

Marketing & Branding Heritage

Caribbean Heritage & the Tourism Industry

17 November 2017

Presentation by the [BedfordBakerGroup](#)



Caribbean: 40 million population. cf California & Canada. Los Angeles-Atlanta. Moscow to Madrid. Scores of islands. Tourism primary economic sector.

The Good Fortune of Tourism

- * GDP the is derived from visitor expenditures
- * Comparative advantage; Tourism chose us.
- * Foreign Direct Investors: no assets only memories
- * No depleting asset
- * No jobless recovery
- * Absorbs broadest range of skills
- * No even close to full potential
- * Visitors give as money in exchange for pleasant memories

The Requirements of Tourism

- * Every citizen of the country must be addressed
- * Not about room rates but about destination experiences.
- * Not about head count but visitor recommendations
- * Must get the community on board
- * Tourism in the end is a People-To-People effort
- * Bahamas experience 1993-2003
 - * Room rates. RevPar. Visitor quality. Visitor satisfaction
 - * Required mission statement. Relentless effort. Immigration Officers to ordinary citizens

Room Rate vs Destination Rate

- Railed against this for years
- It's the destination stupid!
- With few exceptions, the room is merely the base camp from which the destination is experienced
- What makes selling and branding destinations even more complex is that the real product is the entire community
- The product includes every soul whether part of the formal tourism sector or not. The visitors does not care.
- Daunting but unassailable fact. All-inclusives?































Room Rate vs Destination Rate

- * Zozaya said the popularity of all-inclusive resorts continues to grow in large part because consumers are learning that the business model offers freedom beyond the resort's grounds.
- * “Every hour the guest spends outside the hotel, we make more money,” he said. “We want the guest to experience destinations. You increase the likelihood of the guest coming back if they experience the destination.”

* Caribbean Hotel Investment Conference Hamilton, Bermuda 13 Nov 2017

Only 14% of customers defect because of product quality. 68% of defections occur because of staff indifference.³

Top 100 Ranking

01  +3% 184,154 \$m	02  +6% 141,703 \$m	03  +10% 79,999 \$m	04  -5% 69,733 \$m	05  +29% 64,796 \$m	06  +9% 56,249 \$m	07  -6% 50,291 \$m	08  +48% 48,188 \$m	09  +10% 47,829 \$m	10  -11% 46,829 \$m	11  +3% 44,208 \$m	12  +5% 41,533 \$m	13  0% 41,521 \$m	
14  +5% 40,772 \$m	15  +7% 39,459 \$m	16  +3% 31,930 \$m	17  +3% 27,466 \$m	18  +8% 27,021 \$m	19  -4% 22,919 \$m	20  +3% 22,696 \$m	21  +6% 22,635 \$m	22  +1% 20,491 \$m	23  -10% 20,488 \$m	24  +11% 18,573 \$m	25  +4% 18,472 \$m	26  -9% 18,200 \$m	
27  -3% 17,787 \$m	28  +2% 16,416 \$m	29  +7% 16,387 \$m	30  +11% 15,749 \$m	31  +2% 15,375 \$m	32  +11% 14,210 \$m	33  +5% 13,643 \$m	34  +1% 13,224 \$m	35  +5% 13,193 \$m	36  +1% 12,661 \$m	37  +4% 12,471 \$m	38  +2% 12,023 \$m	39  +4% 11,534 \$m	
40  +1% 11,522 \$m	41  +2% 11,519 \$m	42  +5% 11,073 \$m	43  -6% 10,972 \$m	44  +16% 10,864 \$m	45  -2% 10,674 \$m	46  +3% 10,599 \$m	47  +1% 10,534 \$m	48  +6% 10,129 \$m	49  +6% 10,059 \$m	50  +6% 9,982 \$m	51  +6% 9,969 \$m	52  -12% 9,788 \$m	
53  -8% 9,541 \$m	54  +1% 9,322 \$m	55  +17% 9,216 \$m	56  +19% 9,060 \$m	57  -19% 8,951 \$m	58  +9% 8,947 \$m	59  0% 8,728 \$m	60  +16% 8,704 \$m	61  +2% 8,474 \$m	62  -1% 8,325 \$m	63  +14% 8,205 \$m	64  +1% 7,815 \$m	65  -2% 7,547 \$m	
66  +4% 7,100 \$m	67  +5% 7,024 \$m	68  +8% 6,702 \$m	69  +6% 6,681 \$m	70  +14% 6,676 \$m	71  +11% 6,350 \$m	72  +12% 6,255 \$m	73  +7% 6,095 \$m	74  +4% 6,041 \$m	75  -6% 5,983 \$m	76  0% 5,715 \$m	77  +3% 5,671 \$m	78  New 5,592 \$m	
79  -9% 5,411 \$m	80  +12% 5,408 \$m	81  -6% 5,394 \$m	82  +3% 5,332 \$m	83  -7% 5,313 \$m	84  New 5,224 \$m	85  +1% 5,181 \$m	86  -4% 5,135 \$m	87  +3% 5,114 \$m	88  New 4,876 \$m	89  -10% 4,868 \$m	90  -6% 4,842 \$m	91  +5% 4,823 \$m	
92  -1% 4,783 \$m	93  +6% 4,776 \$m	94  -14% 4,716 \$m	95  -7% 4,587 \$m	96  +2% 4,405 \$m	97  +1% 4,288 \$m	98  0% 4,009 \$m	99  -3% 4,006 \$m	100  -1% 4,004 \$m					

100 Top Global Brands

- * For the ninth year in a row no travel and hospitality brands according to Interbrand
- * Why travel and hospitality missing?
 - * Far easier to brand a physical product than a service
 - * A coke is a coke is a coke, BMW, Mercedes, Apple
- * Travel and hospitality sells services. No two experiences are exactly alike. And those services are delivered by individuals.

10 Top Global Brands

01



184,154 \$m

02



141,703 \$m

03



79,999 \$m

04



69,733 \$m

05



64,796 \$m

06



56,249 \$m

07



50,291 \$m

08



48,188 \$m

09



Mercedes-Benz

47,829 \$m

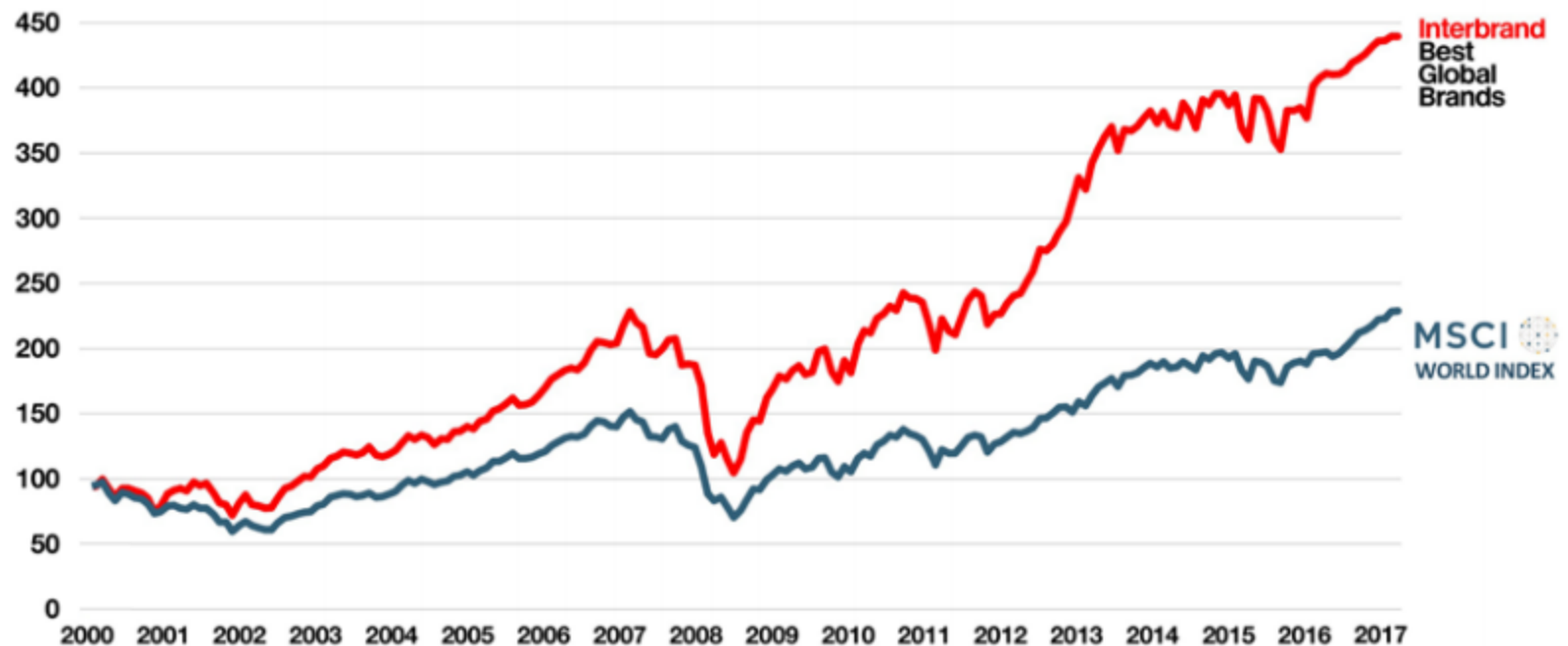
10



46,829 \$m

Strong brands accelerate business growth

Best Global Brands consistently outperform in the market, compared to leading indices such as MSCI. This is because strong brands can protect a business in a downturn and boost it in an upturn—evidence that brands can be business accelerators in periods of both rebuilding and growth.



Caribbean Heritage & the Tourism Industry

- * Same way that marketing tourism is not about room rates; marketing heritage is not about buildings and monuments
- * Tourism is about local people connecting to visiting people
- * Heritage is about existing people connecting to their people of the past
 - * TV shows: “Finding Your Roots”, “Who Do You Think You Are?” Ancestry DNA. 23&Me etc
- * Tourism marketing and heritage marketing require emotional connections

Caribbean Branding & Logo

CARIBBEAN™

The word 'CARIBBEAN' is rendered in a vibrant, multi-colored, hand-drawn style. Each letter is a different color: C (magenta), A (red), R (orange), I (yellow), B (green), B (teal), E (blue), A (light blue), and N (purple). Below the word is a thick, blue, brush-stroke-like underline that tapers at both ends.

Caribbean Branding & Logo



CARIBBEAN

Whose Heritage?

- * Like successful Tourism, Heritage must be of the people, by the people and for the people.
- * Emancipation Day. Christopher Columbus. Confederate Monuments
- * But it can be done as in Bahamas tourism if it becomes a source of pride
- * People “have a right” to feel good about themselves and their past



Cultivating culture

Culture is living and breathing; it takes active cultivation. It's not solely an HR initiative nor a marketing ploy. It's a way of doing and being. Culture is the responsibility of everyone inside the organization, but leaders have a critical role in initiating change and embodying cultural values. To do that, they must initiate key culture changes that reflect shifts in culture at large.

The Path to Unanimous Approval of Caribbean Logo & Caribbean Sound

- * Suppose a “United States of the Caribbean”
 - * Cardinal Warde. Sidney Poitier. Kenrick Lewis. Robert Rashford.
 - * USC in the Summer Olympics. People one generation removed.
 - * USC with Miss Universe & Miss World
 - * Oscars, Cesars, Golden Calves, BAFTAs, Goyas, Emmys, Tonys, Grammys, Golden Globes. People one generation removed.
 - * Football World Cup. Baseball World Championship.
 - * Formula One youngest champion ever
 - * Layout of the city of Chicago. Design of US Capitol building
 - * US Treasury & Hamilton.
 - * Nobel Prizes

Whose Heritage?

- * Our heritage: African, Chinese, Danish, Dutch, English, French, Indian, Spanish, Swedish
- * There is no where else in the world with such a concentration of disparate heritage
- * Example of Curacao: Caribbean Concentrated
- * Caribbean people scattered all across the globe. Tap into them.

Travel & Hospitality Company Closest to Making the Top 100?

- * Airbnb

- * Selling authenticity compare Bahamas People-To-People
- * Having a personal contact and concierge at the destination
- * Even though each experience is unique, each experience is branded by having a personal host who has a huge incentive to get the hosting right
- * “Authentic interactions will build trust in the brand”

Tourism Marketing & Heritage Marketing

- * Two sides of the same coin. Both connecting people to people.
- * Long for the day of the “United States of the Caribbean” however styled.
- * Long for the day when someone asks: “where are you from?”
- * Our response with much pride will be: “I am Caribbean”