Destination Branding:
Key trends, challenges and opportunities

Moscow, March 2016
Today’s agenda

A
3 minutes theory

B
Ten “hot” tendencies
We operate at global level (70+ countries)

72 countries
We operate at a global level (70+ countries)

40+ Marketing Plans
20+ Branding projects
1985...
Some of THR´s destination brands
Destination – Brand Strategy

Centroamérica

Dubrovnik

Riviera & Islands

Argentina

Cuba
Today’s agenda

A
3 minutes theory

B
Ten “hot” tendencies
1. What is a brand?
A brand is not a logo...
A brand is a set of images and perceptions in the consumer’s brain.
When the consumer sees a brand visual...
...a number of images and perceptions arise in his brain

Promise
- Easy
- Simple

Key values
- Design
- Innovation
- Quality

Personality
- Cool
- Trendy
- Casual
- Reliable
- Funny
…which of course are different from brand to brand
The brand visual

**Promise**
- Sun & beach
- Fun

**Key values**
- Family
- Hospitality

**Personality**
- Cheerful
- Passion for life

The brand
Creating a brand requires managing several sources affecting the images and perceptions.

- Organic image
- Owned, earned and paid communication
- User experience
- Word of mouth (online & offline)
2. What is a Brand concept?
Target
To the travellers looking for unique destinations with wild nature and authentic culture...

Frame of reference
...Romania offers explorer itineraries and places to stay to live rewarding travel experiences...

Points of difference
...of true authenticity, in unspoiled nature and landscapes like the Carpathians or the Danube Delta, and a unique cultural heritage...

Reasons to believe
...based on a unique mix of Latin and Byzantine cultures, a high share of protected spaces and the preserved traditions of Europe’s most rural society
3. What is a Powerful Brand?
The Brand Power is based in four pillars

Brand’s capacity to deliver revenue and profit

- Differentiation
- Relevance
- Esteem
- Awareness

Y&R Model

Strength

Stature
Why destinations invest in branding? Which are the main benefits of a powerful brand?

1. To boost sales
2. To increase reputation/motivation
3. To improve competitiveness
3 minutes theory

4 What is Branding
Branding = Building a Powerful Brand and inserting it in our target’s brain
What is Branding?

- Brand Concept
- Communication
- Brand Design
- User Experience
- Digital Branding
- Branding Management

BRANDING

Powerful Brand
The results of branding

82%

Vacations in Spain
Sun & good weather
Family
Fun & Joy of life
Good service
Hospitality
Today’s agenda

A
3 minutes theory

B
Ten “hot” tendencies
10 Branding Tendencies and Strategies

Brand Concept

- Brand Design
- User Experience
- Communication
- Digital Branding
- Branding Management

BRANDING

Powerful Brand
10 Branding Tendencies and Strategies

Brand Concept

Brand Design

User Experience

BRANDING

Communication

Digital Branding

Branding Management

Powerful Brand
1 Tendency

The Prism Method & Big Ideas
The Brand Identity Prism

Oman’s Brand Identity Prism

Social aspects (external)
- Great natural settings
- Awarded gastronomy
- Regional culture
- Strategic location
- Professional and educated
- Safe
- Fun, merrymaking
- Active, healthy
- Love for good life
- Discoverer, conscious
- Relax, peace seeker

Picture of the sender (brand)

Physical

Personality

Relationship

Culture / values

Reflection

Self-image

Picture of the receiver (target)

Brand spirit (internal)
- Healthy and vital
- Open / social / warm / friendly
- Reliable and confident
- Relaxed
- Regional authenticity
- Progressive
- Socially responsible
- Healthy / active
- Gourmet
- Trend setter
- Romantic

Proposal for Oman based on the identity prism based on Jean Noël Kapferer model
From brand prism to the “big idea”
Some “big ideas” we like

“100% Pure”

“Truly Asia”

“Keep exploring”
Offer side

DIVERSITY

Demand side

SUN

Baseline

Everything under the sun
Passion for Life

Offer side

Passion

Demand side

Enjoy Life

Baseline
Greece slogans since 1990

- Chosen by the gods ’91-’93
- Come as a tourist, leave as a friend ’94
- Makes your heart beat ’95
- Never ending story ’96
- The authentic choice ’97-’99
- That's life ’00-’01
Greece slogans since 1990

- Beyond words ’02-’03
- Your best time yet ’04
- Wonderful Greece ’08
- The True Experience’11
- All time classic ’13
Tendency

Brand visuals & identity more scientifical
Tourist Styles & Lifestyles

Tendency
6 Experiences-Related Profiles

1. Relax seeker
“I look for a relaxing isolated bubble where to have some rest”

2. Conformist
“I travel for relaxing reasons. Destination is secondary as long as surprises are out of the picture”

3. Dynamic experimenter
“I enjoy exciting trips filled with activities”

4. Commitmentless demanding
“I expect the best from my trips which must be fantastic in every possible sense”

5. Sophisticated discoverer
“I want to visit new places and know new cultures in a comfortable way.”

6. Fearless explorer
“My life philosophy is to explore authentic places which requires me getting totally involved as well as demanding the best”

Woody Allen  Hugh Grant  Jim Carrey  George Clooney  Sean Connery  Harrison Ford
9 Traveller types

**Cultural explorer**
You are a very active traveler who enjoys frequent weekend escapes. Always on the move, you immerse yourself in nature, local culture and history.

**Cultural history buff**
You strive to go beyond your own roots to understand the history and culture of others. You are the most likely to own a passport, and you enjoy solitary travel.

**Free spirit**
Something of a thrill-seeking hedonist, travel satisfies your insatiable need for the exciting and the exotic.

**Gentle explorer**
You like to return to past destinations and enjoy the security of familiar surroundings. You appreciate convenience, relaxation and typically look for all the comforts of home.

**No-hassle traveller**
A bit of an escapist, you search for worry-free and secure travel. You look for relaxation, simplicity, and a chance to experience the outdoors with family and friends.

**Personal history explorer**
You travel to gain a deeper understanding of your ancestry and heritage. Your travel tends to be a shared experience, both during and after the trip.

**Rejuvenator**
For you, travel is a chance to totally disconnect and get away from it all. When you travel, you want to stay in top hotels where you're most comfortable, secure, and can...

**Virtual traveller**
Tending not to travel very often, you prefer the comforts of home to the uncertainties of new places or cultures.

**Authentic experiencer**
Your travel type is something of an improv artist, exploring nature, history and culture, all on the path to personal development.
10 Branding Tendencies and Strategies

Brand Concept

User Experience

BRANDING

Communication

Digital Branding

Branding Management

Powerful Brand
4

Tendency

Branded Experiences
Australia. The 7 great experiences

- Aboriginal Australia
- Australian Gastronomy
- “Outback” Australia
- Coastal lifestyle “aussie”
- Big Australian cities
- Australian Nature
- “Aussie” Itineraries
**PLACES TO GO**

**Northwest Territories**

Sprawling across the roof of Canada, the Northwest Territories is a patchwork of tree-less Arctic wilderness and boreal forest where rugged...

**New Brunswick**

Few places on earth have nature as awe-inspiring as New Brunswick. Visit this special place and be rewarded with magnificent tides,...

**Nova Scotia**

Nova Scotia—it means New Scotland—but you will discover many cultures here. Strong Celtic and Acadian heritages create your opportunity to tap...
Tendency

Sub-Brands, Endorsements & rankings
New Zealand. Seals of quality services and activities
The most charming villages of France
El Programa Pueblos Mágicos, desarrollado por la Secretaría de Turismo en colaboración con diversas instancias gubernamentales y gobiernos estatales y municipales, contribuye a revalorar a un conjunto de poblaciones del país que siempre han estado en el imaginario colectivo de la nación en su conjunto y que, a pesar de la modernidad y la globalización, mantienen sus raíces y su herencia cultural investigando experiencias enriquecedoras que sirvan de ejemplo para el turismo rural en el país.

Magic Towns in México
Art Cities in Italy
Bike Tirol

BIKE TRAIL TIROL
Along the Bike Trail
Stages
Signposting
Packages

RECOMMENDED TRAILS
Multi-Day Loop Trails

DOWNLOADS
Bike Trail Stages
Multi-Day Loop Trails
Bike Trail Tirol Map

Karwendel Loop Tour
Four varied sport days!
from EUR 299.00

Innsbruck Loop Tour
A highlight across the main Alpine ridge!
from EUR 529.00
Luxury Spain Gourmet

“Las Joyas de la Gastronomía Española”

LIBRE A LA ROYAL
Felip Llurriu
Moo Restaurant

TIMBAL DE ALCACHOFAS con flan de foc-egras al Chateau
Toni Gurrea y Xavier Sagné

HUEVOS DE CALAF a baja temperatura con tripa pastas y trufa negra de Vic
Carlos Tejedor, José y Pedro Monje

COCHINILLO CARMELIZADO y espolvoreo con tostadas caramelladas y chichos
Jean-Louis Neichel
Tendency
Brand architecture
An Explosion of Brands and Sub-Brands

<table>
<thead>
<tr>
<th>Agrupación CCAA</th>
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<tbody>
<tr>
<td>Comunidades autónomas</td>
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<tr>
<td>Provincias e islas</td>
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<tr>
<td>Comarcas y regiones turísticas</td>
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300 +
Types of brand architecture

- **HOLDING**
- **ASYMETRIC**
- **MASTER BRAND**

- **FLEXIBILITY**
- **EFFICIENCY**

Examples:
- Starwood Hotels & Resorts
- Ford
- FedEx

UNWTO
10 Branding Tendencies and Strategies
7

Tendency

Branded content
10 Branding Tendencies and Strategies

Brand Concept

BRANDING

Brand Design
User Experience
Communication
Branding Management

Digital Branding

Powerful Brand
New apps & Big Data
Pre-Web Marketing
Winners: The biggest pockets

Post-Web Marketing
Winners: The best content
Travelers are online

68% Researching before travel

78% Use travel-related smartphone app

42% Use mobile phone for travel-related information while on a trip

We are entering the era of MOCIAL travel (Mobile + Social)
Branding is a driver of Digital Marketing Strategy

Inform and Inspire

Inspire tourism experiences

Sales

Sell services and experiences

Service

Service the tourist in origin or destination

Relationship

Establish relationships and ties with tourists
More than 500 tactics and tools !!!!

Inform and Inspire  
Sales  
Service  
Relationship

Strategy 1

Strategy 2

+50  +30  +80  +40

+500 Tools
UGC Boom!

In mid 2011 Tourism Australia changed its Facebook approach and turned over the page to its biggest fans. The results was an explosive growth in reach and engagement.

“The possibilities are endless. When we saw the potential we quickly moved from a team that was producing static one way stories to dynamic multi angled ones codeveloped with our fans.”

Jesse Desjardins
Social Media and Advocacy Manager
Tourism Australia
More & more in-destination apps
Evaluate & respond to reviews

Revinate
The New Standard for Guest Satisfaction

TRUSTYOU
the standard for reputation
10 Branding Tendencies and Strategies

Brand Concept

Brand Design

User Experience

Communication

Digital Branding

Branding Management

Powerful Brand
Cooperation

Tendency
2 + 2 = 5
World class fly fishing (20 partners)
10 Integrated Management Tendency
The Office of the Branding Manager
4 areas of responsibility

1. Project Management

2. User experience

3. Digital branding

4. Brand Loyalty
Brand adoption process representation

1. Awareness of the offer
   - Unaware of the offer

2. Understanding of the offer
   - Don't understand the offer

3. Attractiveness of the offer
   - Don't think the offer is attractive

4. Affordability of the offer
   - Can't afford the offer

5. Purchase intention (long term)
   - Don't intent to buy the offer in the long term

6. Purchase intention (short term)
   - Don't intent to buy the offer in the short term
Research to monitor the Brand Image Competitiveness

Performance of Destination XYZ on top 10 most important aspects for selecting a short-break trip destination

Elements of the ideal destination for seaside vacation, according to respondents:
- Price (level of expensiveness)
- Hospitality
- Gastronomic offer
- Variety of events
- Authenticity
- Quality of life
- Preservation of traditions
- Proximity to airports
- Shopping
- Relax by the seaside

Source: Ipsos, market research commissioned by CNTB, 2013
Example: Canary Islands
THANK YOU