

目的地营销的十个制胜法宝

Ten keys to success in destination marketing

英国天美旅游咨询有限公司

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目的地营销的十个制胜法宝

规划

- 1、了解市场，选择合适的目标
- 2、提供独特体验,使市场为之而兴奋
- 3、“游客旅程”工具包
- 4、选用最经济高效的宣传方式

市场营销活动

- 5、“移动”思考！
- 6、社交化！互动化！
- 7、最大化利用游客价值！
- 8、与他人合作！

评价（市场营销后的工作）

- 9、从工作中总结
- 10、倾听游客的反馈

Planning

1. Know your market and select targets
2. Deliver unique experiences that will excite your market
3. Use the customer journey as a planning tool
4. Choose the most cost-effective forms of promotion

Marketing activity

5. Think mobile!
6. Go social! Go interactive!
7. Maximise the value of your visitors!
8. Work with partners!

Review

9. Learn from your experience - measure, compare, evaluate, adjust
10. Listen to your customer

了解市场，选择合适的目标
**Know your markets,
select your target
segments**

2020 中国…打好基础 —了解客户

2020

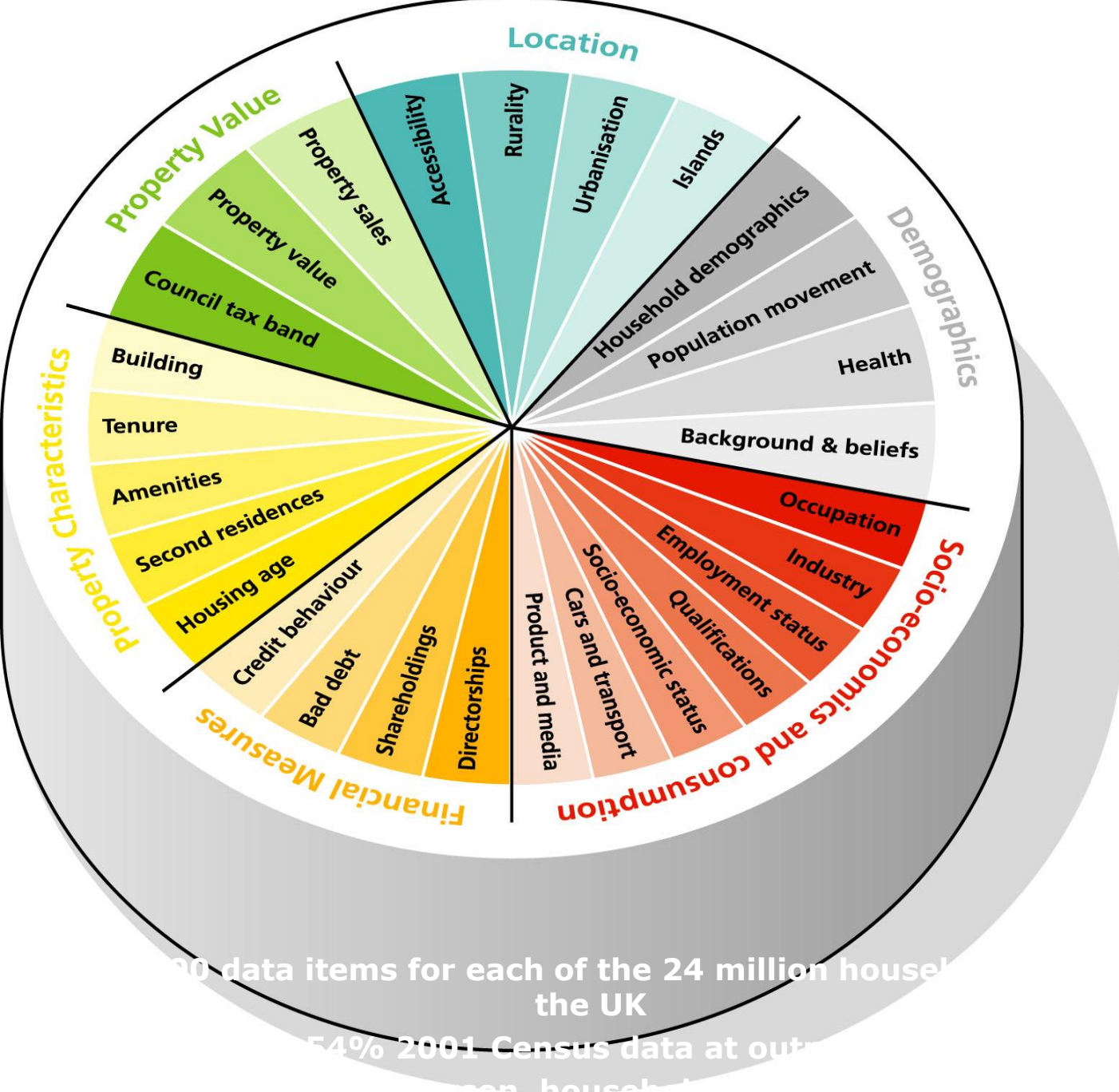
China... building the foundations
– knowing the customer

The China 2020 Strategy

Australia has experienced faster international arrivals and expenditure growth from China than from any other market. A record 542,000 Chinese visited Australia during 2011, almost 20 per cent growth on 2010¹. Not only are Chinese visiting in record numbers, they are also spending at record levels. Current overnight expenditure from China is up 15 per cent, to more than A\$3.8 billion, making it our most valuable export market². By 2020, Chinese visitors have the potential to bring in excess of A\$7 billion and A\$9 billion each year into the Australian economy, more than doubling their

Key research findings

- Australia is a 'must visit' holiday destination
- Australia exceeds expectations, which is great for positive word-of-mouth and potential return visits



- Demographics
 - Household demographics
 - Population movement
 - Health
 - Background & beliefs
- Socio-economics and consumption
 - Occupation
 - Industry
 - Employment status
 - Qualifications
 - Socio-economic status
 - Cars and transport
 - Product and media
- Financial Measures
 - Directorships
 - Shareholdings
 - Bad debt
 - Credit behaviour
- Property Characteristics
 - Housing age
 - Second residences
 - Amenities
 - Tenure
 - Building
- Property Value
 - Council tax band
 - Property value
 - Property sales
- Location
 - Accessibility
 - Rurality
 - Urbanisation
 - Islands

新西兰旅游：把年轻人定位为市场目标（背包族）

Tourism NZ: targeting youth markets



NEW ZEALAND THE HOME OF BACKPACKING



START PLANNING! Sweet deals, Visas and info

Kia Ora

Taking a Gap Year?

New Zealand is the ultimate stamp in your passport.

Get inspired, get planning and GO ALL THE WAY



0:00 / 2:33

Your guide to going all the way

Latest travel deals

- Working holiday Visas
- Accommodation
- Activities
- Maps and Tools
- Currency
- Events



Go all the way on Facebook



Go all the way Julia & Julien are in Quesntown (and loving it!) Check out their blog here...

Go all the Way to New Zealand

goallthewaytonz.blogspot.com

05 September at 15:33

Go all the way Check out Kate Rew raving about her NZ adventures!

Different strokes – wild swimming in New Zealand | Travel | The Guardian
www.guardian.co.uk

Trout streams, snowmelt, rainforest soaks, seas full of cetaceans – New Zealand's South Island has no lack of

1,972 people like Go all the way.



JOIN THE PARTY
talk to other backpackers

BE INSPIRED
Watch videos from backpackers in NZ



Beach Trip to Piha
Tourism New Zealand



Good times in New Zealand
Tourism New Zealand



Skydiving and adventure in New Zealand
Tourism New Zealand



Andrea does NZ on foot
Tourism New Zealand



Three weeks. Two islands. One bus.
Tourism New Zealand



Joyce from The Netherlands explores New Zealand
Tourism New Zealand



Meg & Dave - The real New Zealand
Tourism New Zealand



5GoMad in New Zealand
Tourism New Zealand



Tim and Nikki's New Zealand escape
Tourism New Zealand



Ditte and Tobias in New Zealand
Tourism New Zealand



In New Zealand...and loving it!
Tourism New Zealand



Denmark to New Zealand!
Tourism New Zealand

介绍“体验商数” Introducing EQ

体验商数 The Experience Quotient

[back](#) [next](#)



Introducing EQ 介绍体验商数

根据人们价值观的差别，在全球十大市场的调研发现
旅游者可以分为九大类别

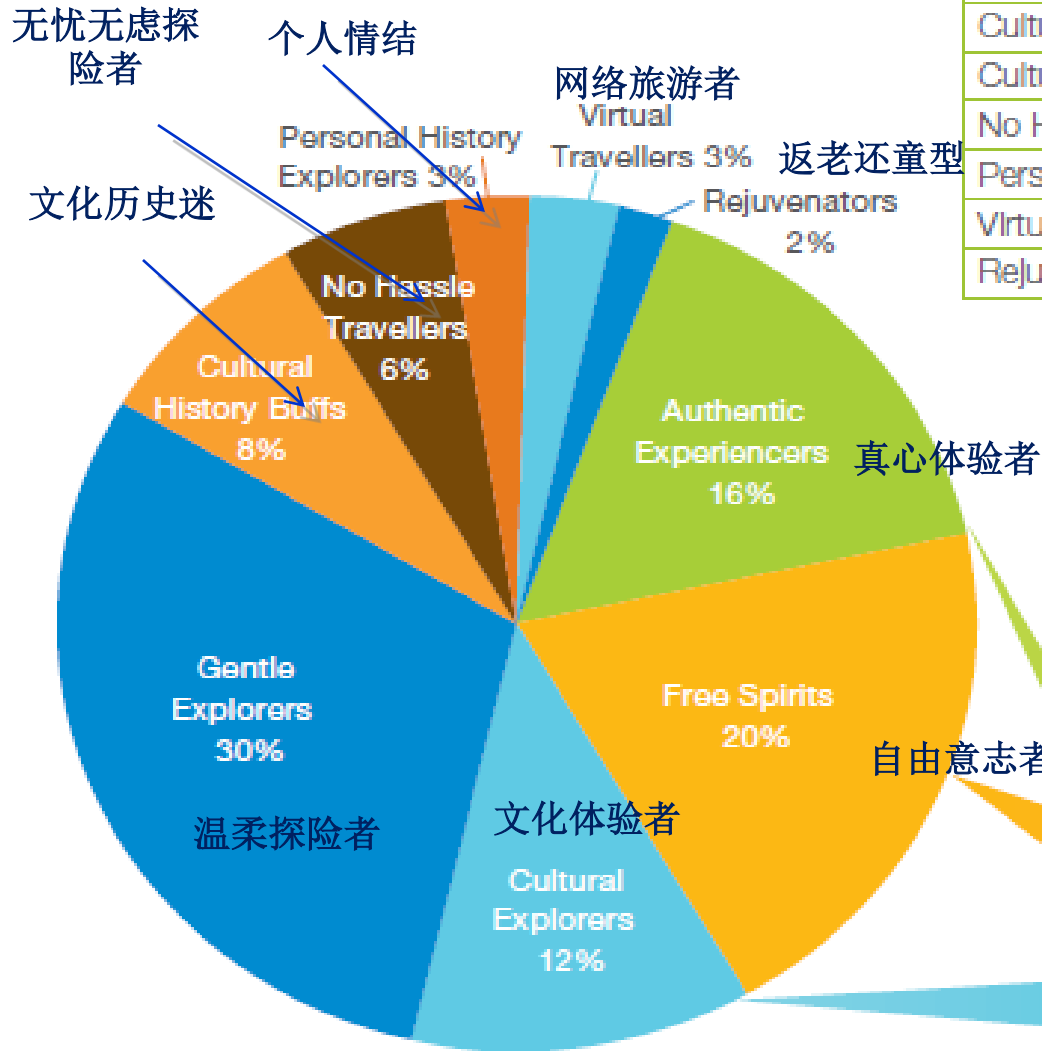
Nine market segments based on social values, derived from research in ten major markets across the world, including China



网站: <http://en-corporate.canada.travel/resources-industry/toolkits/eq-teaser>

Exhibit 58: Size of EQ Types

展品58: 体验商数类型



| EQ Type | Number of Travellers |
|----------------------------|----------------------|
| Gentle Explorers | 6,746,000 |
| Free Spirits | 4,497,000 |
| Authentic Experiencers | 3,598,000 |
| Cultural Explorers | 2,698,000 |
| Cultural History Buffs | 1,799,000 |
| No Hassle Travellers | 1,349,000 |
| Personal History Explorers | 675,000 |
| Virtual Travellers | 675,000 |
| Rejuvenators | 449,000 |

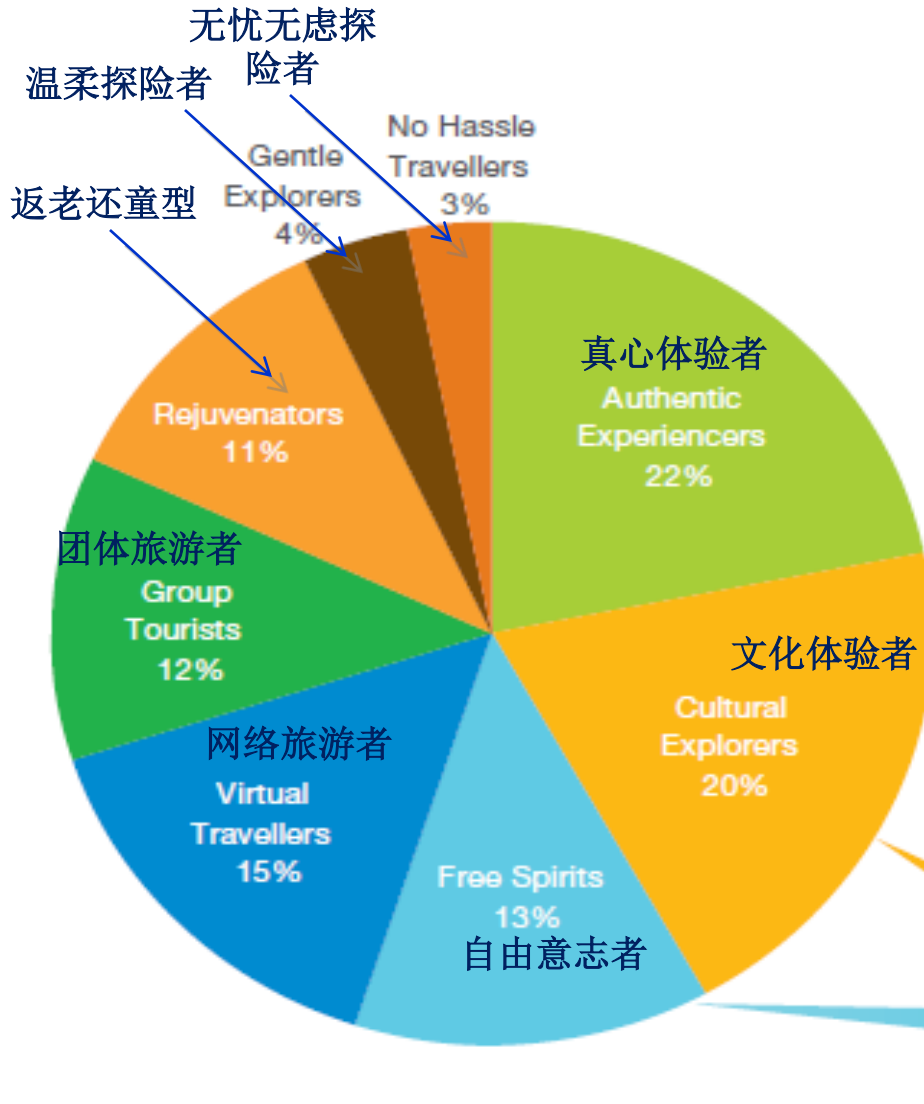
Want to experience the culture and natural environment of the places they visit as authentically as possible.

Look for fun and excitement in their travel experiences and want to see and do everything.

Seek constant opportunities to immerse themselves in the entire experience of the culture, people and settings of the places they visit.

Exhibit 30: Size of EQ Types

| EQ Type | Number of Travellers |
|------------------------|----------------------|
| Authentic Experiencers | 3,282,000 |
| Cultural Explorers | 2,983,000 |
| Virtual Travellers | 2,237,000 |
| Free Spirits | 1,939,000 |
| Group Tourists | 1,790,000 |
| Rejuvenators | 1,641,000 |
| Gentle Explorers | 597,000 |
| No Hassle Travellers | 447,000 |



Base: Long-haul pleasure travellers (n=1,524).

Exhibit 16: Size of EQ Types

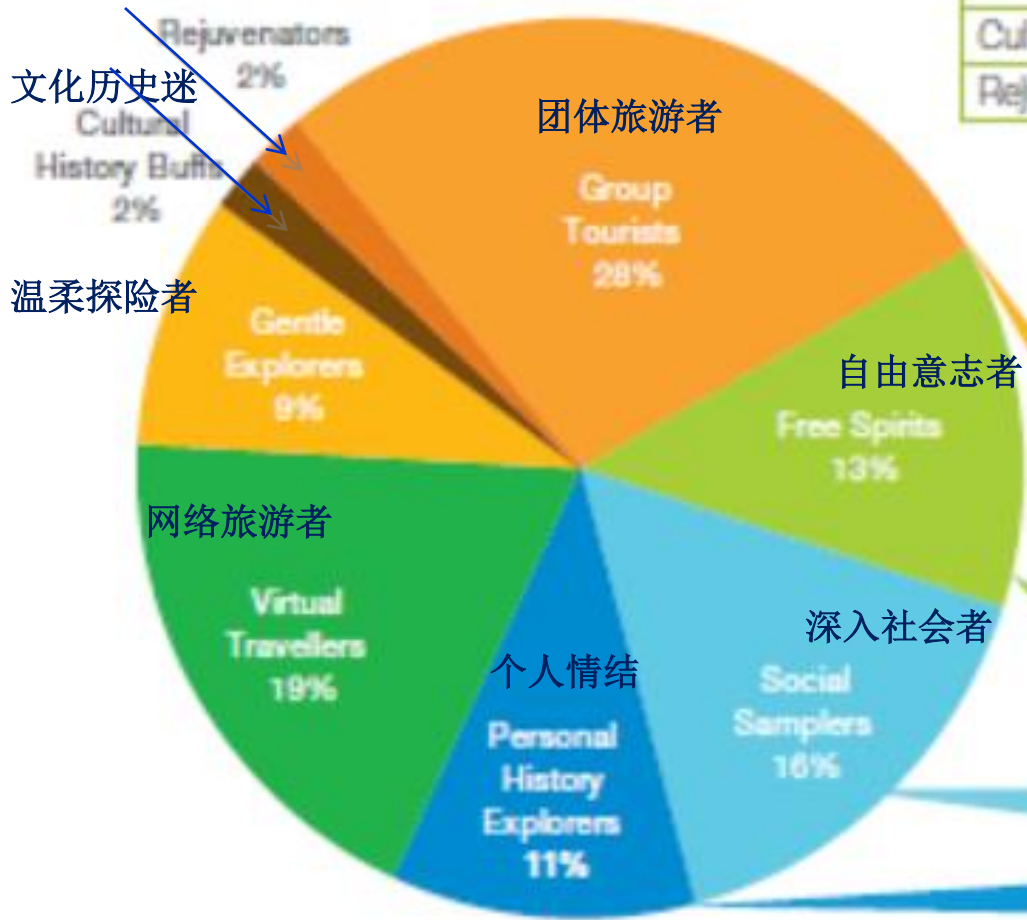
中国市场

| EQ Type | Number of Travellers |
|-----------------------------|----------------------|
| Group Tourists ¹ | 1,607,000 |
| Virtual Travellers | 1,091,000 |
| Social Samplers | 918,000 |
| Free Spirits | 746,000 |
| Personal History Explorers | 631,000 |
| Gentle Explorers | 517,000 |
| Cultural History Buffs | 115,000 |
| Rejuvenators | 115,000 |

返老还童型

文化历史迷

温柔探险者



Travel to escape and rejuvenate themselves, as well as to pursue their hobbies and share their experiences in a safe and supportive environment.

Live for travel and seek rejuvenation through exploration.

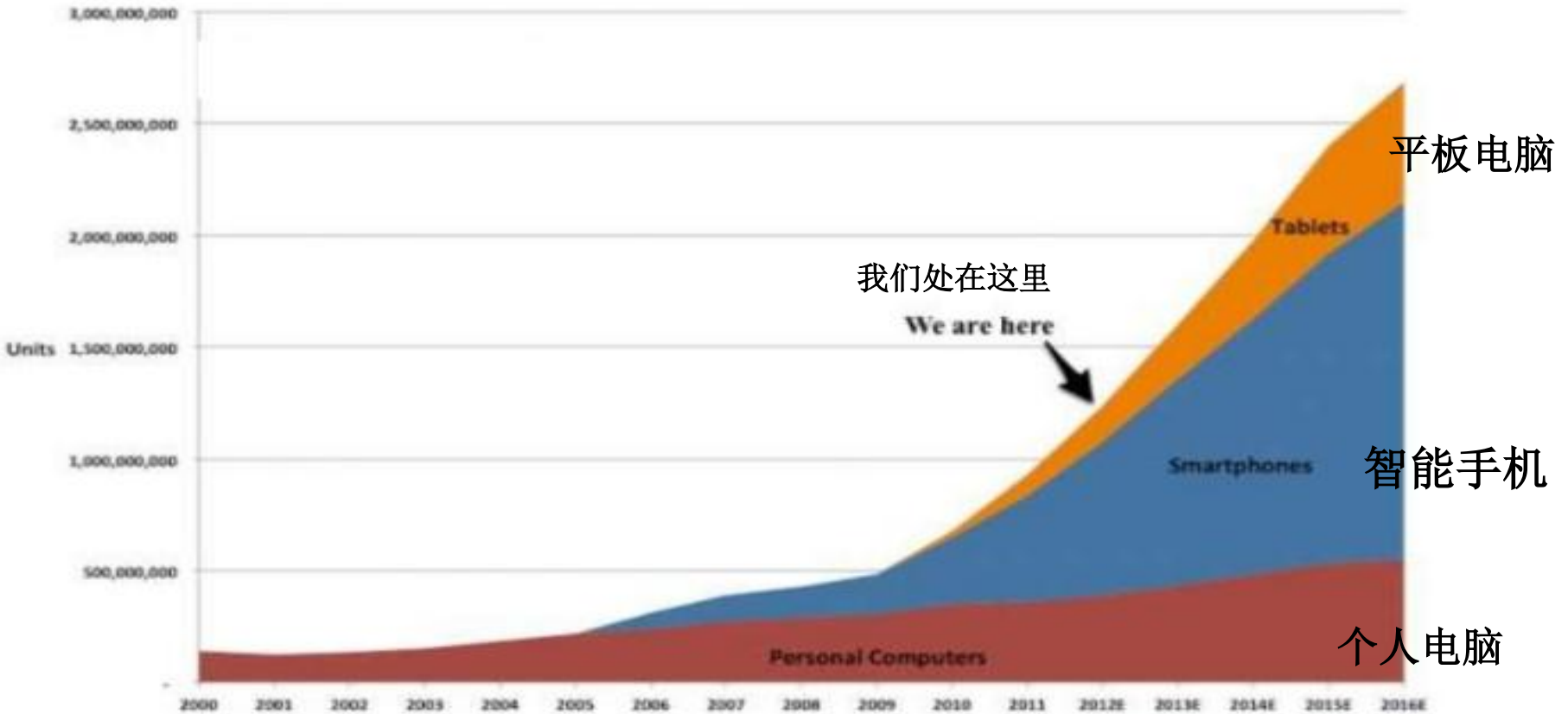
Want to explore natural and cultural landmarks, both in groups and independently at their own pace.

Want to reconnect with their past and strengthen their children's ties to their cultural heritage.

“移动”思考！ Think mobile!



网络促进销售Internet device sales

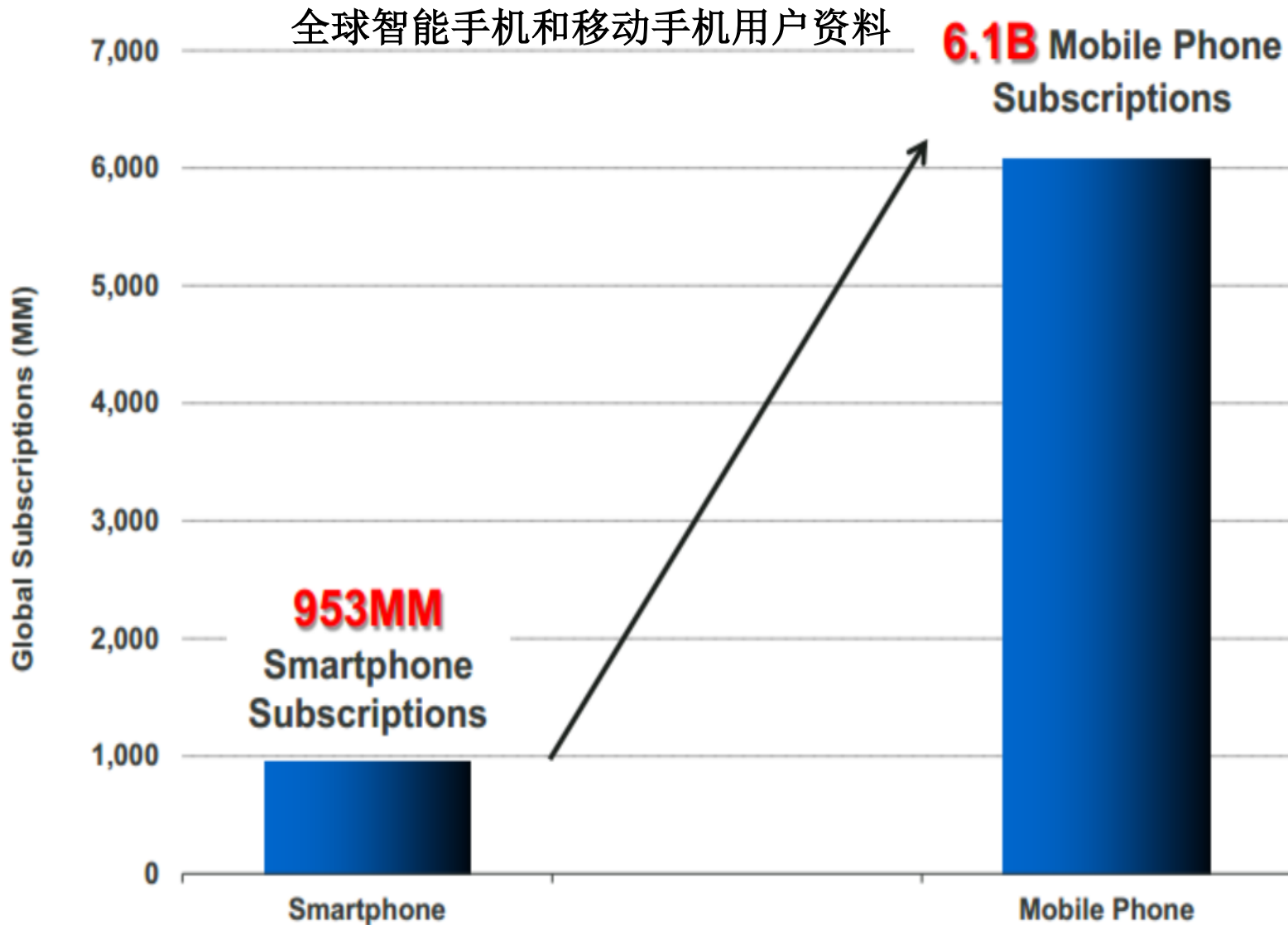


仅平板电脑一项在2-3年内将超过个人电脑

Tablets alone will surpass PC sales in 2 to 3 years

Global Smartphone vs. Mobile Phone Subscriptions, Q4:11

全球智能手机和移动手机用户资料



Source: Mobile phone subscriptions per Informa (as of Q4:11), Smartphone subscriptions estimate based on Morgan Stanley Research's estimated smartphone user as % of total mobile user at the end of 2011 (16%).

Note: While there are 1B global 3G subscribers as of Q4:11, not all of them were smartphone users. One user may have multiple mobile subscriptions, therefore actual user #'s may be lower than subscriber #'s.

新型的沟通方式

新型的沟通方式:

- 信息
- 说明
- 销售

New ways of communicating with the visitor:

- Information
- Interpretation
- Sales

手机应用程序的兴起

The rise of mobile apps





Lille



HOME

CITIES

WHAT

RENT

DOWNLOAD

COMPANY

DEMO

Available on the iPhone
App Store



Subscribe our
NEWSLETTER



News



DIGI-GUIDE IN EDINBURGH

The Walks

Our walks have been designed to give you maximum efficiency and user-friendliness as possible along your way.

There are 12 different walks, what gives you the opportunity to discover Edinburgh under its various aspects :

The Best of Edinburgh :

"capture the citie's top destinations"



Edinburgh Old town :

"Explore the original Edinburgh"



Edinburgh New town :

"Explore the Edinburgh Extension"



Best of Edinburgh's shops :

"Discover High Street & boutique shops"



Galleries of Edinburgh :



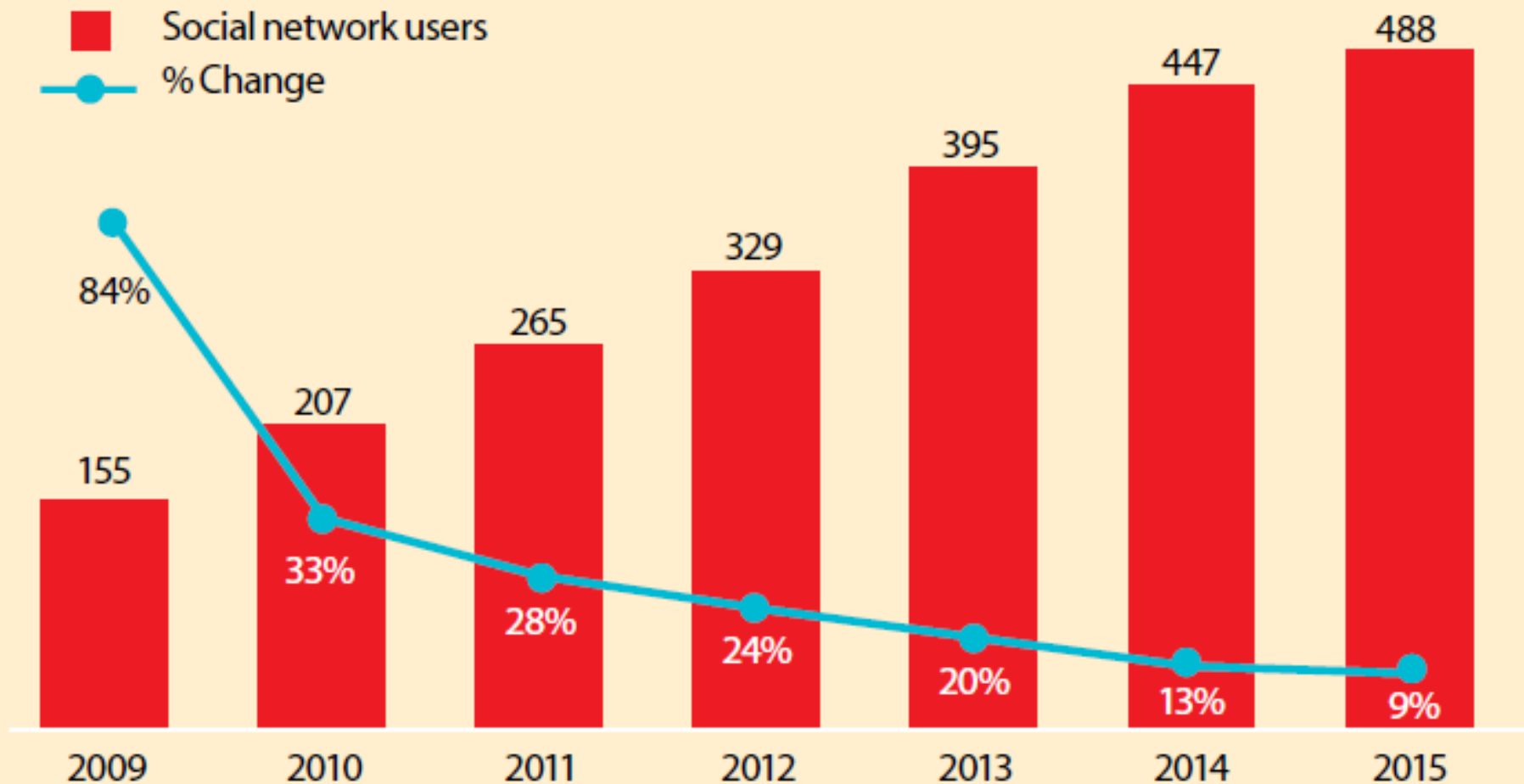
放大的现实 Augmented reality



社文化！互动化！
Go social, go interactive

Social network users in China to reach 488 million in 2015

中国2015年社交媒体使用人数将达到4.88亿



Note: internet users who use social networks via any device at least once per month

Source: eMarketer January 2011

社文化！ Go social！

Cisco Social Media Strategy

Participation is the Currency of the New Economy

思科公司社交媒体战略



通过朋友发现澳大利亚

Tourism Australia –

Global NTO leader in use of social media

The world's most popular tourism destination page on Facebook now, with more than 4m fans worldwide.

DISCOVER AUSTRALIA THROUGH YOUR FRIENDS.



Carl Cottess



Australia

4,005,007 likes · 413,865 talking about this

Regional Website

The official Facebook page for those who love holidays in Australia. Post your best Aussie snaps to our wall to give us permission to share. [more info]



About




Photos

Discover



DARWIN NT, AUSTRALIA

 **KAREN FITZGERALD**
[VIEW PROFILE](#) [SEND A MESSAGE](#)

1  COMMENTS
8  PLACES VISITED
14  PHOTOS

[CLICK HERE TO LIKE THIS PLACE](#)

Darwin, Northern Territory, Australia 

SEARCH BY  All



YOUR FRIENDS ACTIVITY

-  Karen Fitzgerald tagged a status at Bayview yesterday
-  Karen Fitzgerald tagged 14 photos at Hidden Valley Raceway Wed, 20 Jun 2012
-  Karen Fitzgerald visited Char Restaurant Sun, 03 Jun 2012

I'VE BEEN HERE!

UPDATE YOUR INFORMATION FOR THIS DESTINATION NOW.

[CLICK HERE](#)

ACTIVITY HERE

Tourism Australia –

Global NTO leader
in use of social
media

In 2012 Tourism Australia also launched 'world's first' Facebook app.

Allows travellers to tap into their network of friends for inspiration and ideas about enjoying Australia



AUSTRALIA



ABOUT

Facts about Australia

EXPLORE

Things to see & do

PLAN

Make it happen



There's nothing like Australia

As part of the next phase of their global marketing campaign '*There's nothing like Australia*', Tourism Australia has created (in October 2012) a new tablet application that is free to download.

MY CAPE TOWN



[Back to competition page](#)

“我的开普敦”摄影大赛2010 决赛

MY CAPE TOWN PHOTO COMPETITION 2010 FINALISTS

Below are the top 20 photos entered into the My Cape Town Competition. Read our blog about the [winning photo](#).



[Table After Sunset](#)

[View this photo](#)



[Table Mountain in Spring](#)

[View this photo](#)



[Kalk Bay pier.](#)

[View this photo](#)



[Muizenberg](#)

[View this photo](#)



[kiteman](#)

[View this photo](#)



[Jazz Band at the Waterfront](#)

[View this photo](#)



[going surfing](#)

[View this photo](#)



[Penguins on Boulder Beach](#)

[View this photo](#)



[sunset 30 july 2010](#)

[View this photo](#)



<http://www.visitoslo.com/en/games/holmenkollen-ski-jump/>

Game 1, 2006-09: played >130 m times; Game 2, 2010: heading → 100million times





做的最漂亮的一单
The best job in the world

昆士兰汉密尔顿岛的管理人员，年薪**80万人民币**
Caretaker of Hamilton Island, Queensland
Salary: RMB 800 000 p.a.

相当于价值**8000万美元**（**4900万英镑**）的广告版面
More than \$80m (£49m) of equivalent media
advertising space

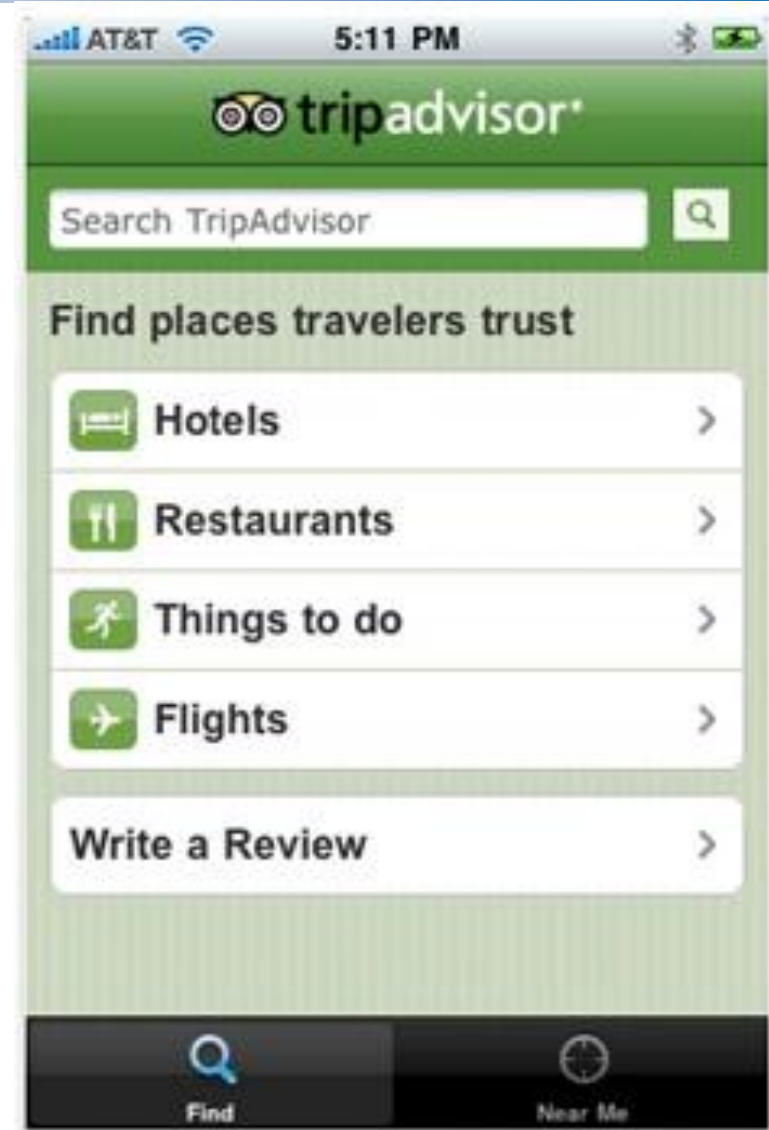
网民自发贡献传播的内容 User Generated Content (UGC)

旅游顾问

- 每月5600万的访问量
(2012年7月)
- 7500万条评论
- 21种语言, 30个国家

TripAdvisor

- 56m visitors per month (July 2012)
- 75 million reviews
- 21 languages, 30 countries



iPhone app

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Review

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真诚感谢！
Thank you for your attention!

联系方式

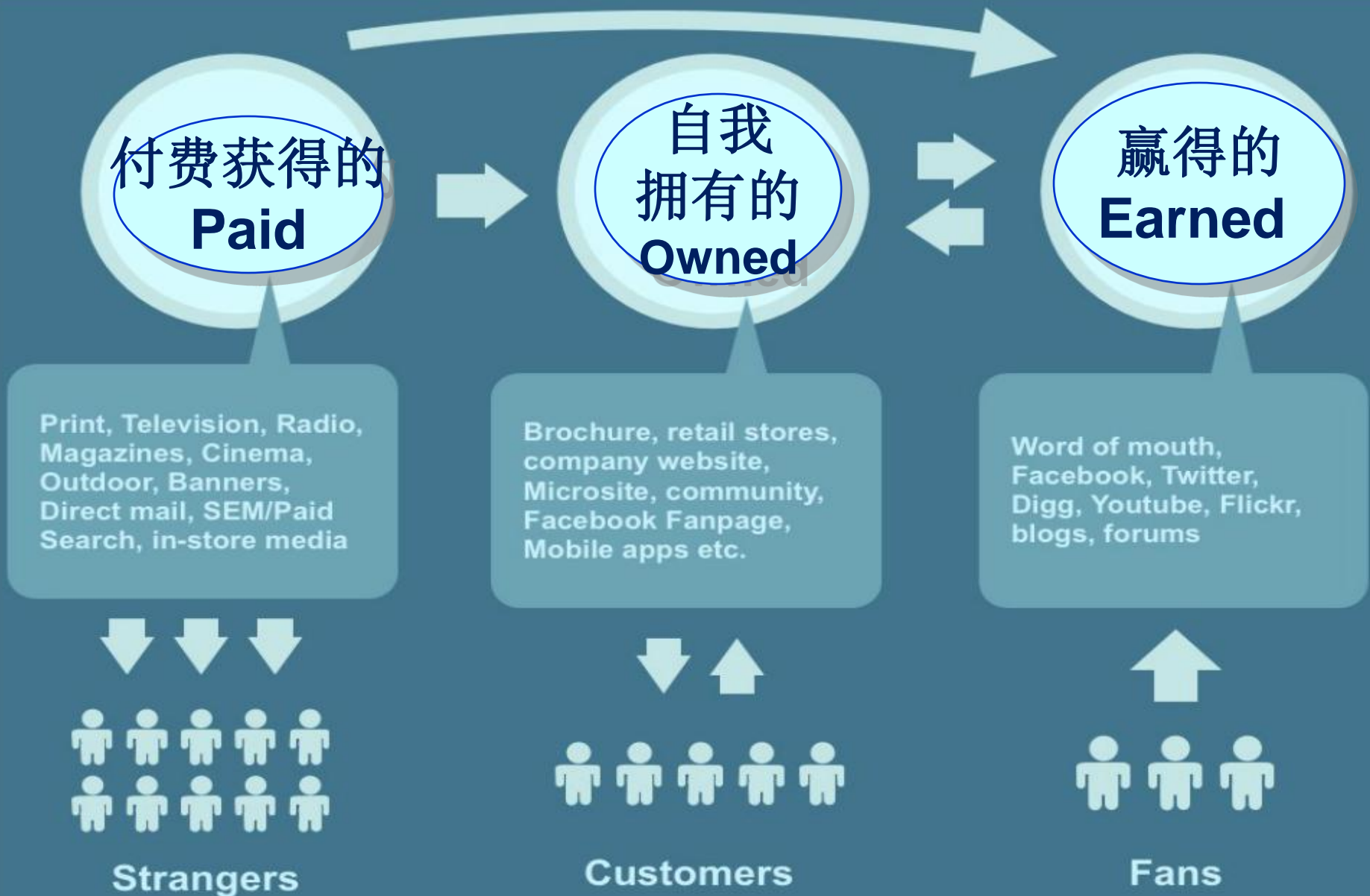
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评估营销渠道 Evaluate the channels



A service for tourism marketing professionals from the European Travel Commission

How do tourists across the world use the internet when making their travel decisions? We monitor the latest trends.



Resources

- [How To Use This Website](#)
- [Events Diary](#)
- [Lists](#)
- [Reports-Research-Studies](#)
- [White Papers](#)

Search

Upcoming Events

No current events.

Most Popular

- [Europe](#)
- [Online Travel Market](#)
- [World Usage Patterns & Demographics](#)

[Subscribe](#)

Introducing the ETC New Media Trend Watch

The internet has revolutionised the way in which consumers make their travel decisions. Web-based marketing campaigns have become an increasingly important means of promoting destinations and tourism services. Social networking websites provide forums for tourists to discuss the places they have visited. More and more people are booking online.

New Media Trend Watch has been created to help keep European tourism marketing professionals fully up to date on trends in internet usage by tourism consumers across the world. As well as the latest tourism and travel news stories on online marketing and ecommerce, it offers research reports and white papers, a free newsletter and a unique graph service for comparing country data. And all this is entirely free of charge, courtesy of the European Travel Commission.

Graphs & Statistics

% of people online in Asian-Pacific countries in 2009
People online in tourism markets (1's)



Newsflash

- ▶ Travel tops online spending in Asia Pacific.
- ▶ Essential social media "listening tools".
- ▶ 10% of Twitter users generate more than 90% of the content, while the ratio is 10/30 on other typical online social network.
- ▶ Bing and its travel section off to a promising start.
- ▶ Top 20 best practices for DMO websites.



Helping destinations
to achieve success in
**MARKETING
ONLINE**

OUR SERVICES

- [Website Audit](#)
- [Strategic Website Evaluation](#)
- [Online User Survey](#)
- [Newsletter Audit](#)
- [Laboratory Testing](#)

Home

Making sure that destination web sites work well need not be left to chance. The difference between success and failure can generally be attributed to measurable criteria and the objective of Destination Web Watch is to help destination management organisations evaluate and benchmark the quality and effectiveness of their websites against best practice.

Destination Web Watch is the world's only official destination website evaluation and benchmarking scheme. The scheme is endorsed by the World Tourism Organization (UNWTO) and based on global research and best practice criteria. The complementary evaluation methodologies enable a greater understanding of how well a website works and why.

Methods include an initial non-sector specific Website Audit, an in depth Strategic Website Evaluation, Online User Surveys, a Newsletter Audit and Laboratory Testing.

[Website Audit](#)

The initial non-sector specific Website Audit, including a full accessibility (WAI) evaluation and search engine performance assessment. ➤

[Strategic Website Evaluation](#)

In depth Strategic Website Evaluation includes the Website Audit and a further in-depth Strategic Evaluation. ➤

[Online User Survey](#)

Learn more about the visitors to your site. Online surveys offer a fast, low cost method of asking detailed questions of specific target groups. ➤

[Newsletter Audit](#)

Email Newsletter Audit, developed to assist DMOs in making correct and effective use of the electronic newsletter. ➤

[Laboratory Testing](#)

Laboratory Testing is a thorough assessment of decision-making processes of consumers when navigating your site. ➤



Handbook on E-marketing for Tourism Destinations



《旅游电子营销手册》

第二版修订中
预计**2013**年初夏出版

Second edition due in
early summer 2013

