



## INNOVATIVE MARKETING STRATEGIES FOR SUSTAINABLE TOURISM – TARGETING THE MASS MARKET

Conference – “Beyond the Eco-Niche:  
Mainstreaming Sustainable Tourism”

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## THE PROJECT APPROACH

1. Assessment of German holiday travel market from the point of view of sustainability and for the selection of 4 destinations



2. Empirical analysis with respect to motives, acceptance and restraints concerning sustainable holiday offers



**3. Deduction of target group related sustainable marketing strategies for the selected destinations**



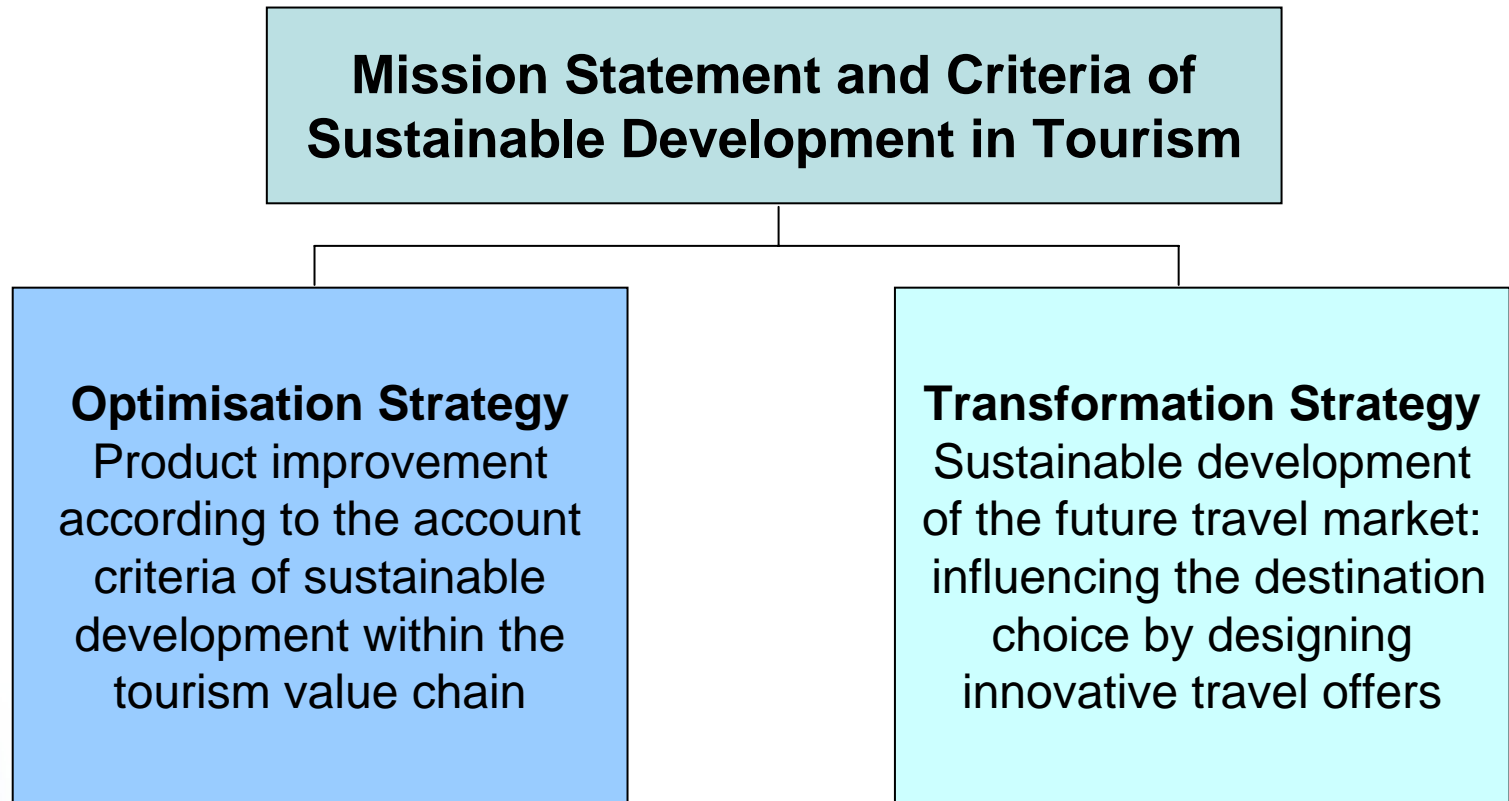
4. Development of exemplary tourism offers for a more sustainable mass market in cooperation with the tourism industry



## STRATEGY DEVELOPMENT

- **Strategies for Sustainable Tourism**
  - The objective is to foster sustainable travel behaviour without dictating the traveller's behaviour
  - Strategies shall define the basic requirements for sustainable tourism products attractive to selected target groups in the four INVENT destinations
  - Influence a more sustainable travel choice
- **Approach**
  - Select relevant target groups for the four INVENT destinations (Mecklenburg-Western Pomerania, Northern Italy, Turkey, Dominican Republic) based on empiricism
  - Determine a strategy for each combination of target group and destination in terms of sustainability
  - Establish the way of communication and promotion of the sustainable qualities of tourism offers

## OVERVIEW OF PRINCIPLE STRATEGIES



**Tailored to the target group**

## PRINCIPLE STRATEGIES IN DETAIL

### Optimisation

- General approach for all destinations
- Improvements according to ecological, social, economic criteria, e.g.:
  - Ecologically sound mobility and accommodation
  - More respect for locals and their country
  - Using local products/services

### Transformation

- Approach for selected destinations
- Sustainable effectiveness can be assessed only in context of the entire market, e.g.:
  - Increasing the attractiveness of near-distance destinations (reduction of greenhouse gases)
  - Winning additional target groups already committed to quality and sustainability

## SELECTION OF THE TARGET GROUPS

- Attractiveness of the INVENT destination for the target groups
- What kind of sustainable effects could be achieved by addressing the target group in the different INVENT destinations?

### **Mecklenburg-Western Pomerania**

**Traditional Habitual**

**Sophisticated Cultural**

**Nature and Outdoor**

### **Turkey**

**Fun-and-Action**

**Family-Orientated**

**Sun and Beach Package**

### **Northern Italy**

**Sophisticated Cultural**

**Nature and Outdoor**

**Fun-and-Action**

### **Dominican Republic**

**Fun-and-Action**

**Sun-and-Beach Package**

**Nature and Outdoor**



# COMMUNICATING AND PROMOTING SUSTAINABLE PRODUCTS

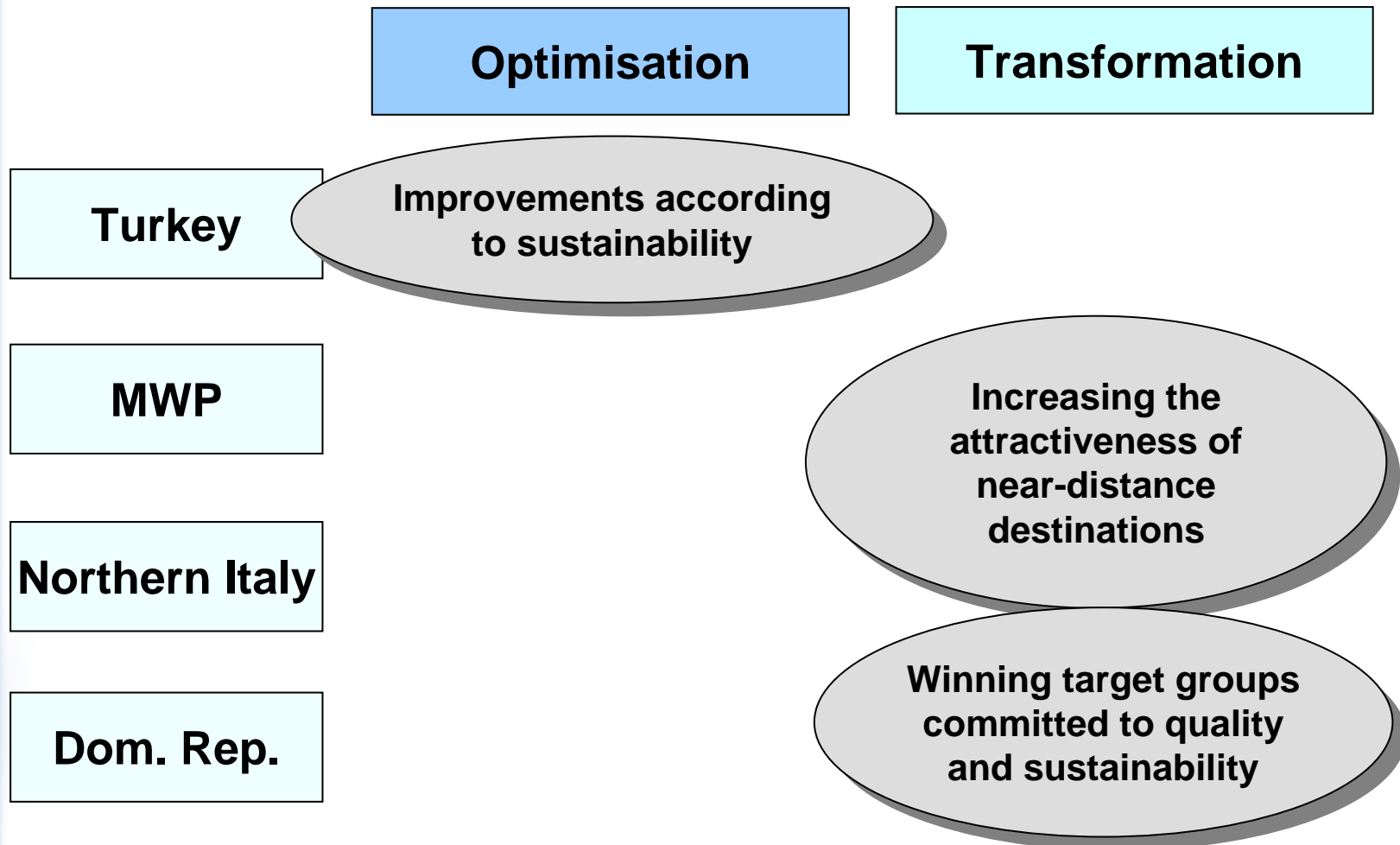
## EXPLICITLY

Sustainability is mentioned explicitly in communication to those target groups who perceive environmental friendliness and sustainability as an added value or bonus.

## IMPLICITLY

Sustainability is mentioned only implicitly in communication to those target groups who perceive environmental friendliness and sustainability as unimportant or suspect. Sustainable products are promoted addressing the target group's demands and stressing the personal benefit to the target group: e.g. clean beaches, clear water, adventures in nature.

# SUSTAINABLE STRATEGIES, DESTINATIONS AND FOCUSSES



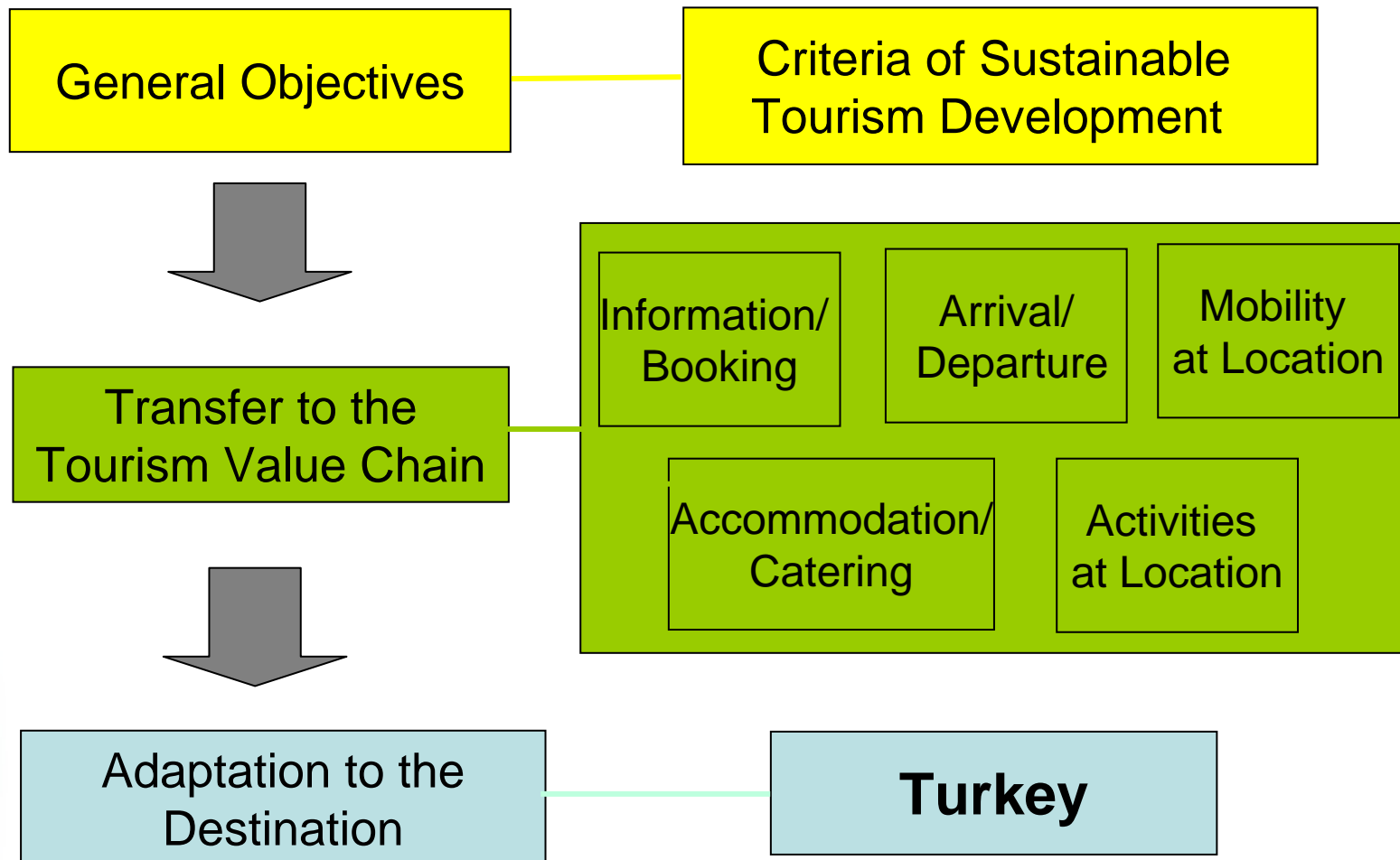
## OPTIMISATION STRATEGY - TURKEY

### Destination's relevance for the Project

- An example of a typical mass-market destination in the Mediterranean area
- High growth rate, rapid development of infrastructure
- Possible alternative destination replacing long-haul destinations → BUT difficulties regarding seasons



## OPTIMISATION STRATEGY - TURKEY



## OPTIMISATION APPROACHES – TURKEY

### THE SUN AND BEACH PACKAGE HOLIDAYMAKERS

#### Exemplary elements

- Design excursions and animation programme more sustainable by using infotainment addressing holiday activities relevant to the group like shopping, socialising or meals
  - For example: “Forever young by Mediterranean food”
- Ecological improvements in hotels are emphasized “as neat and clean as it is at home!”
- Creating customer bond by guided tours of hotels featuring ecological issues

#### **Implicit communication of sustainable product features, e.g.:**

- Service, safety, socialising, entertainment, well kept, as neat as at home

## TRANSFORMATION STRATEGY – IMPACT IN MECKLENBURG-WESTERN POMERANIA

- Strengthen ecologically and socially compatible tourism in the holiday region of Mecklenburg-Western Pomerania
- In the long run tap the full potential of Mecklenburg-Western Pomerania
- Promote the off-peak season by creating appropriate attractive offers for new target group
- More intense use of the existing tourism infrastructure.

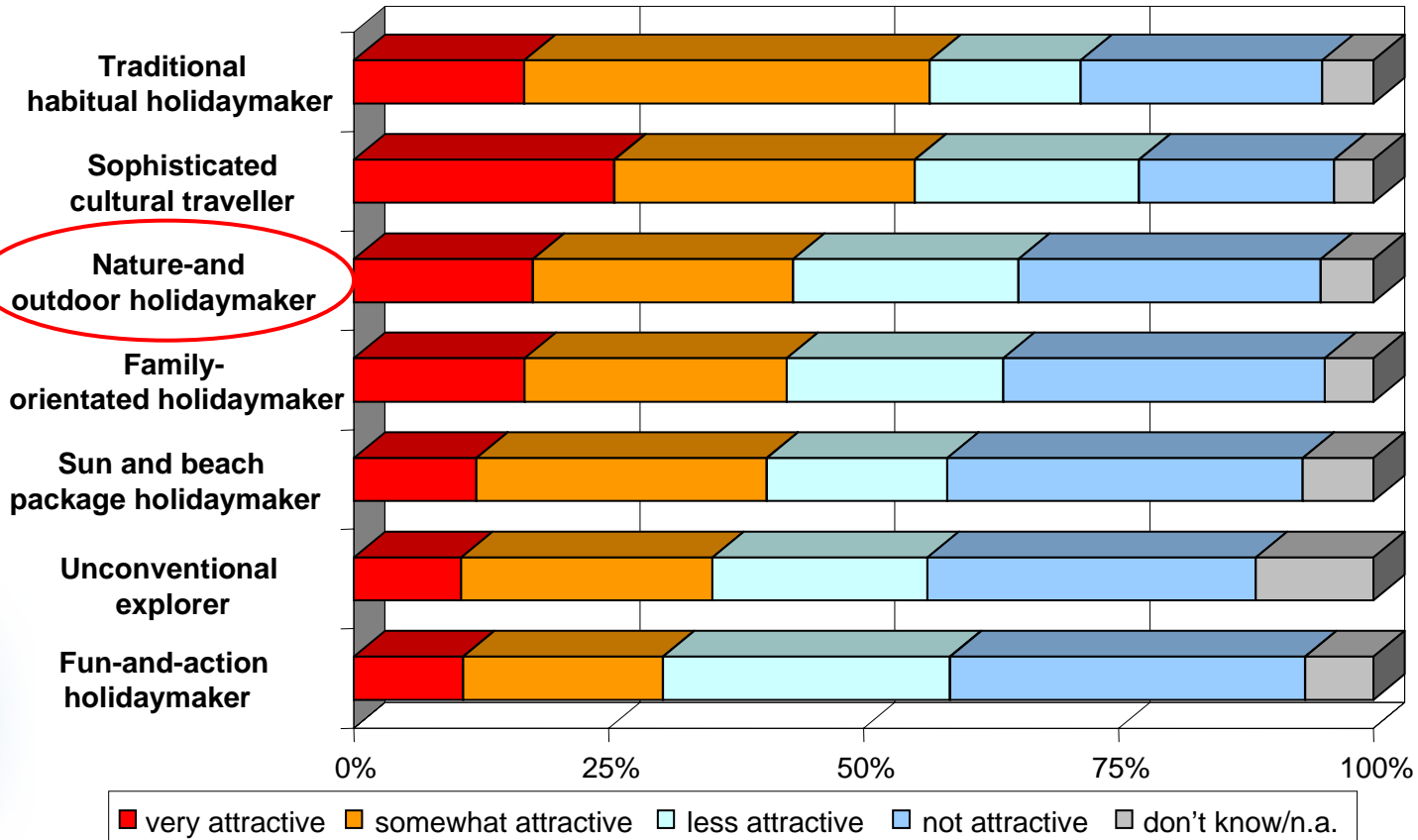


## MECKLENBURG-WESTERN POMERANIA

How attractive is Mecklenburg- Pomerania for you as a possible holiday destination in the next three years?

Example

Nature-and outdoor holidaymaker





## TRANSFORMATION STRATEGY – DEFINING A TARGET GROUP FOR MWP

### THE NATURE AND OUTDOOR HOLIDAYMAKERS

- Economically interesting target group
- Has a high interest in the region, but they do not spend their holidays there so far
- Suitable for pre-season and off-peak season
- Quality-conscious, but not solicited by traditional eco-niche offers
- Targets a group who has a high share of long-distance trips and who perceives the nature and landscape of Mecklenburg-Western Pomerania as a real alternative

## TRANSFORMATION STRATEGY – GENERAL CONDITIONS IN MWP

### Positive Assets

- Nature, untouched forests and lakes, coast
- Positive image founded on nature
- Offers and modules for holidaymakers in the countryside as the basis for product development



### Missing

- Target group specific holiday packages (accommodation + mobility + activities in location)
- Integrated local mobility (public transport, car rental, small buses etc.)

## NATURE AND OUTDOOR HOLIDAYMAKER

### HOLIDAY BROCHURES TAILORED TO THE TARGET GROUP



- Address sustainable features explicitly
- Emphasise individual benefit
- Point out high product quality
- Tailored communication e.g.:  
dynamic, witty, smart, modern, sporty,  
sophisticated, outdoorsy

## TRANSFORMATION STRATEGY – NORTHERN ITALY

### Impact

- Boost a destination that is relatively close by and can also be reached by ground transportation
- Alternative for mid-range and long-haul destinations
- Reevaluate existing tourism infrastructure



### THE FUN AND ACTION HOLIDAYMAKERS

- Target group prefers an inexpensive beach holiday that offers variety with entertaining nightlife, action and sports
- Travel to Northern Italy is below average, but there is a general attractiveness



## TRANSFORMATION STRATEGY – GENERAL CONDITIONS IN NORTHERN ITALY

### Positive Assets

- Sun, sand and sea, nightlife, parties
- Water parks, trendy environment: 60s and 70s style

### Missing

- Integration of appropriate add-ons into the product, such as a party pass, transport between clubs, mobility card/public transport card, deck chairs and sun shades
- Image campaign: point out the huge variety of fun and action in the destination
- Informational and advertising material with younger, trendier design

## TRANSFORMATION STRATEGY – NORTHERN ITALY - DEMANDS AND COMMUNICATION

- Sustainability is not addressed directly because the target group's interest in the topic is very low, and the group is reluctant to pay more
- A holiday should offer the possibility to socialise, be cheap, and offer nightlife, fun, action, and sports
- Sustainable qualities should be communicated implicitly as
  - ★ a bargain
  - ★ high-tech
  - ★ action
  - ★ first-rate
  - ★ funky/fun
  - ★ an adventure
  - ★ joining the party
  - ★ exotic
  - ★ convenient

## TRANSFORMATION STRATEGY – DOMINICAN REPUBLIC

### Destination's relevance for the Project

- Traditional winter beach destination for **sun and beach package holidaymakers** and **fun and action holidaymakers**
- Renown long-haul destination, however, it has a negative image to some extent



Question to be answered:

How can you design tourism growth in a long-haul destination in a sustainable way?



## TRANSFORMATION STRATEGY – DEFINING A TARGET GROUP FOR THE DOMINICAN REPUBLIC

### THE NATURE AND OUTDOOR HOLIDAYMAKERS

- The “Nature-Lovers and Outdoor Holidaymakers” target group has not typically travelled to the Dominican Republic so far
- The target group is not sufficiently aware of the attractiveness of the Dominican Republic
- The target group can contribute to establishing sustainable development in the destination:
  - Contribute to and stimulate nature conservation
  - Open up new sources of income for locals through the target group’s interest in various local activities



## TRANSFORMATION STRATEGY – GENERAL CONDITIONS IN THE DOMINICAN REPUBLIC

### Impact

- Strengthen ecologically and socially compatible tourism in the Dominican Republic

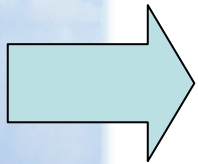
### Positive Assets

- Nature, untouched inland, sea, sand, diving resorts
- Thrilling colonial history, fascination of Caribbean lifestyle

### Missing

- All-inclusive resorts that are attractive to the target group; hotels in the inland for round trips
- Local mobility (coaches, vans, rental cars) and appropriate infrastructure
- Excursions to get to know nature and culture

## TRANSFORMATION STRATEGY – IMPLEMENTATION STEPS IN THE DOMINICAN REPUBLIC



**Objective: Develop a new market segment as a contribution to local sustainable development**

- Analyse existing tourist products
- Select adequate hotels as component of travel packages
- Complement packages by day trips or excursions specifically designed for the target group
- Discuss feasibility with product managers (tour operators)



## SUSTAINABLE STRATEGIES - DESTINATIONS AND TARGET GROUPS

	Optimisation	Transformation
Turkey	<b>Sun &amp; Beach Package</b> <b>Family Oriented</b> <b>Fun and Action</b>	
Meck.-Pom.		<b>Nature and Outdoor</b> <b>Sophisticated Cultural</b>
Northern Italy	<b>Sophisticated Cultural</b>	<b>Fun and Action</b> <b>Natur and Outdoor</b>
Dom. Rep.	<b>Fun and Action</b> <b>Sun and Beach Package</b>	<b>Nature and Outdoor</b>



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## FROM STRATEGIES TO IMPLEMENTATION

### Mecklenburg-Western Pomerania

- ⇒ Target Group: **The Nature & Outdoor Holidaymakers**
  - exemplary offers for the Müritz region
    - ⇒ Claudia Schiese, AMEROPA-REISEN GmbH
    - ⇒ Kerstin Wegener, Deutsche Bahn AG
  - Transfer of the INVENT results to tourism marketing organisations
    - ⇒ Bernd Fischer, Tourismusverband Mecklenburg-Wester Pomerania

## FROM STRATEGIES IMPLEMENTATION

### Northern Italy:

⇒ Target Group: **The Fun- & Action Holidaymakers**

- exemplary offers for the Adria region

⇒ Claudia Schiese, AMEROPA-REISEN GmbH

### Dominican Republic:

⇒ Target Group: **The Nature & Outdoor Holidaymakers**

- Development of exemplary round trip within the project, attempt to implementation in cooperation with LTU Touristik

⇒ Andreas Müseler, LTU Touristik



## THANK YOU FOR YOUR ATTENTION

- For further information:

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