Outline

1. Global travel trends – why do people travel?
2. What is a destination brand?
3. Logos and slogans – what’s the point?
4. How do we form impressions of other places?
5. Delivering the promise
1. Global Travel Trends: Why Do People Travel?
Travel Motivation

- “Feel Fulfilled”
- “Fly and Flop”
- “Bling and Buy”
Travel Motivation: “Feel Fulfilled”

- Escape
- Undiscovered
- Authenticity
- Experience
- Personal fulfilment

- “Old”, western Europe
- North America
- Australasia & Japan
Travel Motivation: “Fly and Flop”

“Sunticipation”

- Demographic profile
- Families
- Resort-based
- Price is important

- Northern Europe
- “New”, eastern Europe
- Russia

Yellow Railroad
Travel Motivation: “Bling and Buy”

- Ostentatious consumption
- Best available
- Social status
- Wealth demonstration
- “Look where I’ve been”
- “What’s global warming got to do with me?”

- “New”, eastern Europe
- Russia
- Brazil, India
Trends - The Problem

Le stress
Trends - Escape

- Change of pace
- Emotional recharge
Trends - Escape

“Switch off”

- Personal space
- Tranquillity….austerity
- Ability to choose
- Uncontactable = status

Travellers riding up the Snowdon Mountain Railway may experience communication problems. Your boss can’t reach you. Even dogs take nicer walks. Down those impervious mountain passes. Damn them. But the higher up you go the better the signal becomes. Which isn’t such a bad thing. The view at the top is too good to keep to yourself.

visitwales.co.uk

area of outstandingly bad mobile reception
Trends - Escape

Reconnection

- Self
- Partner
- Family
- Grandparents
Trends - Escape

Arrived with a thousand things on our minds, departed without a care in the world.

It's true what they say: sometimes you need to love yourself. To Australia they call it 'walkabout'.

And with each magnificent landscape, breathing beauty and memories that will last a lifetime, it's no wonder people are finding themselves there every single day.

Visit Australia.com to find out how you can go walkabout.
Trends - Escape

“Safe danger”

- Adrenalin
- Extreme
Trends - Authentic

- Local flavour
- Real
- Non-intrusive
"Obviously, there's an age at which I can't hang-glide anymore, and that age might be 40 or it might be 80. Eventually, the physical constraints rule, but that doesn't mean the experiential component has to vanish."

(D Cravit, VP Zooeer Media – Comms Agency for CARP – Canadian Assocn for 45 +)
2.

What is a Destination Brand?
What Are the Benefits of a Brand?

- Personality
- Distinctive
- Memorable

- Distinguish from competitors
- Build loyalty
- Premium price
What is a Brand?

- Product?
- Logo?
- Slogan?
- Image?
- Marketing campaign?
- Design style?
- Spirit / essence?

“Competitive Identity”
2.

Logos and Slogans: What’s the Point?
Logo

- Simple
- Clear
- Attractive
- Consistent
Slogans

To sign off or not to sign off…………..?

- Ireland: “The ancient birthplace of great times”
- Croatia: “The Mediterranean as it once was”
- Thailand: “Land of smiles”
- Peru: “Land of the Incas”
- Scotland: “Home of golf”
- Estonia: “Nordic with a twist”
- Slovakia: “Part of Europe worth seeing”
- Andalucía: “There’s only one”
- Morocco: “Once seen never forgotten”
  “Travel for real”
- Philippines: “More than just the usual”
- Quebec: “Providing emotions since 1534”
- Everywhere: “xxx’s best kept secret”
Logos - Descriptive

Gozo
Island of Myths and Mysteries

Yellow Railroad
Logos – Powerful, Evocative

- 100% Pure New Zealand
- Costa Rica: No Artificial Ingredients
- Croatia: The Mediterranean As It Once Was
- Innsbruck: The capital of the Alps
- Zürich: Downtown Switzerland
- Glasgow: Scotland with style

Yellow Railroad
Logos – No Slogan

- Perú
- España
- Texas
- Australia
- Caribe
Brand Power

Pepsi tastes better, but Coke sells more:

**Blind test**
- 51% prefer Pepsi
- 44% prefer Coke

**Open test**
- 23% prefer Pepsi
- 65% prefer Coke
What is a Destination Brand?

“A destination brand is the mix of the core characteristics of the place that make it distinctive and memorable.

It is the enduring essence of the place that makes it different from all other places (and competitors).

Importantly, the brand exists in the eyes of the beholder. It has to be credible and real, it cannot be manufactured.

It is the way in which a destination nurtures, develops and presents its core characteristics to its main audiences that enables it to establish, reinforce, or even change its reputation.”

Source: Yellow Railroad
Why Brand a Destination?

“In the globalised world in which we now live, every place has to compete with every other place for share of mind, share of income, share of talent, share of voice.

Unless a place can come to stand for something, it stands little chance of being remembered for long enough to compete for any of this precious attention.

Most of us spend no more than a few seconds each year thinking about a country on the other side of the world.”
“So, unless that country *always seems exactly like itself* every time it crops up, there is little chance that those few seconds will ever add up to a preference for its products, a desire to go and visit the place, an interest in its culture, or, if we were prejudiced beforehand, a change of heart.”

*(Simon Anholt, Branding Places and Nations)*
3. How Do We Form Impressions of Other Places?
How do we form impressions of other places?

- Export brands;
- Promotion of trade, tourism, inward investment and inward recruitment;
- Domestic and foreign policy;
- Iconic public figures;
- How citizens behave when abroad; and how they treat strangers at home;
How do we form impressions of other places?
How do we form impressions of other places?

- Built and natural environment;
- World media coverage;
- Membership of international organisations;
- Other countries it associates with;
- Cultural expression – inclusive/exclusive;
- Sport and entertainment;
- What it gives to the world, and what it takes back.
What Underpins a Country’s Brand Image?
Destination Brand Values

New Zealand

• Natural
• Active
Destination Brand Values

Ireland

- Friendly
- Fun
- Welcoming
- Traditional
- Contemporary
Destination Brand Values

India

- Exotic
- Mysterious
- Sensual

Incredible India

A few thousand-year-old recipes for eternal youth. You'll find unanimous approval from your mind, body and soul. Do come for an experience that's truly incredible! contactus@tourismofindia.com www.tourismofindia.com
Destination Brand Values

India

- Exotic?
- Mysterious?
- Sensual?
Destination Brand Values

Italy

- Chic
- Good taste
- Cuisine
- Romantic
Destination Brand Values - Namibia

The Place
RUGGED
NATURAL
Namibia has an elemental, pristine landscape that is unlike anywhere else

The Relationship
SOULFUL
Namibia touches your soul; you feel humbled and awe-inspired by the vast space and tranquillity

The Visitor Benefit
LIBERATING
You feel free. You can explore the country on your own terms

The Experience
Challenging
Soulful, Spiritual
Liberating, relaxed, regenerative
Yellow Railroad
“It’s like a different planet here on earth”

“Namibia demands a lot, but gives you a lot in return”

“I like the idea of going somewhere before the rest of the world has discovered it”
“It’s as if God has finished and you’re the first person there”

“It’s like where the world ends”

“The animals came right up to me and surrounded me”
“The quiet that surrounds you lets you look inside yourself somehow”

“When you look at the Namibian landscape, you can see the hand of God.”

“It’s all about the vastness and what it does to you as a person”
“The openness, silence, vastness, distances, stars – it all makes you feel fulfilled.”

“Offers real tranquillity, here you can truly get away from people”

“Made me feel small, insignificant – all the worries at home paled into nothing”

“There are still places in Namibia that you feel are yet to be discovered”
Aim = to help everyone look more Namibian
Destination Branding: Stereotype or Icon?
4. Delivering the Promise
Destination Branding: Credibility

Unspoilt nature

Yellow Railroad
Destination Branding: Credibility
Destination Branding: Credibility
Destination Brands – The Harsh Reality

- Perception is more powerful than reality
- People are less interested than you think
- You can’t avoid the truth

Clarity, focus, honesty
“Marketing a country without first establishing its competitive identity is like jumping out of a plane without a parachute”
Thank You!

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