

Communication in the 21st Century and the role of Regional Cooperation



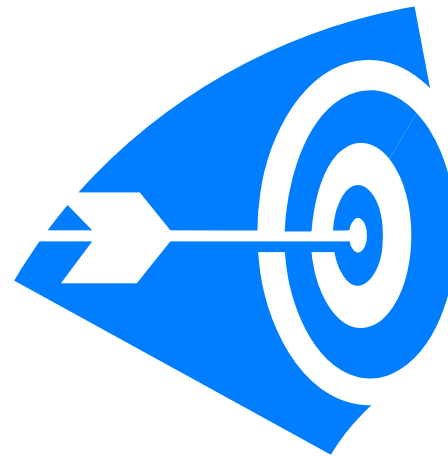
Content:

1. Communication in the 21st century with whom & how
 2. **Segments** and targeted communication- niche not generic
 3. Visual and online media
 4. How the Consumer perceives a destination- as a **city** or a **region**
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Too Much Information- How to get your voice heard?



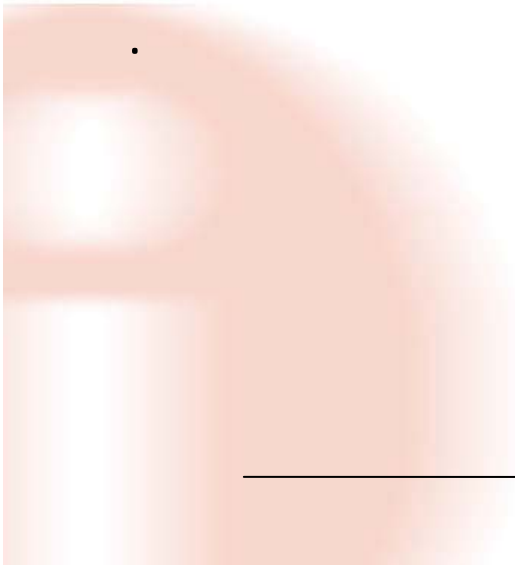
- Society is **more complex**, with information overload
- **Know your client** -Need to address each interest group or segment
- **Targeted promotion** through appropriate communication channels



Communication Lifecycle



* It takes 3 years for a segment to pass from one stage of the communication lifecycle to another.



B2B to B2C



- **Change** in the way people book travel
 - Less dependent on travel agents and official guides, more interest in internet and from social media .
 - Need to change how we promote & communicate our destinations.
 - Travel exhibitions are less relevant- too trade focused & expensive
 - More Direct communication with consumers
 - More Targeted communication with consumers by understanding who they are
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What is Segmentation ?



- It means analyzing and grouping together people with similar interests, income a similar level of income.
- Segmentation is best done through commissioning a market research.
- Once the segments are Identified- understand what products can be offered to them and how to communicate with them

“ I don’t like to feel like a tourist, I want to have a special experience and get some understanding of the country that I visit”

EXPERIENCE SEEKER



Why Focus on Segments



- Every Market has limited funding- therefore have to Define and communicate with a defined target group.
 - Helps focus on Consumer Interest Not Tourism Products -**Market Led not Product Led organisation**
 - All Marketing & PR work should be created around the **Identified Segments**- Promote the **Right products** and, **communicate** through the **Right Channels**, at the right price.
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Case study: Malaysia



Key Segmentation- Russia

- Empty Nesters
- Families
- Experience Seekers
- High Flyers, or VIPs
- Divers

Secondary Segments (if sufficient funding):

- Honeymooners
 - Mice Groups
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Empty Nesters



- **Estimated Market Share:** 50-60%
 - **Age:** 35-50 years old
 - **Geographic location:** all regions, main Segment for Moscow, St-Petersburg and Yekaterinburg
 - **How do they travel:** in couples without children
 - **Key characteristics:** well-travelled, already visited Thailand or Bali, quite well-educated, interested in exotic countries, “mobile” - ready to fly far for more exclusivity
 - **Income** – above average (upper middle class)
 - **Seasonality** – all year round
 - **How do they book:** via an agency
 - **Main destinations:**
 - Langkawi (due to beaches, also as a good alternative to Bali as a “paradise-like” place)
 - Borneo – second choice (due to nature & exclusivity)
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Empty Nesters-ii



- **Product requirements:**
 - Relaxing beach holiday including spa & wellness
 - comfort, high service, good ecology, lush and “untouched” nature
 - 4-5 star hotels
 - Interested in Malaysia as a niche destination offering good service
 - **Potential product:** Spa and Wellness
 - **Sub-group** of those who tend to combine beach holiday with sightseeing: book a combination of several islands, have better awareness of Malaysia than the pure “Beach Lovers”, are interested in its culture & history
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Visual & Effective Communication



Seeing is believing!
- Visual is particularly effective, lazy to read. They want impartial information not official guides.
They communicate online and swap information amongst each other.

Online Booking is Sales Distribution



- 18% of all on-line Traffic in Russia is Travel connected, in the USA almost half of all travel is booked on line.
- A leading **online booking** come had a 450% increase in profits in 2009 in Russia when the market fell by 20%.
- Social media-** is more cutting edge and influential tool, where travel stories are shared and advice is given: facebook, V Kontakte & Odnoklassniki



New Travel Trends for Consumers



- The **New traveller** is economically **rich but time poor**
- Holidays are shorter and more frequent, People want to have **an Experience** not just an Rest . The Silk Route, with its rich traditions, history cuisine and varied culture offers a great opportunity for a unique experience.
- Increases in Interest in visiting regions with cultural connections, oblivious to National boundaries, eg South Caucasus and is ignorant of political issues, this is the same for the Silk Road
- To increase awareness, there needs to be cross regional promotions. Traveller needs to feel that it is a seamless experience concerning visas and transport.



Future Promotion of the Silk Route



- A Fascinating Marketing opportunity- Both online and off-line
- Relevant for the future travel tendencies, especially if promoted as a regional, seamless entity.
- An opportunity to preserve ancient heritage and provide millions of new jobs for countries with young populations.

AN OPPORTUNITY NOT TO BE MISSED!