



EUROPEAN UNION
European Regional Development Fund

Experience Training

Welcoming International Visitors

August, 2022



AGENDA

- **Part 1:** Understanding International Markets
- **Part 2:** Tailoring Experiences According to Market Needs
- **Part 3:** Visitor Journey Mapping
- **Part 4:** Identifying Your Experience Value Proposition
- **Part 5:** Templates for Identifying Market Needs

Key Takeaways



PART 1

Understanding International Markets

Why Should You Look at International Markets?



Travel businesses may look at international markets as a way to grow their numbers and sales.

International tourists usually stay for longer periods and spend more money than domestic tourists.



EXPENDITURE



DAYS TRAVELLING



A Much More Competitive Market

⇒ Despite these facts, when businesses go overseas markets face a **much bigger level of competition.**

Also:

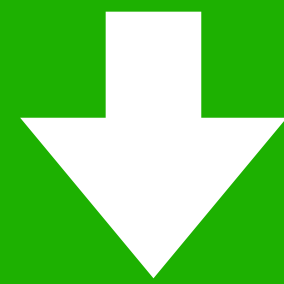
- **Limited knowledge** about the market, the **visitor's profile** and much other relevant information
- **Their brands might not be recognised** by the final consumer



The Relevance of Travel Trade



The entire Travel Trade knows the market and works directly with tourists.



This is the reason why travel businesses look at the travel trade sector and partner with them.

Cooperation between travel businesses is also a great tool to reinforce the brand power and help attract overseas tourists.



Understanding International Markets

5 KEY ASPECTS



Understanding International Markets

5 KEY ASPECTS



1

DATA



2

CONNECTIVITY



3

CULTURE



4

NO BORDERS



5

MARKETING

Businesses should collect and analyse data on the market. Visitor profiles are important studies to keep up with. Businesses should then be able to answer the following questions:

- How do visitors look for information? Which promotion channels?
- How do visitors prefer to book? Which distribution channels?
- How much time in advance do visitors book?
- Do visitors prefer to take a pre-defined itinerary or one adapted to their interests and limitations?



Understanding International Markets

5 KEY ASPECTS



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DATA



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CONNECTIVITY



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NO BORDERS



5

MARKETING

It is key to understand that connectivity may limit businesses' efforts when selling overseas.

Given that resources are scarce, focusing on the regions with frequent and/or direct flight connections to the destinations is a good practice.

It may be worthless to try to sell in regions lacking flights to your destination or from which the journey could be tedious.

Understanding International Markets

5 KEY ASPECTS



Even within the same region or country, there are cultural differences that sometimes make interactions harder.

In international markets, differences may even be more significant - in terms of language and tradition, for example.

In this sense, businesses must acknowledge these differences to deliver a better visitor experience.

Understanding International Markets

5 KEY ASPECTS



1

DATA



2

CONNECTIVITY



3

CULTURE



4

NO BORDERS



5

MARKETING

International visitors in particular don't know geographical borders of a destination.

So try to partner with businesses from neighbour cities if that strengthens the attractiveness of the tourist product.

Understanding International Markets

5 KEY ASPECTS



Since businesses or destinations may not be recognised in every market they want to sell in, it is important to design a marketing strategy to leverage the brand.

Work with local influencers to broaden your notoriety. Go niche.

Implement a multi-channel promotion according to the data collected - which social media do visitors spend more time on?

PART 2

Tailoring Experiences According to Market Needs

Why Tailored Experiences?



It is important that businesses can set themselves apart from others to succeed.

Tailoring experiences according to visitors' interests and preferences is one way to do it.

Tailored experiences target consumers with less sensitivity to price changes - meaning that they can afford higher prices.



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What to Consider When Tailoring Experiences?



What does the market need?

To have an experience unlike any other? To visit as many attractions as possible? To interact with locals?

Help to book accommodation, tours, restaurants? Suggestions?



What to Consider When Tailoring Experiences?



How experiences can be tailored without losing one's identity?

Businesses must have a clear idea of their brand and marketing strategy and then stick to it.



What to Consider When Tailoring Experiences?



Do you have knowledge of the product?

Many tailored travel experiences are focused on specialised products or resources.

Make some research to know more about the theme you will explore: talk to people, read books, etc.



What to Consider When Tailoring Experiences?

Can you attract niche segments?

These segments are easier to reach, as long as you can communicate with them (have a presence where they look for inspiration).

Usually, niche segments are more demanding in terms of experience quality but can pay a premium.



Tailoring Experiences According to Market Needs

Case Study: Culinary Croatia Tour,
The Cook's Tale Restaurant

Tailoring Experiences According to Market Needs

Culinary Tour to Croatia

The Cook's Tale Restaurant, in Canterbury, is organising a Culinary Tour to Croatia.

The 8-day tour includes a cooking class to learn about traditional Croatian dishes, seafood & sparkling wines; wine tasting of rare local wines and an entry to the Klis Fortress, which was used as a location for the fictional city in the Game of Thrones film sequel.

Culinary Tour to Croatia

2022: 28th October 22 to 4th November 22 - Last Chance to Book (deadline 27th Sep)

2023: 27th October 23 to 3rd November 23

Suitable for 18 years and over only.

Price includes:

Flights from Gatwick to Split Return.

Deluxe spacious motor coach throughout as per itinerary

English speaking tour escort throughout

Accommodation in centrally located 4★ hotels in double/twin room (solo travelers will have a room on their own)

3 nights hotel in Split

4 nights hotel in Dubrovnik

Porterage and tourist tax

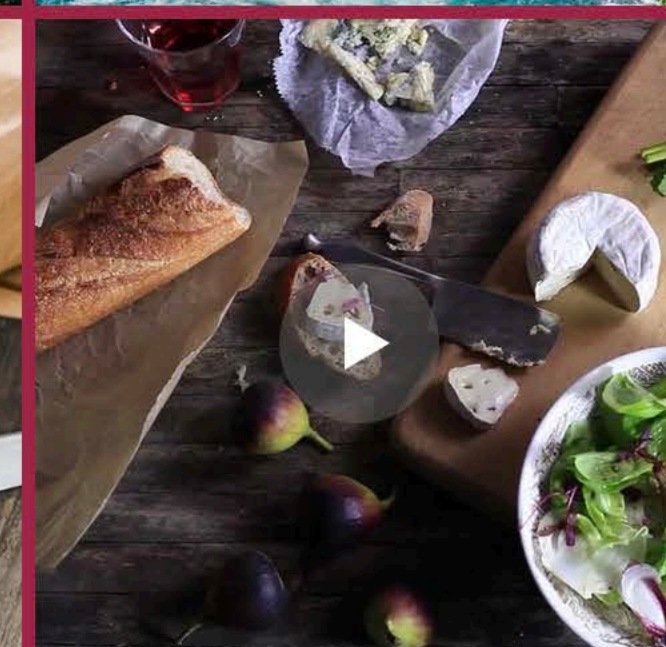
Cooking class

Lunch at typical tavern in Šibenik area

Wine tasting in Split

Tangerine picking and lunch in Neretva valley

Lunch in Dubrovnik area



Culinary Tour to Croatia

This Tour is a great example of business innovation, offering out-of-the-box experiences. With this, The Cook's Tale Restaurant is developing a community of people who can connect to their brand.

This also demonstrates that businesses can internationalise their services using different approaches.



Tailoring Experiences According to Market Needs

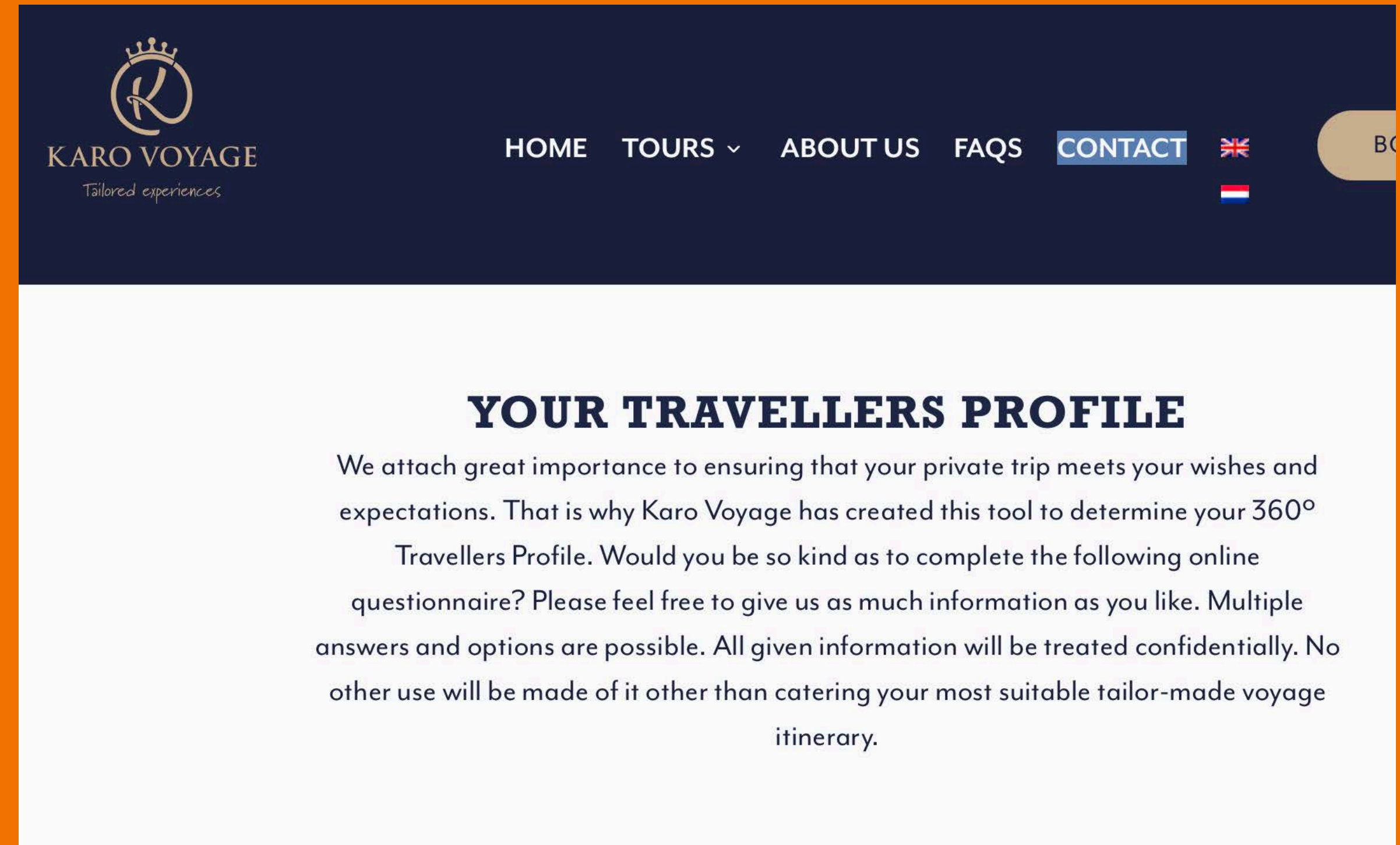
Case Study: **Karo Voyage**

Tailoring Experiences According to Market Needs

Karo Voyage

Karo Voyage offers nature lovers and wine enthusiasts excellent opportunities to explore the beautiful hike destinations and fascinating vineyards in Europe.

MARKET NEEDS: different and niche experiences + experienced partners



Tailoring Experiences According to Market Needs

Karo Voyage

TRAVELLERS PROFILE TOOL

Customers contact Karo via the contact form, iMessage or WhatsApp.

Based on their wishes, they'll propose a tailor-made tour itinerary and a quotation.

TRAVEL INFORMATION

Who is travelling

☒ one person ☐ a couple ☐ family with kids ☐ friends ☐ colleagues ☐ other

Total number of persons travelling*

Age of travelers*

Suitable travel dates*

Tour length in days*

Travel style*

☐ hikes ☐ trails ☐ beaches ☐ pools and spa ☐ Travel with your partner, sunset at beach ☐ museums

☐ archeological sites ☐ architecture ☐ traditional experiences

Can you tell us your ideas about the tour, places you want to visit and how long would you like to stay at each place?

TRAVEL DETAILS

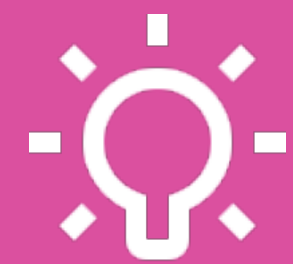
Accommodation

☐ family hotels ☐ guesthouses ☐ economy hotels ☐ boutique hotels ☐ luxury and high-end hotels

PART 3

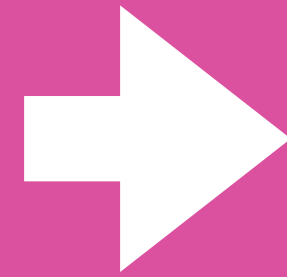
Visitor Journey Mapping

Visitor Journey Mapping



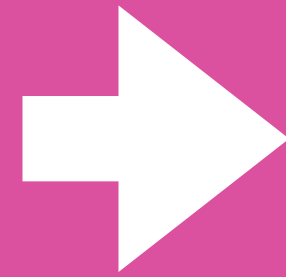
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**Dreaming &
Inspiration**



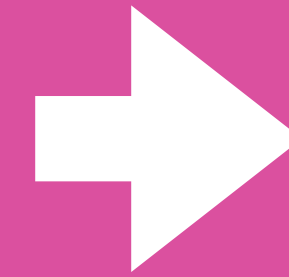
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Booking



3

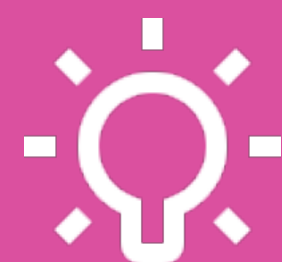
Experience



4

Loyalty

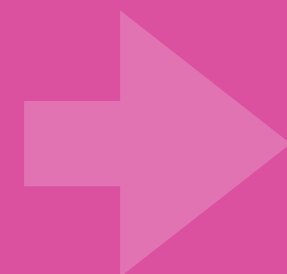
Visitor Journey Mapping



1

Dreaming & Inspiration

- Promote your business overseas using storytelling strategies
- Capitalise your marketing efforts to become a **must-do experience**



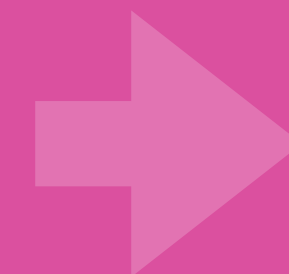
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Booking



3

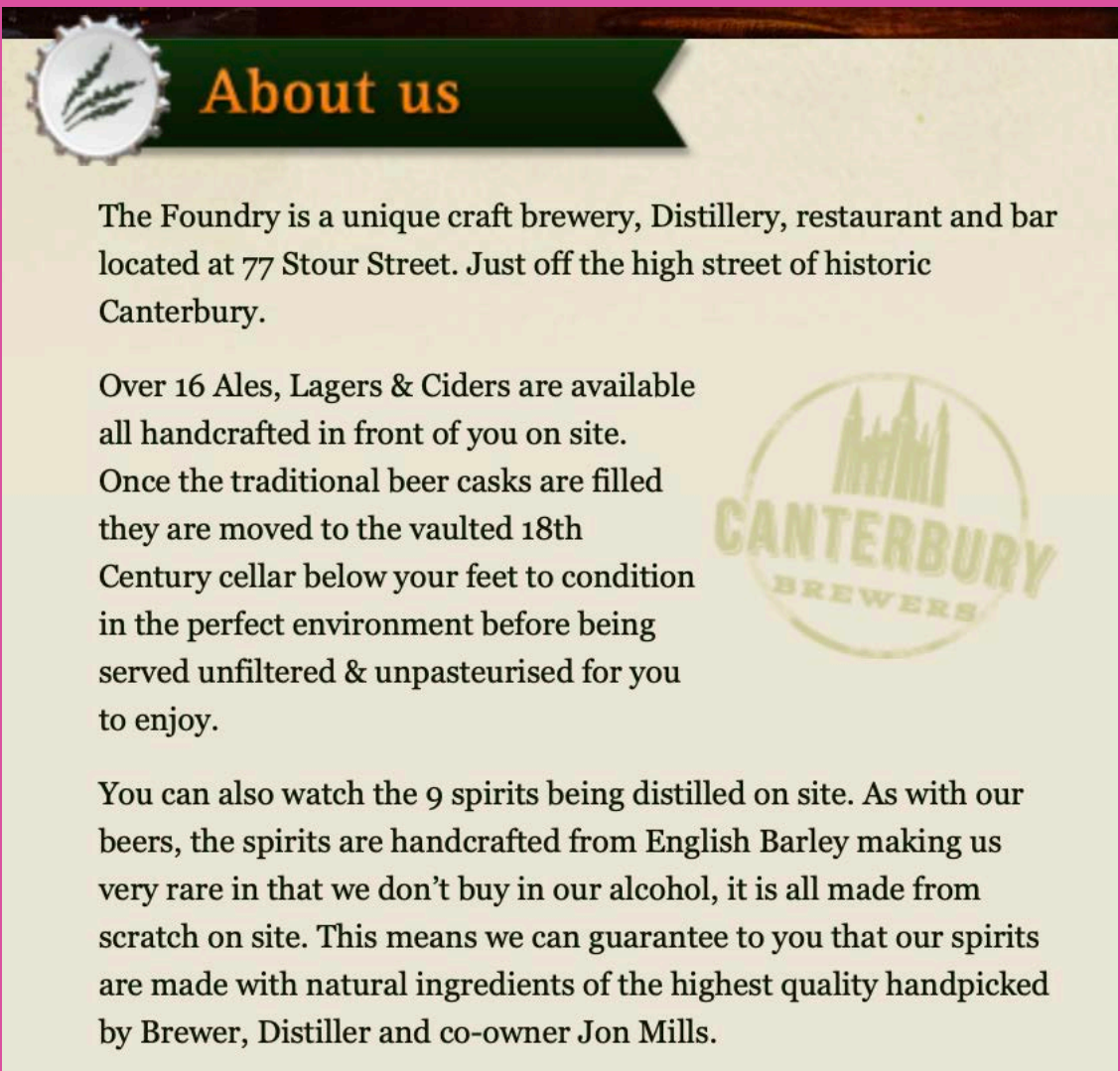
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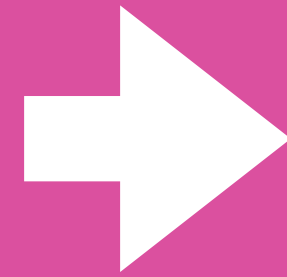
RECOMMENDATIONS



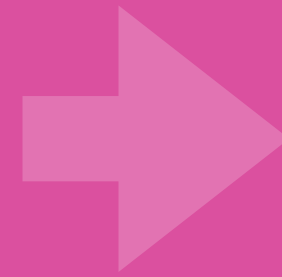
Visitor Journey Mapping



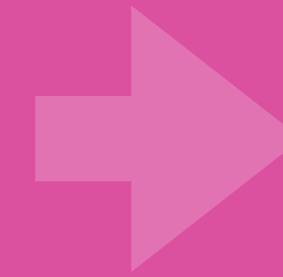
**Dreaming &
Inspiration**



Booking



Experience



Loyalty

RECOMMENDATIONS

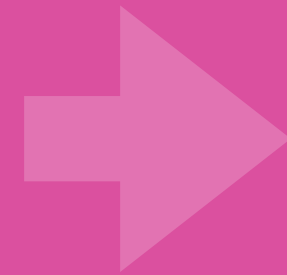
- Provide a **user-friendly experience** to visitors and provide all the necessary information
- It is also key to **be present in the distribution channels** most used by these visitors

Visitor Journey Mapping



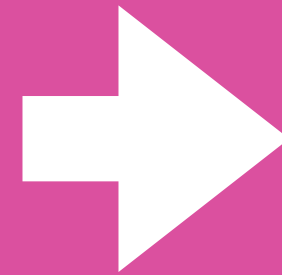
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**Dreaming &
Inspiration**



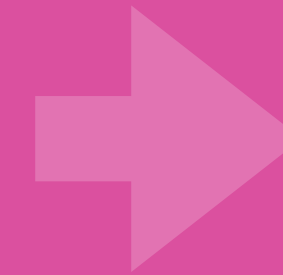
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Booking



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Experience



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RECOMMENDATIONS

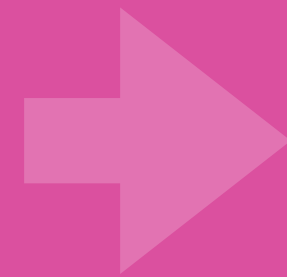
- Make sure visitors meet or even overcome their expectations in the destination
- A **tailored experience** is a great way to achieve this

Visitor Journey Mapping

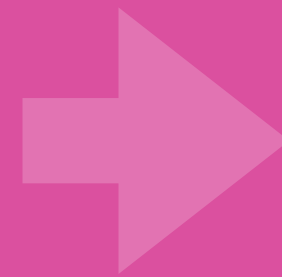


Dreaming & Inspiration

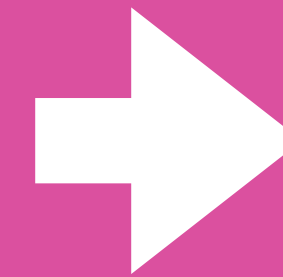
- Create ways to retain customers, using **loyalty programs** (frequent traveller programmes, memberships, subscriptions)
- Don't forget that it is cheaper to retain than to attract new customers



Booking



Experience



Loyalty

Hæckels®

"Rubbish For Product"

- An initiative, that rewards locals who help keep the coastline clean from waste
- Whenever a customer takes part in cleaning up a beach and fills a bag of litter with proof that it came from the beach, the store provides a free product to say "thank you"
- Residents are further rewarded with every purchase, with a 15% in-store discount on any product

PART 4

Identifying Your Experience Value Proposition

Identifying Your Experience Value Proposition



What is the Experience Value Proposition?

A set of elements that, when combined, make a business and its experiences stand out.

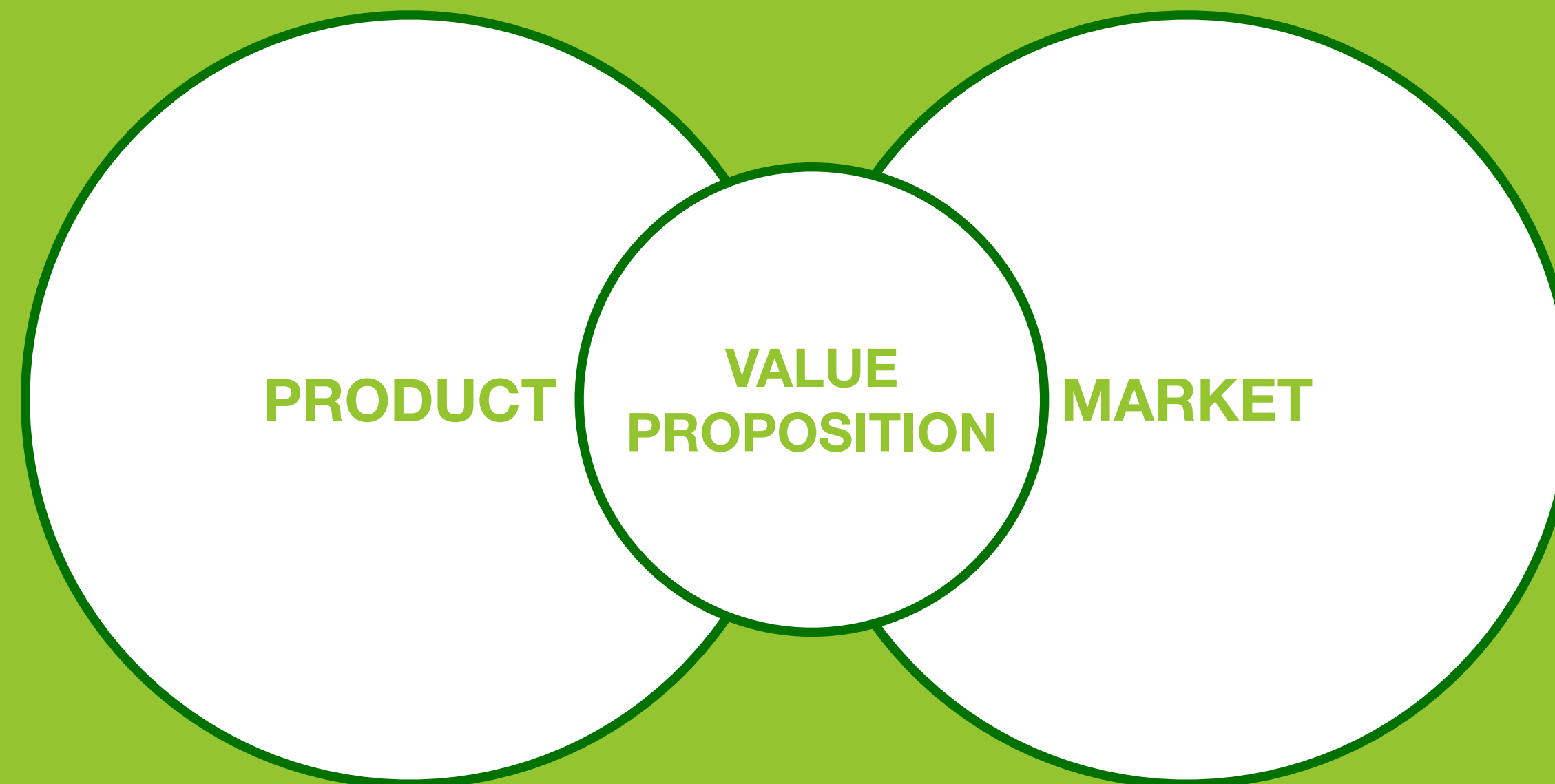
Those elements alone may not differentiate one business or experience from another, but when brought together, they do.



Identifying Your Experience Value Proposition



The value proposition is a way to ensure that the experience is positioned around the customer's values and needs and that there is a fit between product and market.



Identifying Your Experience Value Proposition



The value proposition must answer how the experience creates gains and how it offers added value to the visitor.

It has to show how the experience alleviates visitors' pains.

GAINS (examples)

- Saves time
- Shows the city from a different perspective
- Allows to meet other people

PAINS (examples)

- Getting lost in the city
- Missing the main attractions
- Queues
- Not trying local dishes

Identifying Your Experience Value Proposition

Case Study: Paris Charms &
Secrets, France

Paris Charms & Secrets

Paris Charms & Secrets is a 4-hour tour of the heart of Paris.

ELECTRIC BIKE EXPERIENCE

“The electric bike will allow us to stay away from the traffic, go inside gardens, protected areas, bus and bicycle lanes, monuments like the Louvre or the Champs de Mars, so you will be able to discover all of Paris.”



Paris Charms & Secrets

Customer **gains**:

- To be sustainable (using electric bikes)
- To be able to visit more attractions (avoid traffic and public transport delays)
- To practice physical activity

Customer **pains**:

- To miss a lot of attractions because there is not enough time to walk around / or the risk of being stuck in traffic
- To get very tired of walking around
- To contribute to the greenhouse gas effects

PART 5

Templates for Identifying Market Needs

Market Segments & Needs Mapping



Template for Identifying Market Needs

- Focus on changes in the audience, market opportunities, consumer demographics, needs mapping, key influences and interests

Some important questions for “needs mapping”:

- How well-defined is your audience? Who is your online audience and what are its needs? How can you support its needs to help form an opinion, develop an interest and support its visit?

[Link to Mural](#)

REMOTE DESIGN REBUILD HYPER-LOCAL, REGIONAL, DOMESTIC - The New Markets & Audiences

MARKETS & SEGMENTS

- Changes**
What are the main changes you need to take into consideration regarding the markets you usually target?
- Opportunities**
Where do you see market opportunities for your organisation? Do changes in current and traditional markets present new opportunities for you? Where do opportunities exist which haven't yet been fully exploited and can work well in these circumstances?
- Consumer Demographics**
How are visitor profiles changing? How successful is your organisation in engaging new types of visitors and behaviours? How do you ensure your destination stays relevant?

AUDIENCES

- Need Mapping**
How well defined are your audiences? Who is your online audience and what are their needs? How can you support their needs to help form an opinion, develop an interest and support their visit?
- Key Influences**
What factors influence their impression of your destination? How do factors like reputation, price, image, impact perception affect the decision process? Are we successful at providing the right support?
- Interests**
What are the key interests which resonate well with online audiences? Where do you believe your organisation stands apart from other destinations and which 'niche' audiences are key to engaging audiences online?

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Audience Empathy Card - Needs in the New Normal



Template for Identifying Market Needs

- Each persona should function as a reminder to always keep the customers' needs, expectations and preferences in mind
- Assign real characteristics to your personas, such as adjectives that define them, a measure of their personality, their preferred channels, their goals in life and their frustrations or the challenges they are facing, their motivations and the brands they interact mostly with

[Link to Mural](#)

TAKEAWAYS

- Attract niche segments
- Focus on the markets and segments you know best
- Address visitors' pains with your experience
- Create a structure that allows you to develop tailored experiences





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