

Creating Successful Destinations - a partnership approach



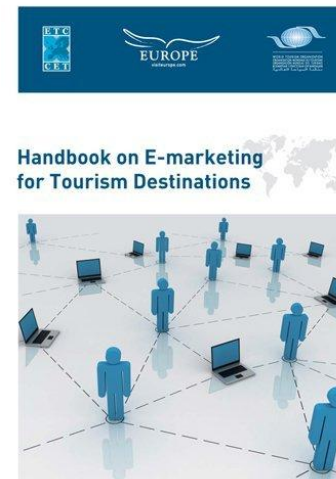
Presentation by TEAM Tourism Consulting
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TEAM Background

TEAM – Co-authored six UNWTO publications :

- Policy and Practice for Global Tourism
- Green Tourism 'Chapter' of Green Economy Report
- Marketing Tourism Destinations Online
- E-Business for Tourism
- A Practical Guide to Destination Management
- An eMarketing Handbook for Tourism Destinations



Destination Success in Slovakia

- Compelling visitor experience
- Profitable and growing sector
- Desirable career choice
- Boost to national pride
- A celebration of the very best of Slovakian culture
- Vital contribution to Slovakia's economy

Why partnerships matter?

- No one body owns the Slovakian experience
- A superb place to stay, eat or visit is wonderful
- But first impressions count and if the basics let you down
- The tourism sector can be fragmented and fragile
- The world of leisure and tourism may be seen as 'not real business'
- Destinations gain strength by working together

Creating Successful Destinations: The Challenge

- Understanding the Destination Life Cycle
- Thinking about the Customer journey
- Matching the experience to the marketing promise
- Playing to your strengths

England

- Strategic Framework for English Tourism
- Tourism marketing strategy
- Modernising Visitor Information Framework



North West England

In **North West England**, we have undertaken many projects for the Regional Development Agency:

- Destination management planning guidelines
- Strategies for marketing the natural environment, visitor information provision, business tourism, increased sustainability
- Providing 'Insight through Intelligence' – three year project
- Revising the Regional Tourism Strategy





In **Romania**, we have prepared a strategy for the development of a new tourism resort, alongside a new gold mine. The plan includes attractions based on gold and silver mining heritage, modern day mining, cultural heritage, outdoor sports and a programme of major events.

Thinking nationally and delivering locally

- Global trends
- National trends
- Market focus
- Learning from others
- From strategy to implementation

Estonia

- In **Estonia** we are working with Enterprise Estonia to share our knowledge of destination development, management and marketing to boost market share and profitability
- Practical project work, leading to practical outcomes



Winning partnerships

- The Value Proposition
- Tapping into shared goals, energy and resources
- Building capacity
- Sharing expertise
- A holistic approach

Monmouthshire Tourism Futures

- Destination Development Plan
 - a 7 point action plan
- Destination Marketing
 - local food and exceptional landscapes as the winning proposition
- Destination Partnership
 - local authority as major sponsor empowering tourism organisations to lead



Edinburgh, UK

The city of **Edinburgh** in Scotland, home of the world's largest festival, where TEAM is finalising a new tourism strategy, action plan and stakeholder engagement programme for the period to 2020



TEAM: Destinations are our business

- From Strategy to practical implementation
- Destination development and marketing
- Effective partnerships
- E- business



TEAM Tourism Consulting

- Specialists in Destination Management and Marketing
- Established in 1997, TEAM has been involved in more than 280 consultancy projects over the past 14 years and we have worked in 30 countries worldwide
- CEO Dr Roger Carter spent 25 years working for tourism organisations - national, regional and city-within the UK
- TEAM's Associates are nearly all practitioners- they have worked for and understand Destinations and partnerships

Our Ethos

- We bring **global best practice** to destinations worldwide
- We seek **long term business relationships** with our clients
- We focus on **intellectual rigour**
- We search for **stimulating, innovative and practical solutions**
- We strive for **excellence**
- We aim to deliver the **best possible value for money**

TEAM, our winning formula

- ✓ Totally committed to destination professionalism and success
- ✓ Proven track record in delivering a quality product
- ✓ Ability to excite, involve and empower the respective stakeholder groups
- ✓ Experience and knowledge of destinations and best practice worldwide
- ✓ Understand the European economic and tourism environment
- ✓ In-depth experience of destination marketing – as practitioners, as well as consultants
- ✓ Directly relevant experience and knowledge of making new partnership delivery structures work successfully
- ✓ Have the experience, capacity and energy to engage effectively with stakeholders across all sectors
- ✓ Enthusiastic to work with you as partners!

Thank you for your time and attention!

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