

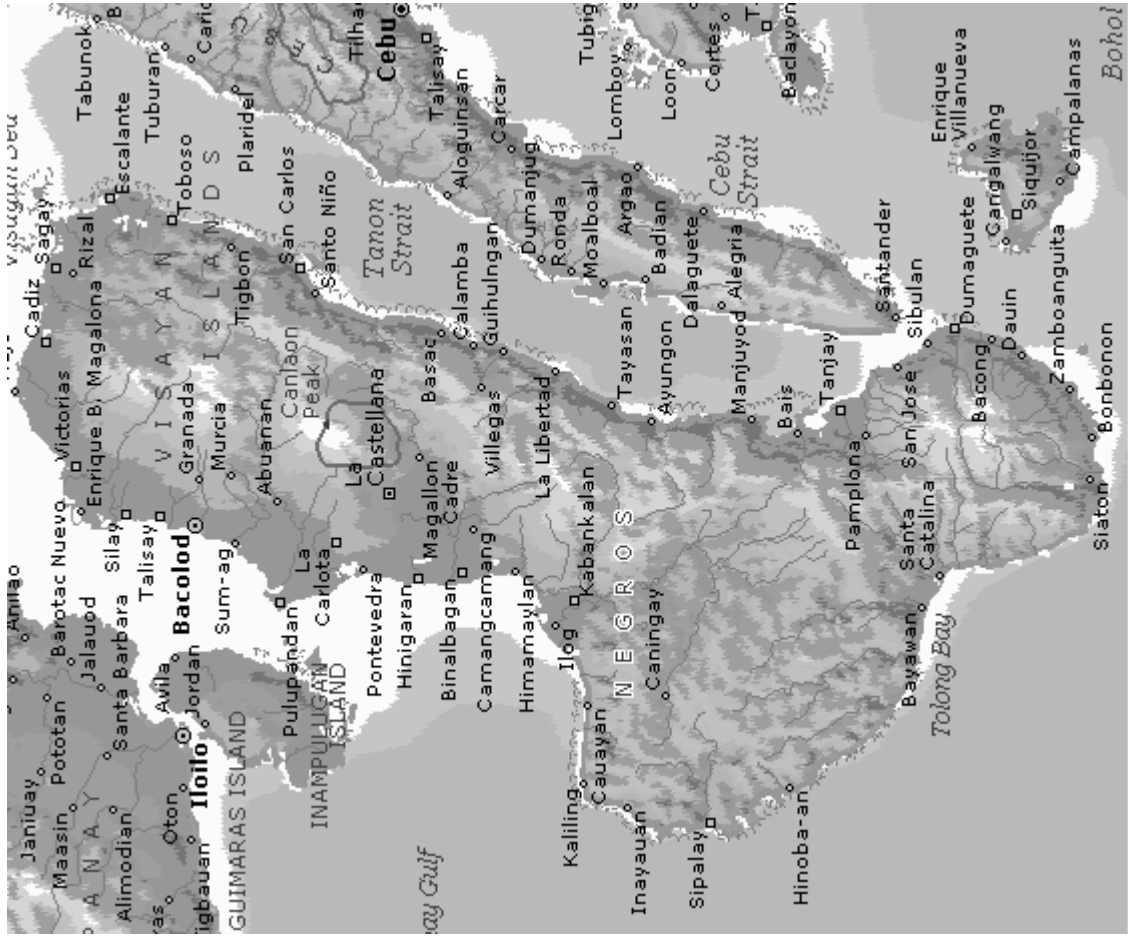
SMEDSEP Workshop

Tourism Negros Occidental

Tuesday, May 10, 2005

Work Programme and Objectives:

- o Resuming Focus Group meeting
- o Brief sector analysis
- o Preparation Tourism Action Plan



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Focus Areas



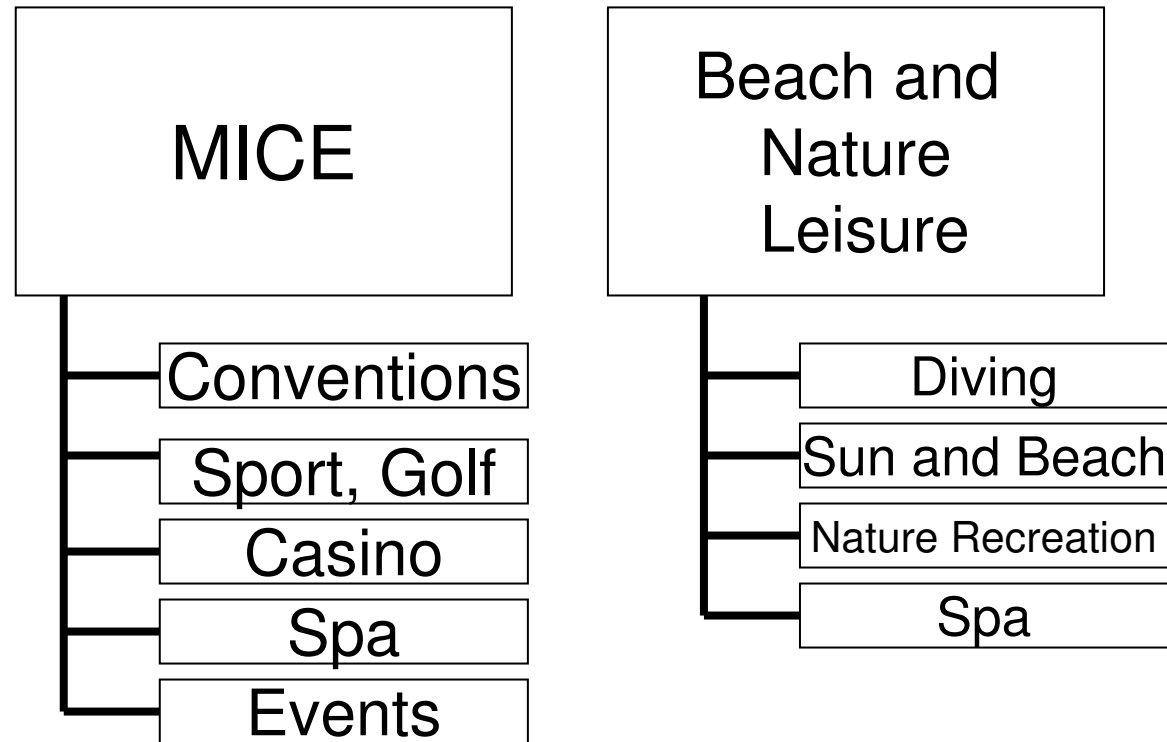
Products

Marketing

Organisation

Tourism Products Negros Occidental

Primary products



Tourism Products Negros Occidental

Secondary products

Visiting friends
and relatives

Business

Educ. Tours

Potential (Niche) Products

- Cultural Sightseeing
- Island Discovery
- Ecotourism
- Trekking
- Language classes
- Sailing, windsurfing, horseback riding, mountain biking, etc
- Theme products: Sugar farms, gamefowl breeding, volcano experience

Significance and Potential of Key Products

	MICE	Beach and Nature Leisure
Room Capacity	Up to 1.800	400 - 600
Availability	Compact product	Indiv. product
Quality level	Competitive	Heterogeneous
Markets	Regional, national	Local, reg., int.
Growth Potential	Immediate	Gradual
Needs	Filling capacity	Filling capacity, Quality improvement
Reg.Significance	Bacolod	Entire Province

Tourism Marketing

Branding

Destination
Marketing

Product
Marketing

Branding

- Image of Destination in Main Markets
- Unique Selling Proposition
- One destinations – three regions
- Corporate Identity

Tasks:

- Create elements of corporate identity
- Disseminate corporate identity
- Apply branding and corporate identity

Branding

Criteria for successful branding:

- Reflect the USP
- Harmonize with product
- Attract attention
- Be creative and different
- Touch emotions
- Express hospitality

The City of smile

Spice in Sugarlandia

sugar and more...

The sugar barons invite

The sugar barons invite

**The sugar barons
invite**

THE SUGAR BARONS INVITE

Destination Marketing - Goals

- Approach your markets
- Present destination: facts and emotions
- Create desire
- Lead to products
- Lead to suppliers

Destination Marketing - Actions

- Website
- Tour Operator Manual
- Image Brochure: Destination, Regions, Products
- Practical Information Guide
- Event Calendar

Product Marketing - Goals

- Provide product information
- Create desire
- Establish distribution network
- Provide direct sale channel
- Sell product
- After sale customer care

Product Marketing - Actions

- Marketing strategy-efficient use of resources
- Market analysis
- Competition research
- Association and corporate client data base
- PCO Network campaign
- Convention planner
- Participation in trade forums/fairs
- Media PR campaign
- Tour Operator network campaign

Marketing Organisation

- Role of existing organisations and associations
- Does Negros need a Tourism Marketing Agency ?

Tourism Marketing Agency Purpose

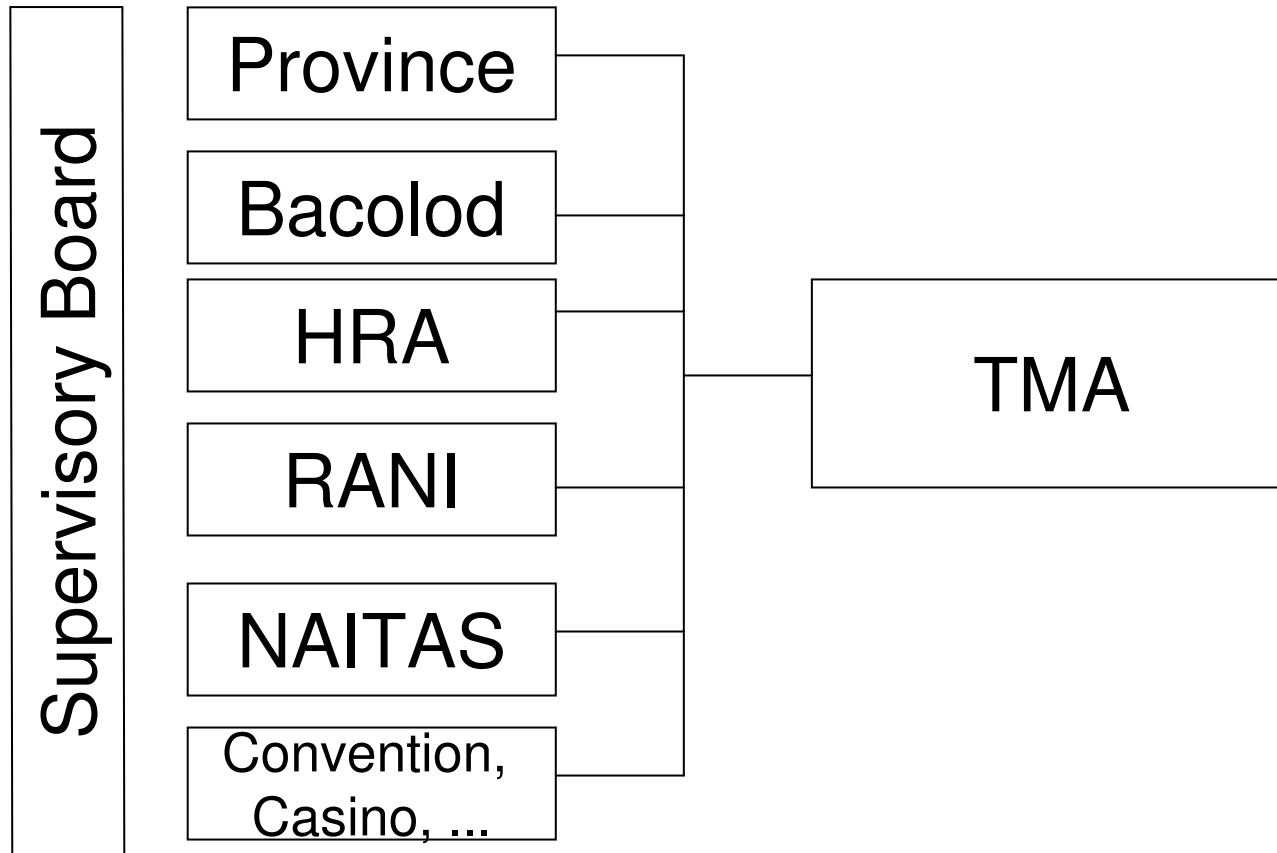
- *Prepares ground for product sale*
- *Connects product and client*
- *Commercializes tourism management*

- Conducts market research
- Destination/Product Marketing
- Guides sector/Internal marketing
- Leads innovation
- Develops new products

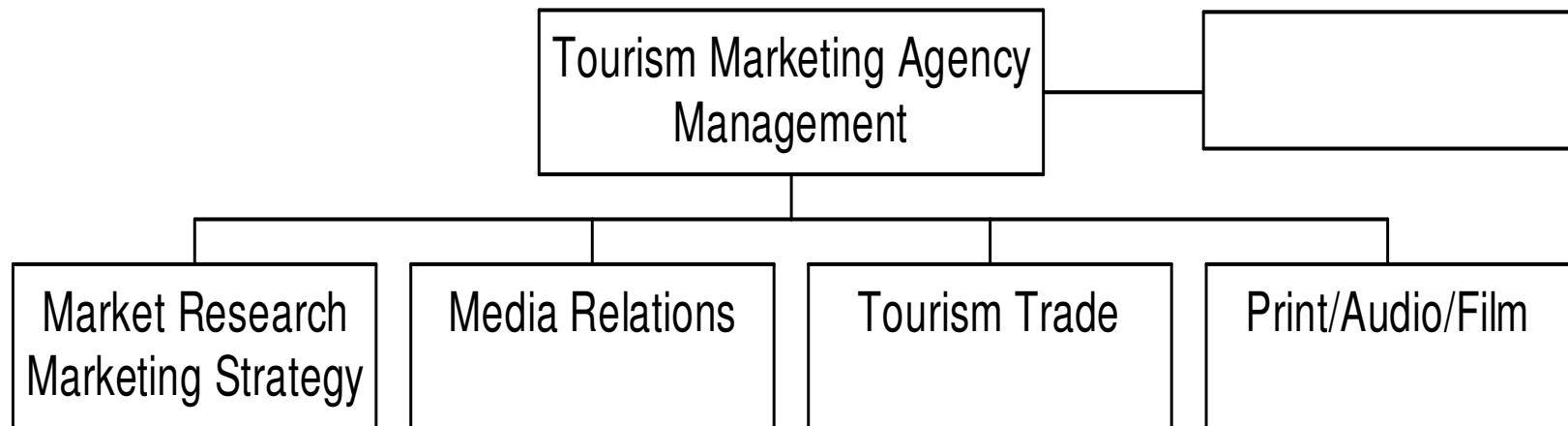
Tourism Marketing Agency Setup

- Public-Private Partnership
- Legal Form
- Name
- Membership Financing – Project Financing
- Guidance and Control
- Role of Stakeholders

Tourism Marketing Agency Structure



Tourism Marketing Agency- Organigramme



Tourism Marketing Agency Next Steps.....

- Define mission and legal/organisational setup
- Draft initial work programme and budget
- Propose financing scheme
- Obtain stakeholder support

Who ?

Timing?

Validation ?