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The new “worlds of experience” and their consequences for Latin American and global tourism

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Important aspects:

- 1. People are travelling less and less in a particular country, but more frequently in specific „worlds“**
- 2. These worlds are emotionally charged and loaded with image factors, which allow individuals to positively expand or development their own character**
- 3. These worlds encompass whole regions – but also artificially created travel spheres, such as hotel destinations**
- 4. The presence of these „worlds of experience“ in the daily life of consumers supports and promotes the identification process and the will to travel**

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**American
Way of Life**



Liberty
Adventure
Hollywood



**Hipp and
wild Down
Under**

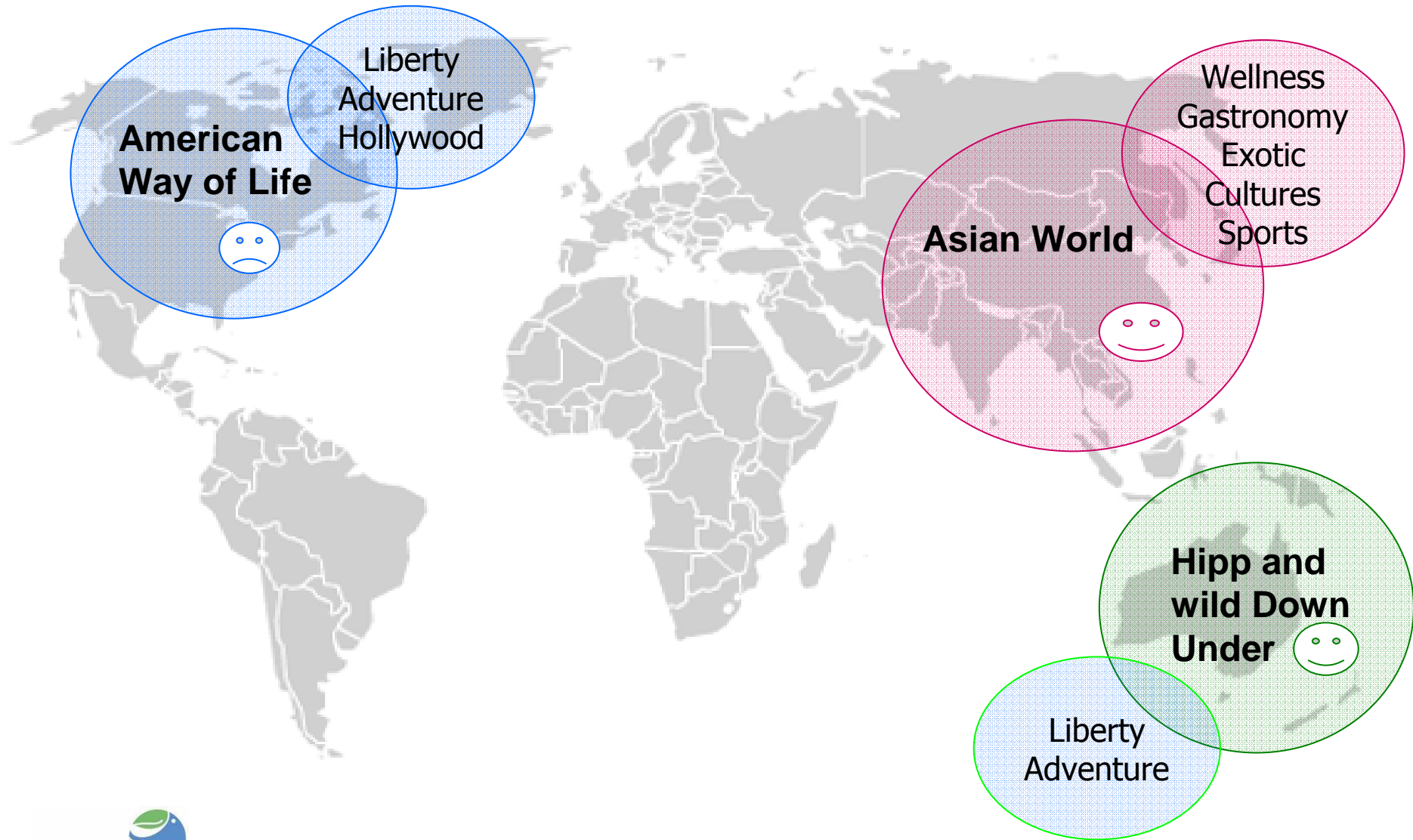


Liberty
Adventure



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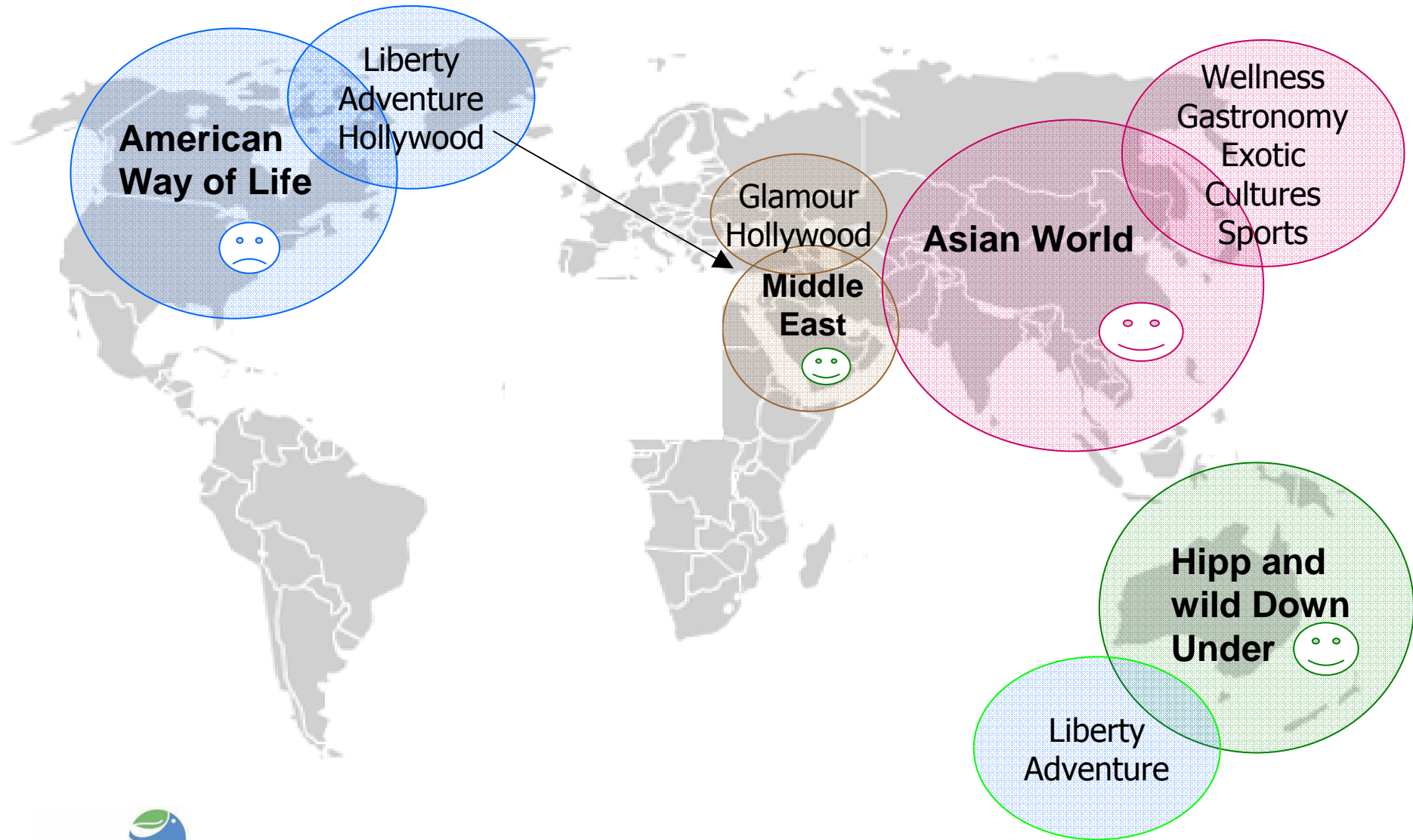


Key to success:

- 1. Commitment to Germany as important source market in tourism**
- 2. Systematically worked Germany for many years**
- 3. Successfully integrate themselves into our daily lives**
- 4. Eighty percent of all Asian countries have a tourism office or representation in Germany**

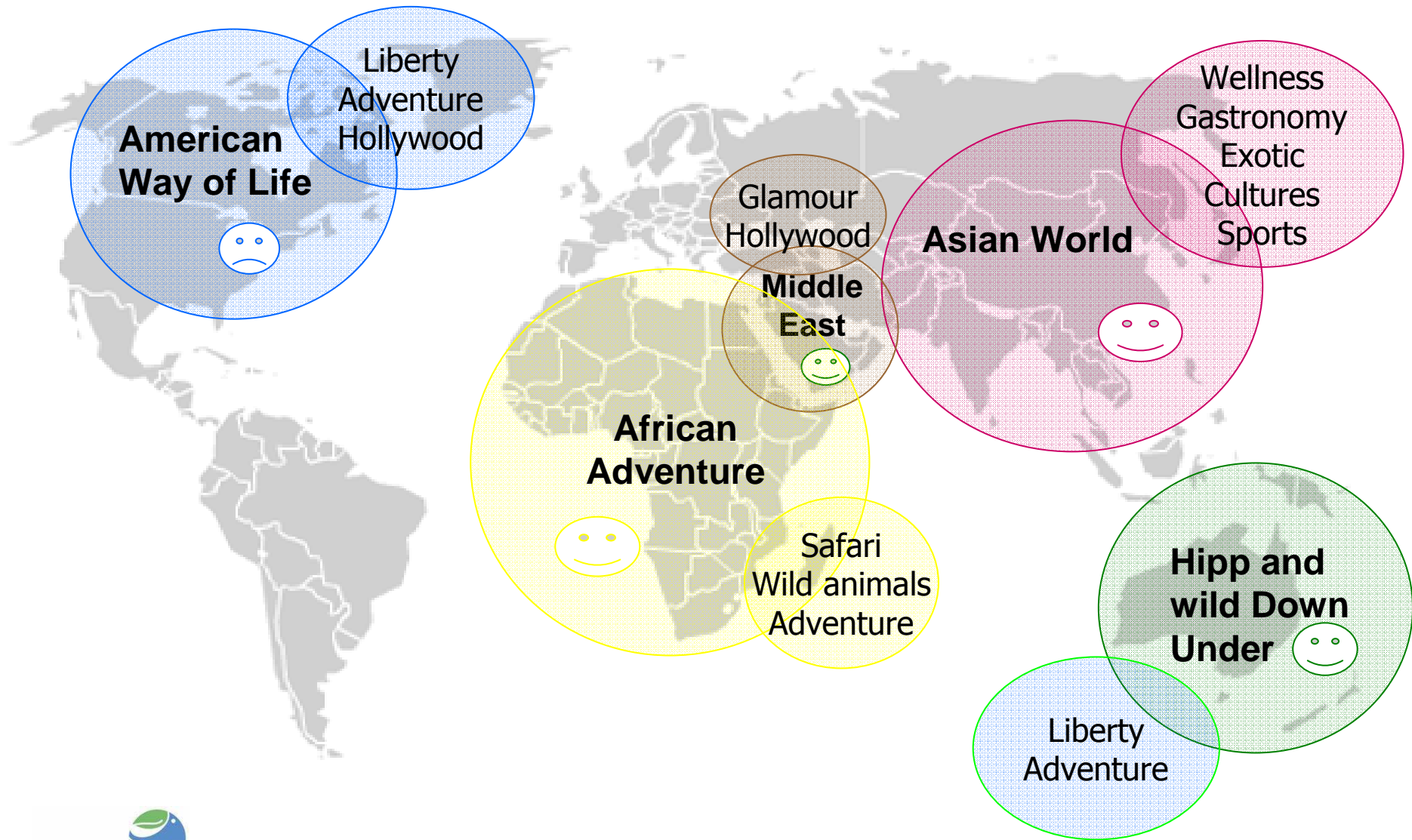
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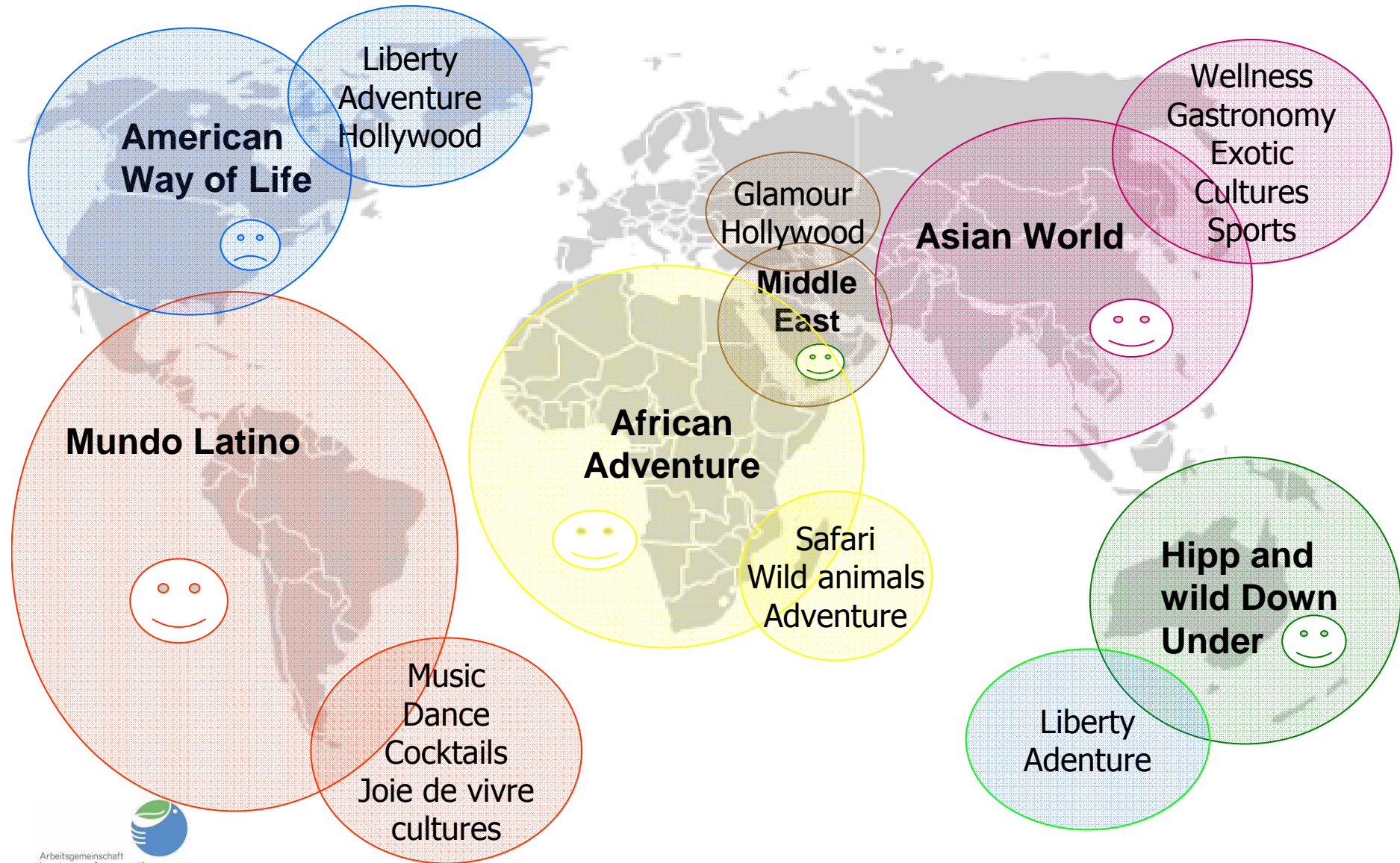
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Latin America is in a very good starting point:

- 1. The flight connections have rarely been so good as they are now. Latin American airlines have a very good reputation in Germany**
- 2. The tourism infrastructure has developed exceptionally**
- 3. Economic relations with Germany are at present better and more solid than for many years previously**
- 4. The general opinion and feeling among us Germans towards Latin America is positive to neutral**

And 5. The German tourism industry has made a clear commitment to your countries. The tour operators recognised the potential long ago, and are actively seeking your cooperation



The list of measures:

What's on the „to do“ list?

- 1. The „must haves“: elementary and crucial - the ground work**
- 2. and the „good to haves“: those elements which can elevate and differentiate the campaign from others**

The following points are central to the ground work...

The „must haves“:

- 1. Strong cooperation with the airlines**
- 2. Seek the cooperation of all industries in your country**
- 3. Seek the cooperation of the tour operators in Germany, in order to work the market together**
- 4. And also important: Show your colours in Germany. Seek out a renowned, competent partner who will tap the market for you, open doors, and act as the face of your destination in front of the media and industry partners**

Most important aspects:

- 1. Co-Marketing and advertising with the tour operators, including travel agent training and fam trips**
- 2. Co-Marketing with the airlines**
- 3. Strong PR**
- 4. Direct consumer advertising**
- 5. A contact person in Germany**

That is the ground work.

And so we come to the „good to haves“:

I hope you'll allow me to dream a little bit here...

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First dream: Dead cultures back to life



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Second dream: Your music



Third dream: Your food and drinks



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Third dream: Your food and drinks



Conclusion:

- 1. The opportunities for Latin America are huge. The German tourism industry wants to work with you!**
- 2. There is still a lot of basis work to do, in order to ensure that Latin American countries are well represented on the German tourism world map.**
- 3. The „good to haves“ are possible, and can have an amazing effect. Let’s look outside the tourism box.**
- 4. And finally: Let someone else worry about the crisis!**

I wish you all every success!