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International Conference

10TH WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM

"The Certification Process and the Real Impact of the Associated Brands"

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t ouristology
by  inmark



How to market quality

Does quality certification sales?

Is it possible to certificate a destination?

What a nightmare!



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197 countries
300.000 destinations
500.000 publicity impacts



standardization facilitates **trading**
quality as **differential** factor

Marketing and Quality share a common objective

improve relationship,
satisfy,
generate loyalty



Quality branding: what an opportunity!



"Water is free, we only charge for the packaging and the **brand**." Perrier

Types of quality brands

seal of approval



prestige brands

destination brands



product brands

Does quality certification sales?

content addressed to the
right target markets:

- Providers
- Trade
- Visitors

implementation and
promotional cost



Compromiso
de Calidad Turística



Are quality marks really impacting?



Key factors when marketing quality

wrong focus / regulatory

- ☹️ basic services, guarantee of quality services
- ☹️ regulatory: quality to organize the supply
- ☹️ fear
- ☹️ lack of review
- ☹️ physical evidence only

Key factors when marketing quality

right focus /proactive

- 😊 meeting standardization level
- 😊 added value services or specialization
- 😊 return on investment
- 😊 seek recommendation

Quality brand systems



QUALITY
Our Passion



WELLNESS
Destination



APARTMENT
Holiday Comfort



FAMILY
Destination

Promotional contents and processes

introducing positive data
management to reinforce
the destination image

making access to
information a positive and
complete experience

transforming
weaknesses into
strengths

promoting
benefits of the
quality scheme

THANK YOU

GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR

DANKSCHEEN
SPASSIBO
SHACHALHUYA
NUHUN
CHALTU
YAQHANYELAY
TASHAKKUR ATU
DHANYABAAD
WABEEJA
MAITEKA
YUSPAGARATAM
HUI
SUKSAMA
EKHMET
MERGI
SPASIBO
DENKAUJA
NEHACHALHYA
UNALCHEESH

TINGKI
BIYAN
SHUKRIA

MAA
GRAZIE
MEHRBANI
PALDIES
KOMAPSUMNIDA
SAHCO
MERASTAWHY
GAEJTHO
GOZAIMASHITA
AGUYJE
FAKARUE
LAH
ATTO
MERSI
UNALCHEESH
HATUR
GUR
ENKUBU
SIKOMO
MAKETAI
MINMONCHAR

BOLZIN
MERCII