



TEMPO

Advancing CRS Tourism through Strategic Collaboration

www.cdcdevelopmentsolutions.org



How TEMPO is Helping Cross River Meets Its Tourism Vision

“To make Cross River State a choice destination with enchanting tourism products and services and attain global recognition as Nigeria’s number one tourism destination by 2012.”

Tourism Employment & Opportunity in Cross River State (TEMPO)

A MSME-Nigeria & World Bank Initiative

TEMPO ~ Tourism Industry Supply Chain Development Program

- Conduct market demand research and inventories of tourism assets
- Propose industry standards for the tourism trade
- Provide training activity in those industry standards
- Support tourism product development, and
- Develop systems for web and e-commerce capabilities to facilitate tourism

TEMPO ~ Phase I

- Visitor Survey
- Asset Audit
- Business Survey
- Value Chain Analysis
- Economic Analysis
- Stakeholders' Summit
- Strategic Planning

TEMPO ~ Phase II



The TEMPO Strategy with Team TEMPO working with Stakeholders created Cross River Quality:

TEMPO ~ Phase II



- CRQ is...
- a **brand identity** that highlights the value, quality, and security aspects of the CRS destination,
- the vehicle to market **CRS Ambassador Promotion packages**, and
- the name of a **destination management organization (DMO)** that will continue TEMPO's work once the project is complete.

A vertical photograph of a waterfall cascading down a rocky ledge, surrounded by lush green foliage. The waterfall is the central focus of the image, with water splashing and creating mist at the bottom.

CRQ Ambassadors Promotion

- To **prove the potential for year-round tourism in CRS** by addressing service quality issues, and facilitating collaboration between tourism businesses including hotels, restaurants, sites & attractions, events managers, artists & entertainers, tour operators, source market travel agents, and the media.
- To **introduce** source market promoters, sellers, and tourists to the breadth of CRS' Tourism Products Registry.
- To help **fund the startup Destination Management Organization (DMO)** called Cross River Quality (CRQ).

CRQ Ambassadors Promotion Package Themes

February–March 2010

- MICE (Meetings, Incentives, Conferences, Exhibitions)
- Calabar-based leisure packages
- Paradise in the Clouds (Obudu Mountain Resort)
- Valentines Romance (Weekend of Feb 14, 2010)
- Gospel Encounters (Church – themed Package)

CRQ Ambassadors Program ~ Summary



- Opportunity to brand and differentiate market/destination offerings from other destinations.
- Opportunity to increase hotel occupancy during slow season.
- Mechanism to create an industry-led marketing organization to increase tourism business profits.
- Vehicle for service quality training, jobs creation and to advance the reputational value of Cross River State.