

TOURISM PRODUCT DEVELOPMENT AND MARKETING

BRANDING COMESA AS A SINGLE DESTINATION
CREATING INNOVATIVE PRODUCTS THAT ARE COMPETITIVE
DEVELOPING AFFORDABLE TRANSFRONTIER AND REGIONAL TOURISM
PACKAGES



1ST COMESA TOURISM FORUM

Nairobi , KENYA

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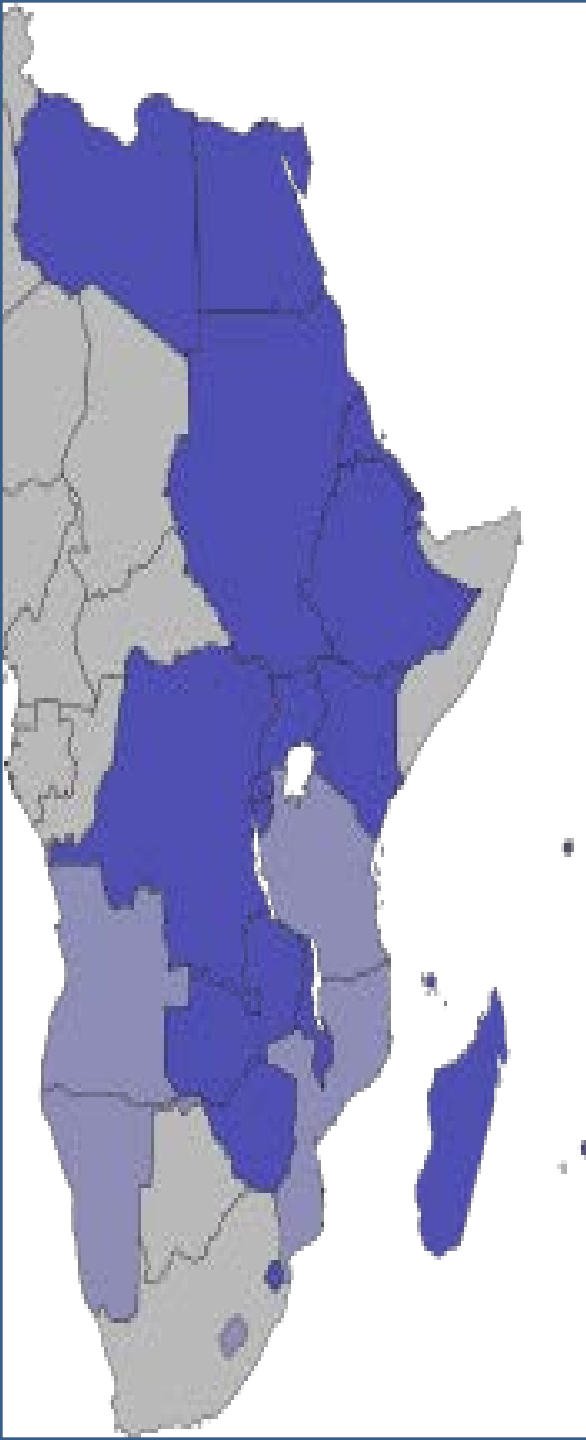
Senior Marketing Manager

ZAMBIA TOURISM BOARD

TOURISM PRODUCT DEVELOPMENT

What it involves.....

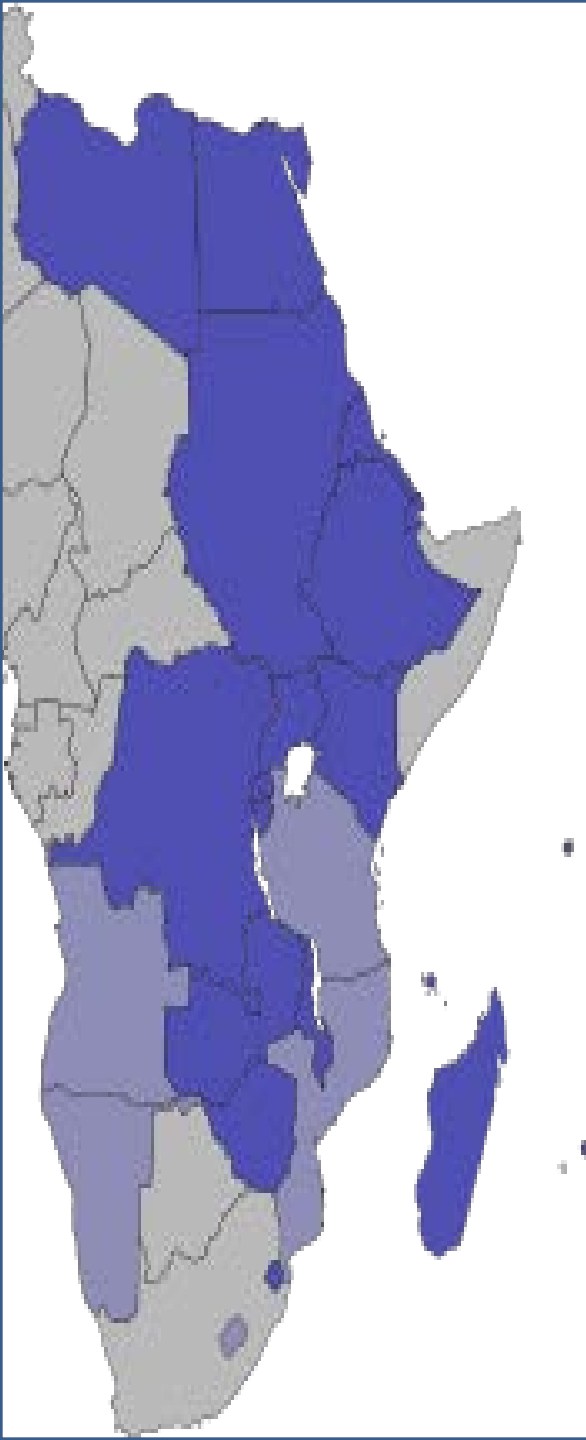
Looking systematically at our region, areas, offerings, markets and niches to determine which are the right tourism businesses, markets and products to develop: those with the potential not only to thrive economically, but also to improve the overall offer and experience of the region.



TOURISM MARKETING

What it is ...

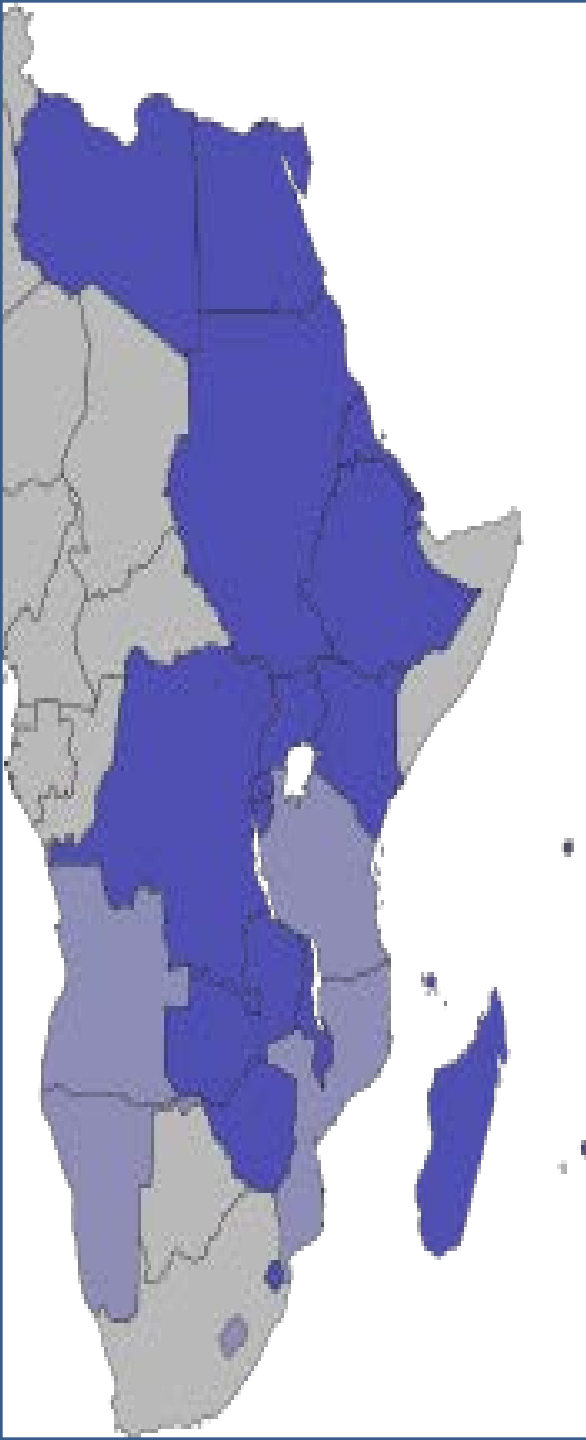
Creative and effective ways to let potential travellers know what attractions and amenities a destination offers , in an appealing and yet honest manner



TOURISM PRODUCT DEVELOPMENT AND MARKETING

In most countries, tourism product development and tourism marketing are carried out by different departments which sometimes leads to one being implemented in isolation of the other.

Consultation, coordination and collaboration with all stakeholders (both public) are key to achieving well coordinated product developments and marketing programs

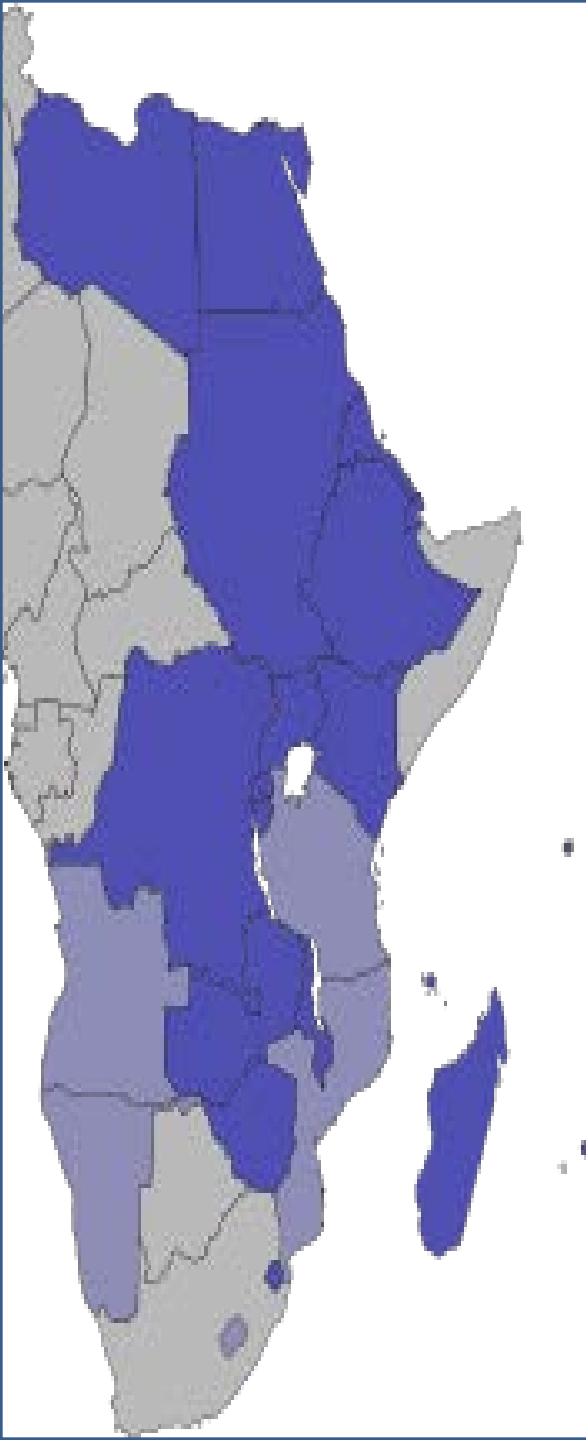


BRANDING COMESA AS A SINGLE TOURISM DESTINATION

19 Brands Compressed into 1 – a few are sampled here



COMESA – QUICK FACTS



- Members: 19 States
- Land Area: 12 million Square Kilometres representing 40% of Africa's total landmass
- Population: 400 million est.
- Superlative: Largest geographical coverage of any regional economic community in Africa

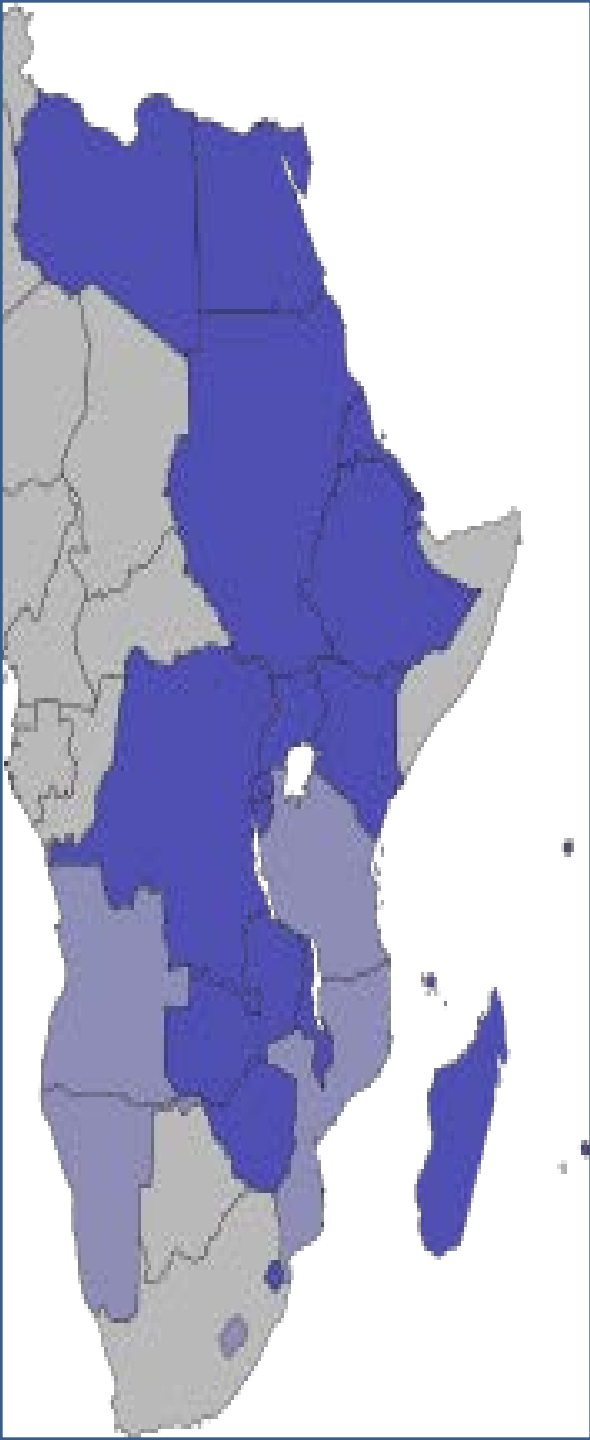
DESTINATION BRANDING

- Total image
- Developing a unique identity and personality that is different from all competitive destinations – simply put it is differentiating one's offer from competitors
- Unique selling products avail an opportunity for branding competitively
- A destination brand could be a name, symbol, logo, word or graphic or all of them combined

Branding Components:

- | | |
|------------------------|-------------------------------------|
| ➤ Character: | How is it perceived |
| ➤ Personality: | Character associated with the brand |
| ➤ Image: | Current perception by the public |
| ➤ Identity: | How we want to be perceived |
| ➤ Culture: | Values of the brand |
| ➤ Essence/Soul: | Emotional elements |

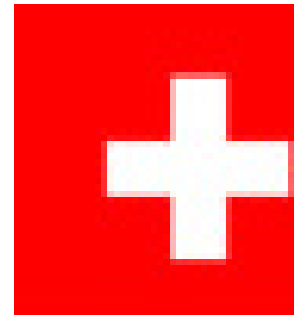
DESTINATION BRANDING



Name

México

Symbol



Regional



Graphic



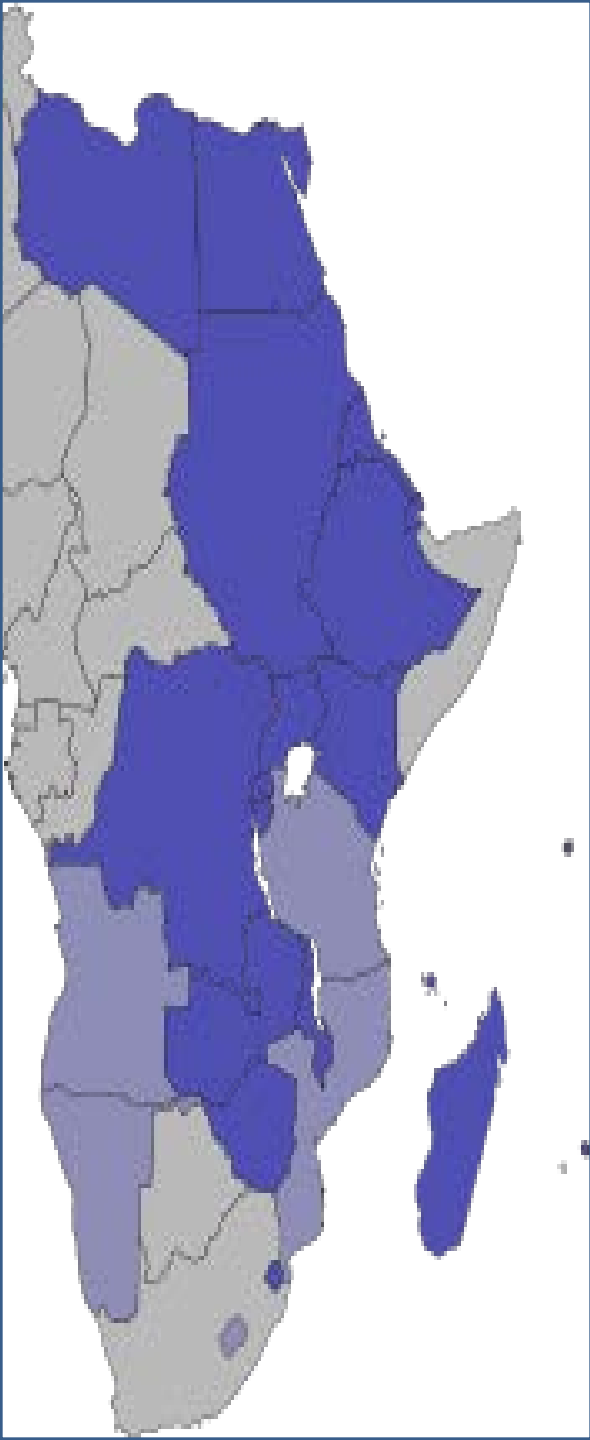
COMESA PRIME TOURISM ASSETS

The COMESA region is endowed with superb tourism assets – man-made and natural

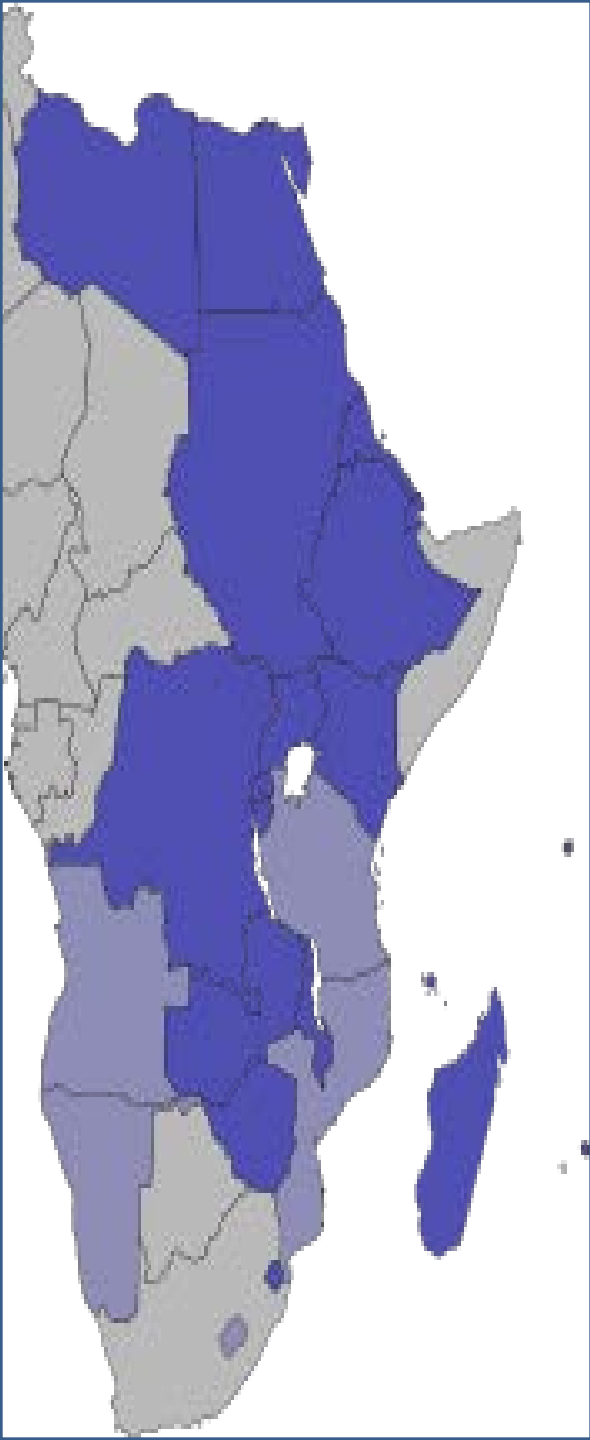
- The Victoria Falls – One of the Seven Natural Wonders of the World
- The Pyramids
- The Masai Mara Migration – over two million animals movement
- Beaches
- Gorillas and other wildlife endemic animals
- Rich and diverse culture
- Great Historical Sites
- MICE Tourism
- Festivals
- Great Rivers and Lakes
- People



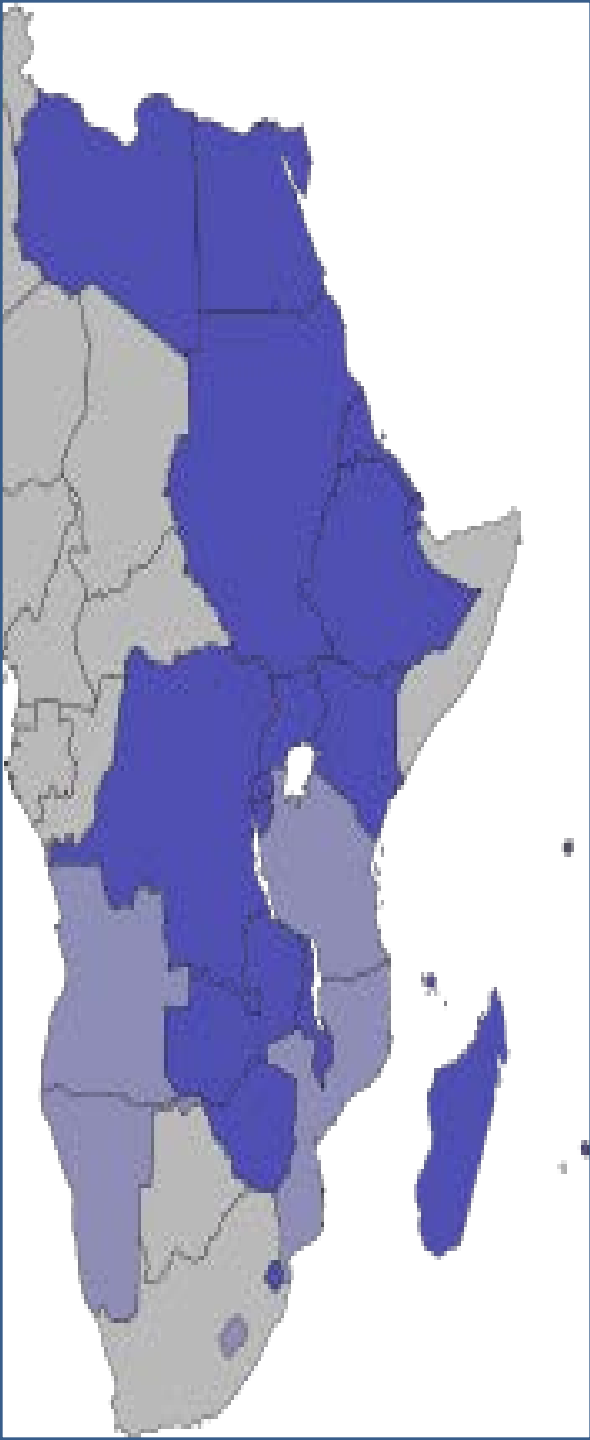
One of the Seven Natural Wonders of the World



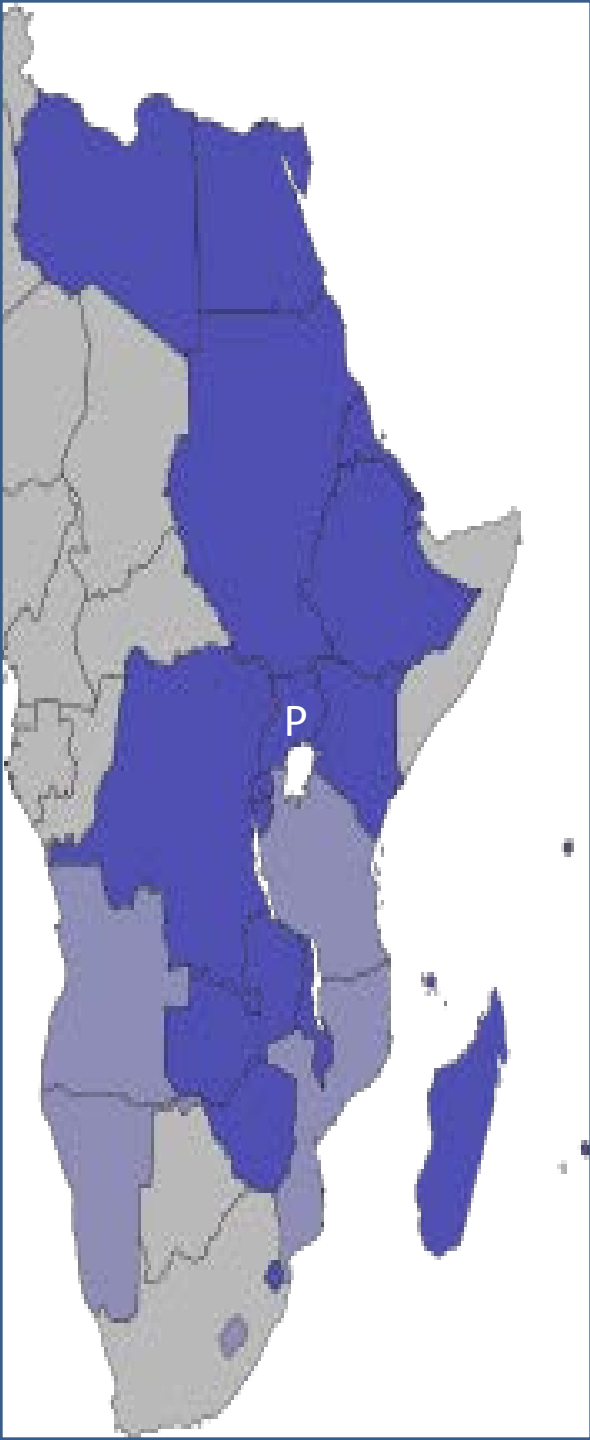
**ANCIENT HISTORY - OVER 4,500 YEARS
OLD YET STILL STANDING INTACT**



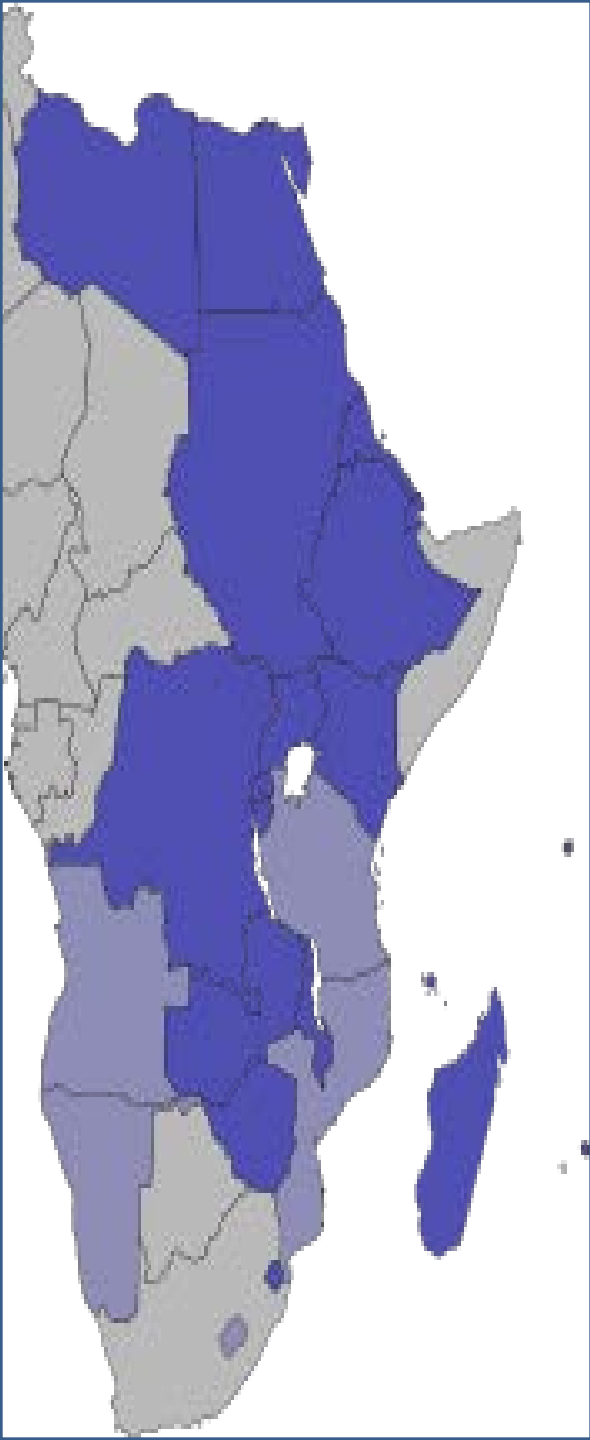
WILDLIFE WITHOUT BOUNDARIES



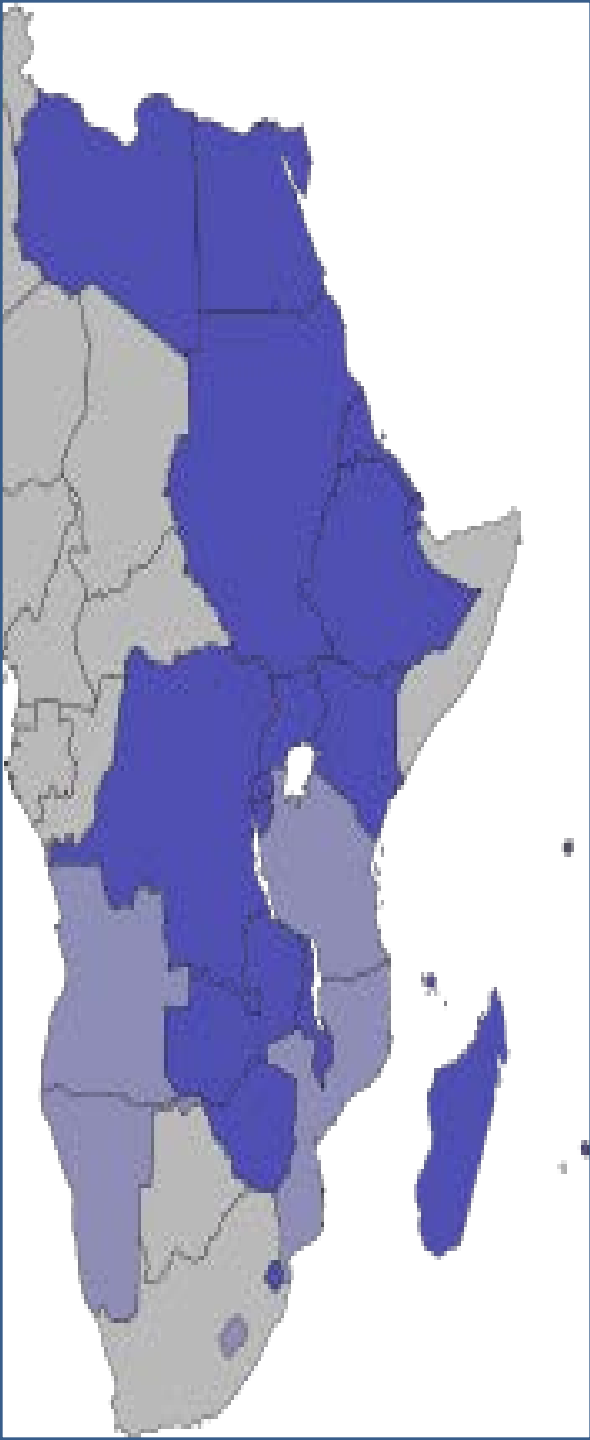
COLOURFUL & PULSATING CULTURES



THE REMNANTS



IMMACULATE BEACHES



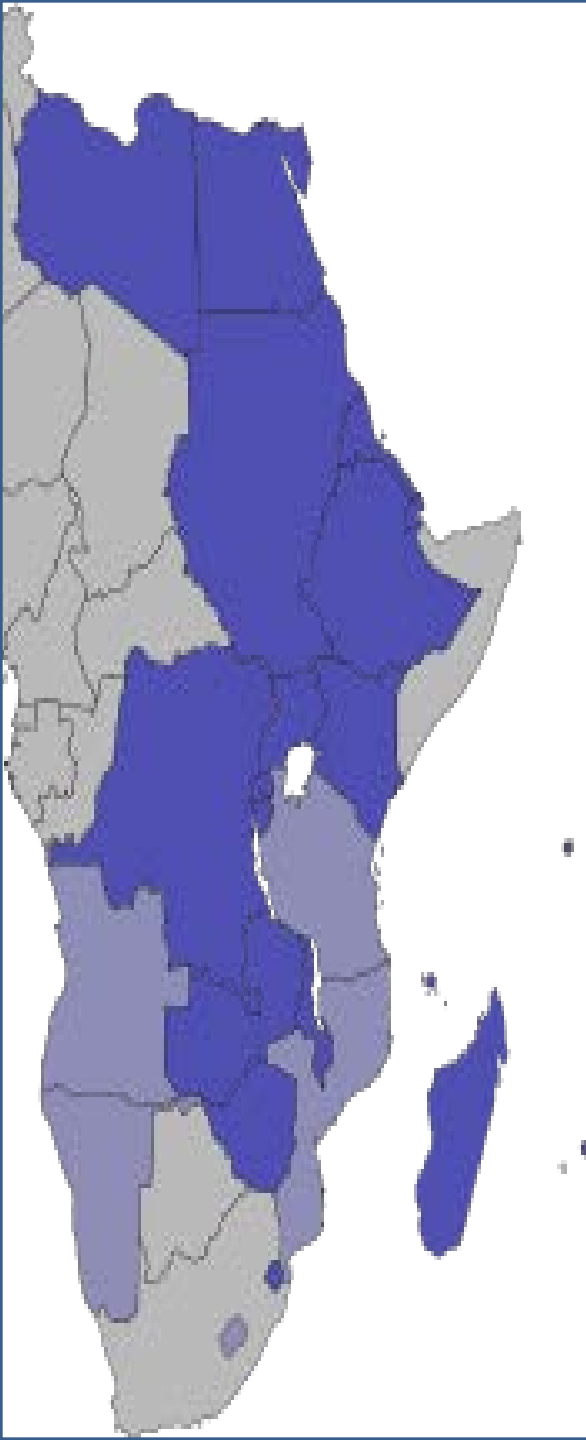
CREATING COMPETITIVE PRODUCTS

How do we ensure the region remains competitive?

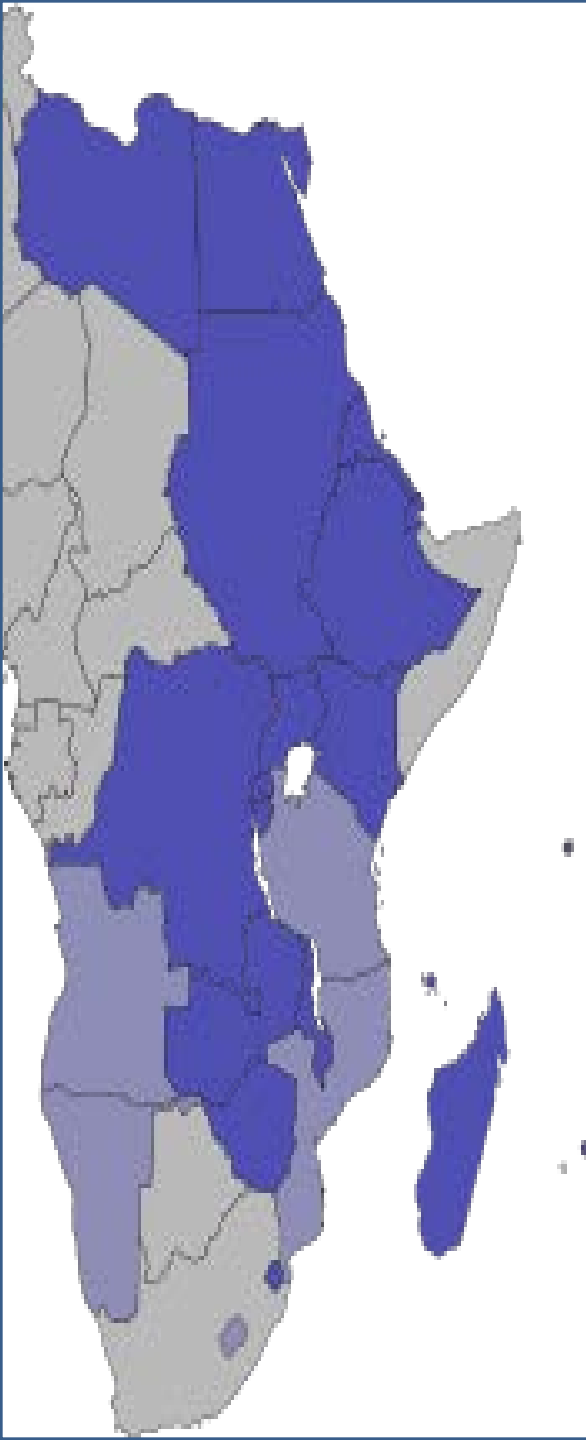
- Identify USPs and use them to approach the tourism source markets. The lesser known products can be packaged with known products.
- Stay alert to tourism market intelligence and innovate products according to new travel trends
- Use market and marketing research for accurate data which can be used to formulate new strategies and policies
- Monitor, evaluate and review the regional tourism marketing programs
- Member states to be unified under a single brand and support each other , remember that we are no longer competing but merely COMPLEMENTING each other
- Speak positively about our brand, we are the carriers of our brand and image



DEVELOPING AFFORDABLE REGIONAL TOURISM PACKAGES

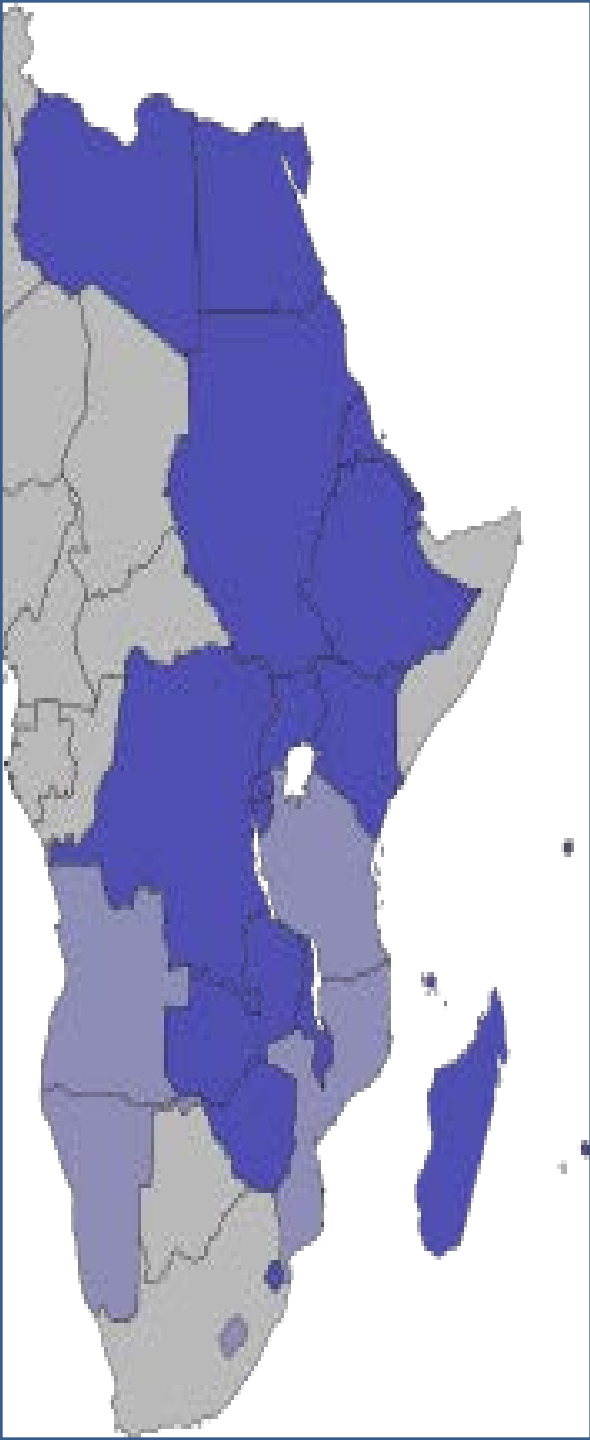


- Private sector key players in delivering affordability
- Governments to support efforts by private sector towards affordable regional packages
- Neighbouring member states with easy connectivity to pilot circuits within the COMESA region
- COMESA Secretariat to lobby both public and private sectors among member states
- Foreign travel trade to be used as a pool for client feedback on various tourism products and services
- Promote affordable packages aggressively
- Member states who are already successful with tourism may not easily support a regional or integrated approach



CHALLENGES

- Converting 19 already-on-the-market brands into 1
- Poor marketing /limited tourism marketing funding
- Connectivity between some members states remains a challenge
- Lack of a regional standard e.g accommodation, road signs, visa regulation etc
- Different levels of growth
- Poor infrastructure in some areas
- .Lack of a regional tourism plan
- High cost of air travel within the region - need to copy the VUSA model

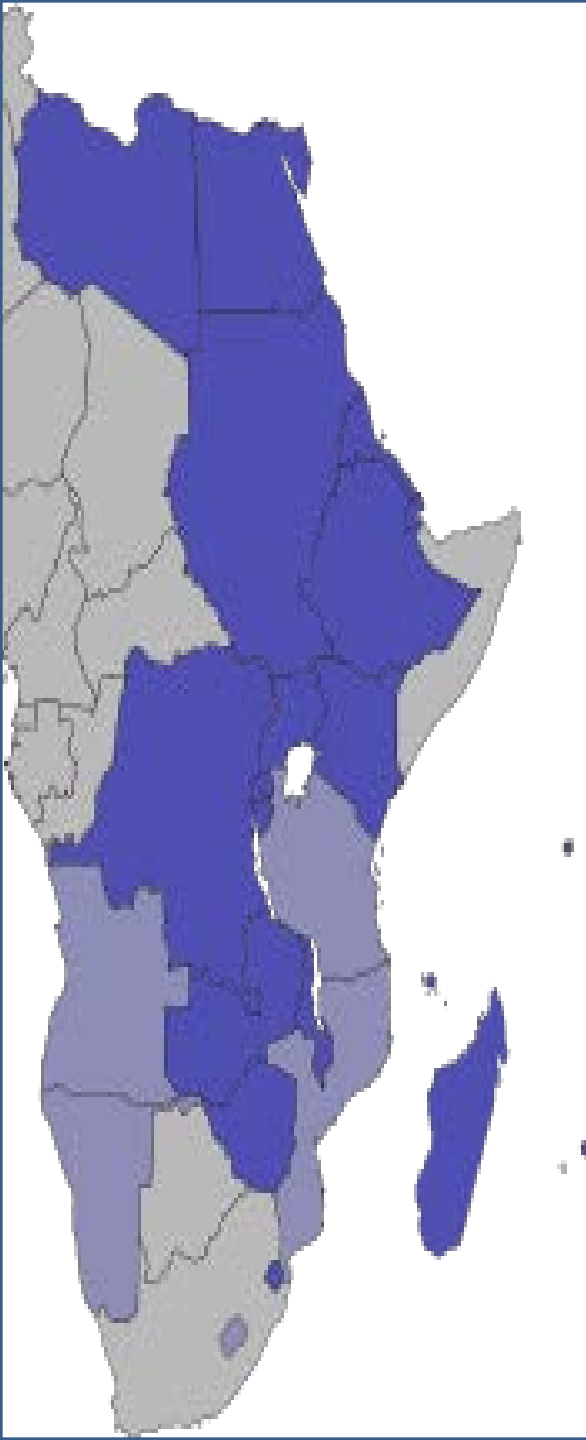


OPPORTUNITIES

- UNWTO 2013 GA
- Improving airline connectivity
- Growing regional tourism brands
- Diversity of tourism products
- Potential transfrontiers
- Cordial relations among member states
- Intra region travel

BENEFITS

- Collective representation
- Attract more visitors as region - both regional and foreign
- Shared marketing, research costs
- Multiple destination circuits
- Networking and sharing
- Members states ahead – role models for those lagging behind



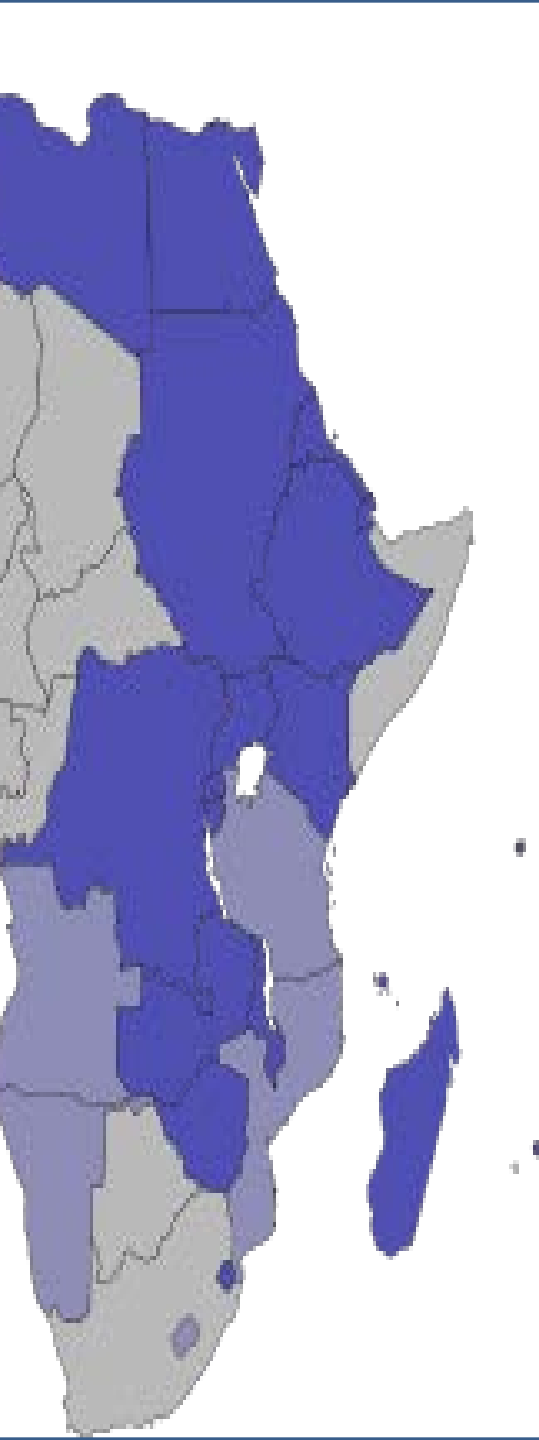
DEVELOPING THE COMESA BRAND

Recommendations

- The re is need to develop a strong COMESA tourism destination brand which will clearly differentiate the region from other competing destinations.
- Identify ‘Brand Champions’
- Strong stakeholder consultations are encouraged to ensure that the brand and its values are acceptable to all interested parties in order to get their full support “buy-in” and jointly promote the brand.
- A brand consultant should be engaged to lead the process.
- A COMESA tourism -specific office should be set up to run with the sector operations on a full time basis.
- To build a strong regional destination brand, governments and private sector should invest in improving infrastructure , safety and security of tourists.



DEVELOPING THE COMESA BRAND ... cont'd



- The region should also rationalise the key travel barrier (visas) by introducing of a common visa in order to enhance the proposed regional destination brand.
- Continuous market research should be conducted in order to identify the changing needs and trends in consumer demands, perceptions and expectations.

ENDING

When all is said and done, truly there will be a tourism brand for the COMESA States that will be marketable to bring additional tourists to the region .

The ball is in our own court!

