

Tourism Challenge: Address the Customer

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Tourism Challenge: Address the Customer

- Customer Expectations & Values
- Building an Experience
- Focus on Quality
- Deliver Customer Service
- Fair Value
- Building a Brand

The Customer

- Competition for the customer gets more intense
- Rising customer expectations
- Demand for recognition
- New values
 - Wants to be in control
 - Wants to expand lifestyle
 - Wants to enrich life

Building an Experience

- Tourism is about escape
- The experience is everything
- Creativity in delivery
- Culture is central to Tourism
- Diversity of product

Focus on Quality

- Mastering the basics
 - Infrastructure
- Delivery consistently
 - Simplicity & Clarity
 - Focus on repeat business
- Continually fix problems

Deliver Customer Service

- Wins the customer every time
- More important than price
- Hassle-free experience throughout the trip
- Community wide commitment

Build a Brand

- Differentiation
- Customers make judgements against brands
- Brand as Promise
 - Present the experience
 - Deliver on the promise