



Branding & Marketing Montserrat

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Branding Montserrat

- Successful branding is about promoting your **strengths**
 - differentiate & stand out from competitors
 - provoke a clear picture of the offer & experience
 - ensure you can deliver your promises

“What do you want Montserrat to be to your tourism target markets?”

- Montserrat is not a ‘me too’ destination, it is unique
- An all-including, friendly, Caribbean Island with real adventure in an eco-friendly environment



Branding  **Montserrat** 

Brand Essence

- What makes Montserrat different?
 - authenticity
 - genuineness
 - all-including adventure
 - friendly
 - safe
 - how the Caribbean used to be ...
 - not 'ruined' by tourism



Values ... Vision ... Personality

- What do you stand for?
 - an all including destination
 - experiences
- Where are you going?
 - low volume, high end
 - specialist holidays, adventure tourism
- How do you want to come across?
 - authentic & interesting

Montserrat must 'be itself'



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Montserrat – The Thinking Person’s Caribbean

Join us in our Adventure



Shaping the Brand - Considerations

- **Research**
 - ongoing
- **Authentic messages**
 - authenticity, genuine, experiential
 - the thinking person's Caribbean
- **Focus on key products**
 - adventure travel
 - muso-chic



Shaping the Brand - Considerations

- **Focus on key markets**
 - UK & Ireland
 - USA
 - domestic Caribbean
- **Involvement**
 - including all
 - synergy with the local community



Shaping the Brand – Considerations

Tourism Marketing Strategy

- On Island Receptive
- Product development
- Positioning
- Branding
- Marketing
- Distribution
- PR
- Sales
- Promotions
- Film Commission



What sectors are we targeting?

- Daytrippers
- Toe dippers and island hoppers (2 and multiple centres)
- Retroventurers (remember the 60s)
- Alternative honeymooners
- Comfort seeking special interest
- Carefree special interest
- Weddings



Montserrat's target tourism market is **Adventure Tourism:**

“Adventure tourism is travel outside a person’s normal environment for more than 24 hours and not more than one consecutive year. A trip may be classified as an adventure trip if it involves two of the following three elements:

- 1 – interaction with nature
- 2 – interaction with culture
- 3 – a physical activity

while the core of adventure is a trip which involves all three elements.”

Source: Adventure Tourism Development Index 2010 Report

http://www.adventureindex.travel/docs/atdi_2010_report.pdf



Why Adventure Tourism?

- There is a strong rise in adventure tourism, with visitors willing to pay a premium for unique, varied experiences:
 - 89% of tourist boards recognise the sector as important
 - 26% of travellers engage in adventure activities
 - US\$89 billion industry, accelerating out of the recession with an estimated growth rate of 17%
- Adventure tourism offers:
 - deeper cultural exchange
 - appreciation for the fragility of places
 - “guilt-free” holiday
 - greater contribution to local economies

Source: Adventure Travel Trade Association / George Washington University



VFM (*value for money*) *is now being overtaken by* ***EFM*** (*experience for money*)

Source: Responsible Tourism Conference, September 2011

Competitors

“the region is competing more and more with other destinations around the world” Ricky Skerritt, chairman, CTO



“During the first four years the Des Cartiers trail was open on St. Lucia, that single trail alone was credited with bringing US\$750,000 into the local economy.”
Kaleidoscope magazine

“The demand for “one size fits all” holidays has fallen as travellers seek getaways tailored to their specific interests.

Travellers are said to be turning to experience-based breaks that either reflect their hobbies or give them a taste of something completely new. The new market is being embraced by affluent baby boomers, empty nesters, adventure-seeking singletons and “cash rich, time poor” professionals.” *The Guardian*

“The charity tourism global market size is currently estimated at 250,000 per annum - travellers going overseas to take part in volunteer vacations.

Travellers tend to be well educated, and in the ABC1 socio-economic groups.” CTO



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Montserrat's product offer

- Genuine, unspoilt, Caribbean experience
- Cultural / heritage attractions – Air Studios, volcanic tourism
- Bird watching and hiking
- Set Jetting (this could be Air Studios)
- Weddings & honeymoons
- Beaches
- Wildlife tourism – diverse animal & plant life
- 2-centre
- Day trips
- Independent activities (walking trails)
- Diving, snorkeling, windsurfing & kayaking



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Suggested product development options

Enhance existing product, eg:

- Rendezvous Bay
 - beach furniture
 - food and beverage outlets
 - showers
 - barbecue grills
- Salem
 - Themed events
 - Dedicated 'night trolley' transport



Suggested product development options

- On-island transport
 - trolley and tuk tuks
- Accommodation
 - New hotel
 - Homestays
- Festivals & Events
 - Music heritage
- Nightlife
 - Pop up bars & restaurants



Suggested product development options

- Montserrat Concierge
- Free wireless access throughout the island:
 - apps
 - GPS-led promotions
 - social media interaction
 - QT codes
 - trail maps



Suggested product development options

- Trails, Birdwatching, Volcanic heritage
 - trail grading system (by difficulty)
 - printed and online collateral
 - volunteer tourism projects / ‘give back getaways’
 - ‘experts in residence’
 - unique mineral products (volcanic heritage)



Suggested product development options

Festivals & Events

- Attract new, niche audiences
- Create interest in low season
- Create incremental media & consumer awareness
- Create reasons to travel and call to action: immediacy
- Enhance the Air Studios / music heritage offer to attract the new generation of 'fabulous' people.



Distribution

Selling the bed stock:

- Educate hotels and villa owners about
 - setting rates - where and when?
 - direct contracting and 'on request'
a REAL opportunity for the Caribbean
 - special interest groups – timing
 - working with / without receptives

Distribution channels:

- online travel agents / tour operators
- mass market tour operators
- smaller tour operators
- Caribbean specialists
- niche specialists
- receptives
- activity component only





What Montserrat is saying about itself today (www.visitmontserrat.com)

What do we want to change?



Closing thought:

Montserrat must remain true to itself.

We must ensure that the way in which Montserrat is developed fits within Montserrat's brand.

As more and more Caribbean islands become very commercialised
Montserrat should be pitched as a hidden jewel in the Caribbean
delivering LOW volume ... HIGH end tourism

Thank you

