



# FEEDBACK

**CTO UK CHAPTER THINK TANK**  
**APRIL 2009**



# SUMMARY

- The Think Tank started with a presentation by Tom Buncle, International Tourism Consultant of Yellow Railroad. Tom also worked in international marketing for VisitBritain and was Chief Executive for Visit Scotland.
- Tom's presentation emphasised the personality of a brand and how important is to stand out. He advised brand personality is more than just the sum of the tools we use (e.g. logos, strapline etc). It's a competitive position.
- While we can use logos consistently for impact, our customers may only think about us for a few seconds and therefore a country or region's brand challenge is to express itself and its personality in a way that gives it competitive advantage.
- Our challenge for the CTO is to make all our activities, look, sound and feel more Caribbean to support individual members' activity and to provide a strong competitive positioning for the region in UK communications.



Following Tom's presentation, participants at the CTO Think Tank were asked to consider a number of questions and issues impacting the Caribbean Brand. The responses are outlined in the following slides:



# CARIBBEAN STRENGTHS

## Feedback included:

- Climate and geography
- People
- Location/access – air and sea ports
- Language
- Cost
- Culturally comfortable for Europeans
- Diversity of cultures and geography
- Eco-focus
- Historical links
- Music/events/festivals
- Political stability



# CARIBBEAN WEAKNESSES

## Feedback included:

- Adverse weather
- Perception of crime
- Location and access
- Perception of service
- Negative stereotyping
- Infrastructure



# COMPETITORS' STRENGTHS

## Feedback included:

- Asia – service
- Mediterranean – proximity, climate and culture
- Indian ocean – fly and flop
- Australasia – adventure
- Florida – location/cost/comfort
- Mexico – culture
- South America – culture, diversity
- Africa – culture, adventure, authenticity



# CHANGING CUSTOMER PROFILE

- **Ten years ago**

More wealthy, older, discerning, sophisticated, cultured

- **Now**

Affluent, discerning and niche plus more mainstream



# CHANGING CUSTOMER PROFILE - FUTURE

## Feedback included:

- More knowledgeable
- Less tolerant and demanding higher standards
- More mainstream travellers
- More families
- More green and environmentally aware
- More independent
- Niche travellers



# IMPROVING THE CARIBBEAN IMAGE

- Communicate warmth of the Caribbean in addition to sun and sand imagery e.g. music, people and culture.
- Communicate diversity of the region e.g. mountains, activities, island hopping, boutique to five-star hotels.
- Communicate a customer experience which resonates throughout the region e.g. “Change your Rhythm”.



# CARIBBEAN BRAND VALUES

Participants were charged with suggesting five words with which they would describe the Caribbean to a friend. The words were placed in four categories:

- **Vibrant** – colourful, warm seas, sun, beach, tropical, exotic, alive
- **Chilled** – Laid back, escapism, relaxing, liming
- **Rhythm** – the vibe, cool, romance, music
- **Diverse** – Mountains, beaches, islands, natural, safe, cuisine, authentic, paradise



# INCORPORATING CARIBBEAN BRAND VALUES

- The CTO thanks all our members and guests for their thoughtful and insightful contributions.
- The Caribbean Brand values indentified will be incorporated in our marketing and branding strategies and plans.



In the words of Alison Nicholls, British Airways, we will aim to “Change our Rhythm” to reflect a vibrant, chilled and diverse Caribbean.

The word "CARIBBEAN" is written in a colorful, hand-drawn style. Each letter is a different color: C (pink), A (orange), R (yellow), I (green), B (blue), B (purple), E (red), A (orange), N (purple). A blue brushstroke underline is positioned below the letters.

**THANK YOU!**

CARIBBEAN™

The word "CARIBBEAN" is written in a colorful, hand-drawn style. Each letter is a different color: C (pink), A (orange), R (yellow), I (green), B (light blue), B (medium blue), E (dark blue), A (purple), and N (blue). A blue brushstroke underline is positioned below the letters.