
TRAVEL AND TOURISM

9395/31

Paper 3 Destination Marketing

May/June 2018

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Fig. 1 for Question 1

Tahiti Tourisme, the tourism bureau for the Islands of Tahiti, feels that the beauty of Mt. Otemanu, towering over the surrounding lagoon and coral reef, is no longer enough to capture the interests of visitors to the French Polynesian islands of Bora Bora.

Traditionally the islands have lured honeymoon couples to stay in the bungalows built on stilts over the water surrounding the reef. These villas were first invented here in the 1960s on Tahiti's second most famous island, Moorea.

Like any destination marketing organisation, it is important to encourage visitors throughout the entire destination by promoting the people, as much as the place. So recently Tahiti Tourisme launched a new "Discover Mana" marketing campaign and video promoting a more diverse island experience. It is centred around the native cultural spirit of "Mana", which represents an idyllic harmony of people and place.

The tourism bureau also flew in the world's top social media influencers and promoted Bora Bora and Moorea heavily on Instagram, Facebook and other social networks.

Exit surveys show that visitors come for the scenic beauty and palm trees, but they soon discover that the people are what makes the Islands of Tahiti special.

Bora Bora and Moorea are dream locations for corporate incentive travel programmes because they offer a wholly unique product that has been responsibly developed over the past decades. The islands welcomed about 3500 incentive participants in 2016, but this could grow with better word of mouth promotion reaching incentive travel planners. There is also growing demand for combined incentive packages, such as combining a stay at a resort with a cruise.

Tahiti Tourisme recruited a global communications agency to create an integrated print, video and digital campaign to reintroduce the Islands of Tahiti to a worldwide audience. Working with Tahiti Tourisme, the agency created a global campaign to re-align consumer perceptions of the destination. This would reinforce the beauty and privacy that is central to the Tahitian experience, but also broaden awareness and interest in the unique culture of the islands.

At the heart of the new campaign is the tagline, "Embraced by Mana" which expresses the important and powerful belief by Tahitians that Mana is a life force and the spirit that connects all living things.

Video, digital and print advertisements were first launched in the USA, under the broader marketing message of "The Islands of Tahiti". This campaign was then expanded globally.

Fig. 1

Fig. 2 for Question 2

ICT-based Tourism Marketing: “Turkey Home”**Targets**

- To enhance and strengthen the brand identity of the country
- To make the brand value sustainable by ensuring continuity and stability of promotion
- To increase the success of marketing the tourism products through:
 - advertising campaigns
 - digital and social media campaigns
 - exhibitions
 - joint marketing with the private sector
 - cultural diplomacy
 - supporting cultural and art projects
- To reach over 100 countries with a budget of \$50 million (USD)
- To advertise on traditional channels like print media, outdoor media, broadcast media
- To create a global image campaign, which is holistic, consistent and contains the country's entire values under the one message: “Turkey Home”

Digital and Social Media Campaigns/Aims

- Strategic partnerships with the world's most powerful digital and social platforms
- Sustainable development of the tourism potential of Turkey
- Effective global promotion

Evaluating the effectiveness of the campaign

- Goturkey.com website has been integrated with the “Turkey Home” campaign and hyperlinks for social media have also been added to the website
- 619000 followers on Twitter
- More than 2.7 million followers on Facebook
- More than 350000 followers on Google's social media platform Google+, which has 300 million monthly active users

Fig. 2

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