Multi-Country Destination Development:
An Opportunity to Stimulate
Tourism in the Americas

Basic Introductory Report

Port-au-Prince, Haiti
19 May 2015
Outline

- Introduction
- Opportunities
- Constraints
- Lessons Learned
- Takeaways
- Conclusion
Introduction

multi-country destination trip

A single trip that includes visitation to destinations shared by two or more countries that offer and promote a joint tourism product or route.
## Travel Facilitation: Purpose

Set of Policies to make destinations easy to visit (visas and border crossing services)

<table>
<thead>
<tr>
<th>Improving visa processes could generate between US$35 billion to US$206 billion additional receipts by 2015 in the G20 economies (UNWTO &amp; WTTC)</th>
<th>5.1 million new jobs by 2015 in the G20 economies (UNWTO &amp; WTTC)</th>
<th>Eliminating travel visas at the bilateral level is expected to more than triple travel flows between countries</th>
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UNWTO - a Specialized Agency of the United Nations
Travel Facilitation: Opportunities

**Improve the delivery of information**
- providing updated information on official travel sites
- travel-friendly mentality for personnel at border crossings

**Facilitate current visa processes**
- delivering an efficient and friendly welcoming process

**Differential treatment to facilitate tourist travel**
- establishing flexible visa and travel procedures (i.e. airport connection layovers)

**Institute eVisa programmes**
- reduce costs as it does not require a large network of embassies and consulates

**Establish regional agreements**
- for passengers of a third country to travel freely in a predetermined region

**Smart Travel**
- data-sharing between government agencies for security and border control
- technology to integrate airport and visa screening processes
- Common visa geographical areas
Travel Facilitation: Issues

Constraints

- Security screening and risks (i.e. drug and weapon trafficking)
- Immigration control
- Tight regulations on agricultural and animal-based products
- Trafficking of cultural handcrafts
- Paying for value added taxes in countries without properly installed tax refund services
- Difficulty in establishing common visa frameworks (like Schengen)
- Negative reciprocities in visas (CAFTA low; APEC high)

Lessons Learned

- Visa free multilateral agreements in the Americas - Alianza del Pacifico, Mercosur, Andean community, OECS
- Trusted traveler programs—CARICOM Passport & CRIPASS, US Global Entry, NEXUS & SENTRI
- Working Groups on Travel Facilitation – CTO, IATA, World Economic Council, APEC,
Connectivity: Purpose

Advance bilateral and multilateral negotiations aimed at creating a network that will ensure adequate transportation connectivity among the destinations involved.
Connectivity: Opportunities

**Transportation Hubs**
- Existence of air hubs in the region—Bogota, Lima, Panama City, and Miami
- Strategic location for long-haul markets

**Air liberalization**
- New air routes, shorter time & lower fares
- IIAITA’s Agenda for Freedom

**Border crossings**
- Cross-border tourism
- Integrated border crossing facilities

**Transportation Infrastructure**
- Ground transportation is main mode—e.g. Interoceanic Highway between Peru and Brazil
- Multimodal integration

**Cruise seasonality**
- Manage seasonality with multi-destination strategies off season packages
Connectivity: Issues

Constraints

- Intra-regional and domestic unserved air routes is a constraint in facilitating cost and time efficient multi-destination travel
- Internal demand for intra-regional and domestic travel can discourage opening new long haul direct routes
- Inadequate border crossing infrastructure during peak seasons
- Major airlines in the United States to question open sky policies and to attack foreign airlines receiving government subsidies

Lessons Learned

South American Regional Infrastructure Initiative (IIRSA)

- Coordinating plans and investments
- Harmoniously integrating regulatory aspects
- Seeking out innovative public and private financing mechanism
Motivations for Multiple-Country Trips: Travelers’ Perspective

**Collecting places**
- Enumerating the destinations visited; competing with others

**Numerosity**
- More destinations create a higher perceived value of quantity in the consumer’s mind

**Variety and Novelty Seeking**
- Need for variation and novelty

**Economic Motive**
- Consumer surplus benefit—difference between willingness to pay and market price

**Lower Perceived Risk**
- Reducing the uncertainty risk especially in group travels
Motivations for Multi-Country Travels: Destination Perspective

**Positioning & Branding: Purpose**

**Cumulative Attraction**
- The presence of compatibility between a given set of attractions can create a synergy that makes the attraction power of the combination larger than the sum of its parts.

**Special Interest Appeal**
- A combination of thematically similar destinations can be the center of attention for special interest tourists looking for a variety of different experiences in their field of interest.

**Complementarity**
- Different destinations can combine their resources to become complementary attractions and gain an additional competitive advantage as a group.

**Joint Marketing**
- Regional marketing cooperation with neighboring countries can offer economies of scale and boost competitiveness e.g. Yachting OECS “Many Islands, One Caribbean.”
Positioning & Branding: Opportunities

Social Media, Emerging Technologies and E-Tourism
- Advances in information and communication technology offer growth opportunities for multi-country travels by facilitating the decision making processes for the customers; emerging dominance of the smart phone.

Tools for Travel Planning
- Available software products provide the flexibility required for designing individually managed tours and customized multi-country travel packages—e.g. Tripit, Tripwant.

Emerging Economies: Chinese Market Example
- The expanding emerging economies will provide a constant source of new customers and higher revenues from long haul travel to major cities.
Positioning & Branding: Issues

**Constraints**

- Building multilateral partnerships in a sector – as fragmented as tourism – is sometimes very time consuming and difficult
- Each country must give up some degree of national interest
- The existence of disproportionality in the level of development, knowledge, etc., between partnering countries can lead to conflicts

**Lessons Learned**

- Commitment to cross-border cooperation in tourism at all levels
- Long-term planning and development of the destination
- Creation of marketable cross-border products
- Professional management and marketing
- Efficient distribution of financial funds
Innovative Tourism Products: Purpose

Multi-Country Product Development Chain
Niche Tourism Products

- When destination management/marketing organizations are looking for potential destinations for cross-border cooperation, they should be well aware of their product offerings so that they can strategically create optimum bundles.

Border Tourism

- A typical case of multi-country travel packages arises when a popular destination is located in a borderland,
Greater Tumen Region

- Multi-Destination Tourism in GTR (China, Russian Federation, Mongolia and Republic of Korea) is a project that aims to make the GTR one of the most desirable international destinations.

Lake Constance Area

- Lake Constance - shared by Germany, Switzerland, and Austria - provides a good example of a mutually beneficial cooperation in tourism.

Great Limpopo Transfrontier Park

GLTP - Cross border management by SA, Mozambique and Zimbabwe. Shared ecosystems have resulted in many cases of cross-boundary cooperation as seen in 130 protected areas in 98 countries.
Innovative Tourism Products: Issues

Constraints

- It is difficult to create a product that reflects the diversity anticipated from a multi-country travel experience while making the different pieces appear to the visitor as consistent parts of a single product.
- Multi-destination trips are more complicated to monitor and study than single-destination trips.
- Electronic linking of various cross-boundary tourism supply chains is also a challenge that needs to be properly addressed by creation of a destination network.

Lessons Learned

- Entities at different levels (supranational, national, regional and local) must debate thoroughly about a clear strategy, specific and common financial resources, and a distribution of tasks and responsibilities.
- In order to strengthen social and economic cohesion without affecting sovereignty, genuine cross-border programmes should be put in place.
- Brazil can play a leading role in promoting CBC given its 16,000 kilometers of borders with South American countries.
Tourism Route Development: Opportunities

Successful route development requires that attention be given to regional cooperation and infrastructure investment.

Regional Cooperation Networks

- Andean Committee for Disaster Prevention and Response (CAN)
- Association of Caribbean States (ACS)
- Caribbean Alliance for Sustainable Tourism (CARICOM)
- Caribbean Community Tourism Organization (CTO)
- Caribbean Disaster Emergency Response Agency (CDERA)
- Caribbean Hotel and Tourism Association (CHTA)
- Caribbean Vacations (Official Vacation Site of the Caribbean)
- Caribbean - Central American Action (CCAA)
- Central American Integration System (SICA)
- Central American Tourism Integration Secretariat (SITCA)
- Coordination Center for Natural Disaster Prevention in Central America (CEPREDENAC)
- Inter-American Development Bank (IDB)
- Inter-American Development Bank Multi-Lateral Investment Fund (MIF)
- Organization of Eastern Caribbean States (OECS)
- Partnership in Opportunities for Employment through Technology in the Americas (POETA)
- Southern Common Market (MECOSUR)
- Special Multilateral Fund of the Inter-American Council for Integral Development (FEMCIDI)
- The World Bank Latin America and the Caribbean Region (LAC)
- United Nations Economic Commission for Latin America and the Caribbean (UNECLAC)
- United Nations World Tourism Organization (UNWTO)
- United States Department of Interior (US DOI)
- Young Americas Business Trust (YABT)

World Bank Group President, Dr. Jim Kim, has identified global infrastructure as a critical need the World Bank can help fill and a key financing arena where the institution will likely compete with emerging financiers from Asia and elsewhere.
Tourism Route Development: Opportunities

- Jesuit Route
- La Ruta Maya
- Slave Route

- Qhapaq Ñan
  Andean Road System

- Forts of the Caribbean

- Spanish Gold Route
Tourism Route Development: Issues

Constraints

- Development assistance agencies are country focused and lack mechanisms for effective regional cooperation.
- The major challenge in planning and establishing transnational cultural heritage routes is to ensure an effective and sustainable mechanism for international coordination.

Lessons Learned

- Community participation and benefit sharing through enterprise development and job creation need to be included in route planning and implementation.
- A benchmark that might be adapted to the Americas region is the European Institute of Cultural Routes in Luxembourg.
Take Aways
Travel Facilitation: Take Aways

Governments involved in multi-country tourism collaborations should:

- Align visa policies for third countries.
- Evaluate the possibility to establish multi-country visas and simplify visa processing.
- Enhance services at border crossings and terminals.
- Establish e-visa programs and use new technology to facilitate travel.
Connectivity: Take Aways

- Enhance transportation networks and infrastructure
- Leverage transportation hubs
- Lead efforts towards air liberalization
- Enhance Border crossing facilities
- Innovate to overcome seasonality
- Develop infrastructure maps for multi-country tourism

Coopetition
Factors Associated with Multi-Country Destination Travel

**Travelers’ Perspective**
- Numerosity
- Collecting places
- Variety and Novelty Seeking
- Lower Perceived Risk
- Economic Motive

**Destination Perspective**
- Cumulative Attraction
- Special Interest Appeal
- Complementarity
- Joint Marketing

**Branding and Positioning: Take Aways**
A themed multi-country tourism route brings together a variety of activities and attractions that would not independently have the potential to entice long haul tourists to visit and spend time and money in more than one country.

Successful route development requires that attention be given to regional cooperation and infrastructure investment. Recent conferences on this topic—

• Durban, SA--Regional Cross-Border Tourism: Recommendations for the Southern African Development Community (SADC) Fair Trade and GIZ.
• Dubai--2015 UNWTO & ATM Ministerial Forum on Intra-Arab Tourism stressed visa facilitation and multi-country route development in the region.
The Global Travel Association Coalition (GTAC) in 2015 recommended policies related to multi-country destination development in order to:

1. Expand transparent visa processes, visa waiver programmes, regional visa agreements, trusted traveler programmes & seamless travel procedures at borders
2. Use new technologies to improve travel efficiency and enhance security, convenient, and more efficient while enhancing security
3. Advance air, rail, sea and road connectivity
4. Stimulate government and private sector co-operation
5. Strengthen public/private partnerships to assure legislative and funding needs for improvements and expansion of infrastructure

It is essential for UNWTO, possibly in cooperation with the Organization of American States, to bring together experts and tourism stakeholders from the public and private sector to debate the challenges and opportunities in advancing regional tourism integration in the Americas.
Thank You!