Top 10 Caribbean Destination Marketing Insights

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#1

Make sure your house is tidy before the party starts

- Invest in your brand
- Be authentic in your story telling
- Don’t take photos, make photos
- Inspire travel vs selling travel
#2

Less Guns and More Bullets

- Overhead vs Actionable media dollars
- It's a numbers game every dollar counts
Tend to the folks knocking on your door first

- Your media plan should capture of in-bound demand first
- Use SEO/SEM to displace the leaches (including internal)
All travel research begins online

- Google is king, but the others still deliver huge numbers
- The only place you need to be is everywhere
- Game changers happen all the time (Facebook, Trip Advisor, Google Travel, Apple?)
#5

**Focus on the end consumer**

- Middlemen are still the unfornate tools of the private sector (Wholesalers, OTAs)
- Travel Agents are still relevant for Caribbean (Fam is king)
- Lifetime commissions program
#6

Digital Coop Advertising Works

- Working with stakeholders
- Destination wide promos
- Branding from the top down and the bottom up
#7

KPI and ROI or DOA

- Measuring success, KPIs for destinations
- ROI calculation (Attributing value to a lead vs actual revenue generated)
- Campaign tracking is the only what to know what is working
#8

Marketing is the price you pay for a unremarkable product

- Product development is part of tourism marketing
- The greatest destination brand assets were man made
Social media is media you own and worth investing in

- Invest in top tier strategy then publish organically
Nothing is more important than public/private sector partnerships
3 Tiers of Destination Participation

No branding

Branded

Branded + Video + Blog
Comprehensive Destination Pages

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Currency
U.S. Dollars. Credit cards and traveler's checks are accepted.

Climate
Average January temperatures: 77 degrees F in summer and 82 degrees F in winter. High humidity. April-June: 900-1000.

Languages Spoken
English, some Spanish.

Flying Times
Comprehensive Hotel Pages
STATE-OF-THE-ART RESPONSIVE DESIGN WEBSITE
FRESH RELEVANT EDITORIAL CONTENT
ADVANCED DESTINATION MAPPING