
TRAVEL AND TOURISM

9395/33

Paper 3 Destination Marketing

May/June 2019

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Fig. 1.1 for Question 1

Rhode Island, a state in New England, USA, is also known as the Ocean State for its sandy shores and seaside towns. Rhode Island may be small, but as a destination it has one of the largest concentrations of historic landmarks in the nation, together with a vibrant arts and cultural scene, miles of pristine coastline and some of the most acclaimed dining establishments in the country. Newport, one of the cities on Rhode Island, is known as the sailing capital of the world. The island's natural beauty offers the perfect place to unwind. Whether tourists choose South County's beautiful beaches, East Bay's magnificent coastal cycle path, historical sites in Blackstone Valley, or shopping in Warwick, they will experience the authentic Rhode Island.



In 2016, the Rhode Island Commerce Corporation (RICC) commissioned the brand agency that gave us the iconic "I ♥ NY" to design a new brand for Rhode Island. The launch of the new \$5 million marketing campaign to attract both visitors and businesses generated much interest. The campaign consisted of a new website, advertising campaign, promotional video and logo. However, the resulting 'Rhode Island: Cooler and Warmer' brand received mixed reactions. The logo shows a sail to represent Rhode Island's seaside nature and strong association with sailing. Some argued that the sail itself is not obvious from the design, whilst others found the logo appropriate. The 'Cooler and Warmer' tagline also divided opinion, so much so that the decision was quickly made to abandon it.

Creating a great destination marketing campaign is a difficult job. The RICC learnt the hard way that it is better to start by carrying out market research. Then test your new campaign with a small segment of potential visitors and investors, rather than giving the brand too much media attention, to see how people initially react and make adjustments based on the feedback data.

Fig. 1.1

Fig. 2.1 for Question 2

It is an uncomfortable fact that Kingston in Jamaica is regularly featured in lists with off-putting titles such as “The most violent cities in the world”. This negative image can discourage tourists and inward investors from showing interest in the city.

Those who govern Kingston are aware of its troubles: they understand that international perceptions of the city are damaging its prospects for future development and its growth as a destination. Nevertheless, officials remain optimistic about the measures they are taking to market the positive side of Kingston and things may not be quite as bad as they seem.

“The problems that create this negative reputation are not widespread, in fact, they are confined to just certain areas.” says the city’s mayor. Local business people seem to agree with the mayor’s assessment. The rise of 4* and 5* business hotels is a good indicator that the city is making progress. According to visitor arrival numbers, tourists are not put off visiting, with an upward trend across all markets in 2017.

IN APRIL 2017...

- Stopover arrivals up 9.1%
- Visitors from US up 8.9%
- Visitors from Canada up 3.8%
- Visitors from Europe up 16.2%
- Cruise Passengers up by 7.5%

Kingston has much to offer, with a rich history. It also offers a thriving arts scene, world-famous music (it is the home of reggae and birthplace of Bob Marley), and an emerging film industry.

“I’d love to have Kingston widely recognised as a creative city, with fashion, art and music of all kinds,” the mayor says. “In fact, my goal is for Kingston to be recognised as the cultural capital of the Caribbean.”

The Jamaica Tourist Board (JTB) has the task of marketing the tourism product so that Jamaica remains the premier Caribbean tourism destination. JTB positions Jamaica as the most complete, unique and diverse warm weather destination in the world, which offers the best vacation value available. Public relations and advertising collaborate to play a very important role in promoting the island and reinforcing key brand messages for Jamaica.

Fig. 2.1

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