home city

The vast majority of staycationers finding their holidays engaging, involving and more emotionally profound than holidays abroad (VisitEngland data)

“Communications around the ideas of rediscovery and enjoyment are well-placed to make this happen.”

VisitEngland
Changing demographics

- Ageing
- Accessible
- Non-standard families
- Foreign born

“2 in 3 people looking for access information say they are much less likely to visit a destination if they can’t find the information they need… 3 in 4 say they would be ‘a lot more likely to choose the destination offering the best information.’”

VisitEngland, Winning More Visitors
Green expectations

- Over 50% of consumers interested in:
  - accommodation with environmentally friendly policies
  - breaks which benefit the local community

  (VisitEngland data)

But city short breaks have a disproportionate carbon footprint
Who do I tell?

Better places to live, better places to visit
Destination managers must work through partnerships to:

• Welcome, involve and satisfy Visitors
• Protect and enhance the local Environment and culture
• Engage and benefit Residents
• Achieve a profitable and prosperous Businesses.
What do I tell?

Market, not product driven
VisitEngland’s Wise Growth

- **Inclusive**: visitor experiences are fun, inspirational, safe and accessible to all.
- **Engaging**: local residents are involved in tourism development.
- **Well-being**: tourism activities strengthen and sustain the quality of life of the communities in which they take place.
- **Caring**: the cultural heritage of places, the authenticity and distinctiveness is protected or enhanced.
- **Distinctive**: the quality of the environment is maintained or enhanced.
- **Fun and appealing**: Natural and built environments, habitats and wildlife are enjoyed without being damaged in the process.
- **Viable**: local businesses that operate successfully and responsibly are championed. Economic benefits for local residents are maximised.
- **Efficient**: visitors and businesses use scarce and non-renewable resources wisely; minimise pollution and reduce waste.
Translate to market needs

Leisure market
1. Fun
2. Cultural immersion
3. Better service
4. Empathy
5. Low risk

Business market
1. Sustainability certification
2. Buyer policy compliance
3. Carbon footprint
4. Management systems
5. Low risk
How do I tell?

Work with city partners
to create a local sense of place
How do I tell?

Resident testimonials

NewcastleGateshead, working with residents and visitors

In order to promote the city, NewcastleGateshead Initiative has developed a series of testimonials from visitors and residents which discuss what makes the destination special for them.

The testimonials allow potential visitors to identify with the people who are featured which include, for example, a mother, a student and people with particular interests in music, food and arts and culture.

Each profile has live links to the activities and places that they like to visit in NewcastleGateshead.
How do I tell?

City of arts

“By joining forces with Visit Birmingham to launch its cultural campaign, we are pooling the best talent in the city region to attract a new audience and entice previous visitors back here. The campaign will provide us with a stronger collective voice to shout about the exciting work happening here.”

Stephen Maddock, City of Birmingham Symphony Orchestra
Where do I tell?

Use multiple channels together online, social media, face to face campaigns, with standards, brands…
101 Activities in Cape Town

One Hundred and One things to do in Cape Town for under ZAR 101 (under $15) - page 4 of 5.

76. Summer Concerts at Kirstenbosch (Sundays)

Picnic on the lawns or enjoy high tea at their Restaurant. Explore the Kirstenbosch Gardens with its indigenous trees, plants and ferns whilst taking in the magnificent views.
When do I tell?

You market your destination all the time
Help customers make informed decisions

1. Pre booking/purchase
2. After booking and confirmation
3. On arrival/ start of the tour
4. During the tour/ stay
5. After the stay/visit
Barcelona’s Taxi Ecològic: Modern, clean, efficient
Thank you

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