

THE END OF TOURISM AS WE KNOW IT



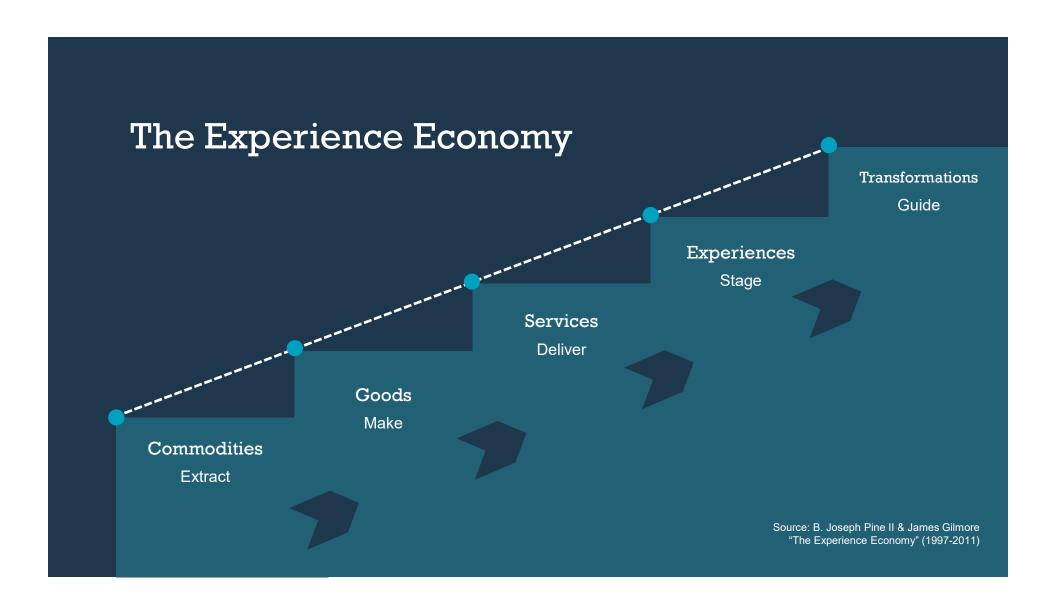


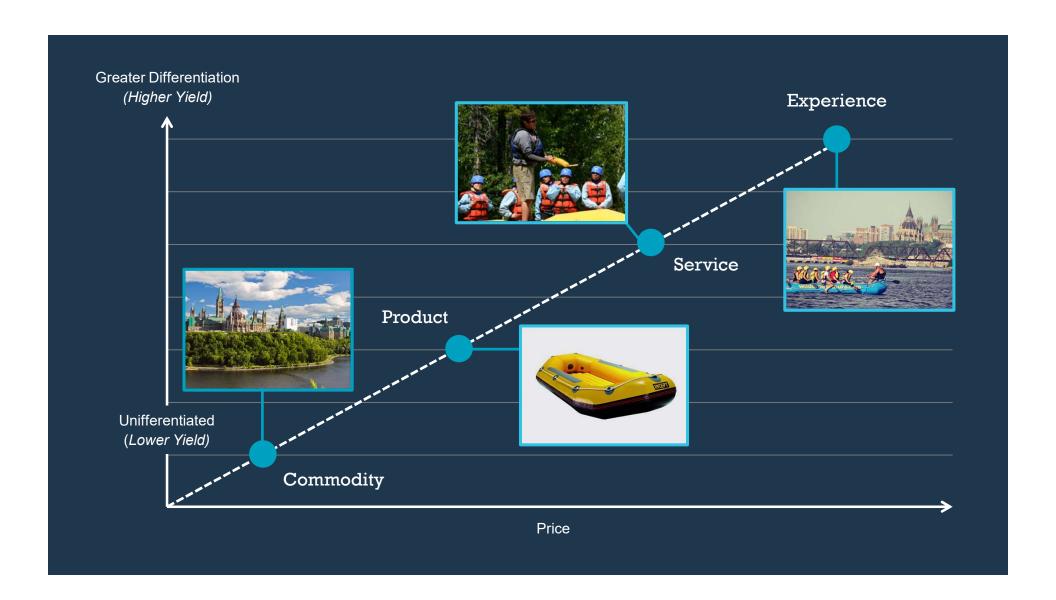
Destination promotion happens through destination stories, told by many.



Destination stories are a direct result of the destination experience.







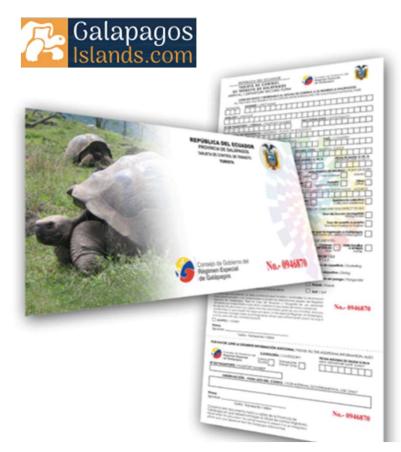




Destination Management

From win-win to win-win-win





AEROLINEA / A	A01001-1004	7/09/2012 15/09/2012 REF. AEROPUERTO DE INGRESO / POINT OF ENTRY			
LAN	IRLINE Nº, DE VUELO / FLIGHT NUMB	Baltra San Cristóbal Isabela			
NOMBRE DEL HI	Line Age	chool Higher education V Other			
DARW	IN HOSTAL				
Hotel X	Embarcación Boat name Private	Domicilio Residencia colectiva Collective residence			
SELECCIONE LA N	ODALIDAD DE TOUR QUE REALIZARA / S	ELECT THE TYPES OF TOUR THAT YOU EXPECT TO DO			
Tour navegable Cruise	CONS Pesca vivenchi	al Tour de huren navenable			
Tour diario Day tour	Tour de bahia y buce				
CATEGORY	Turista Transeúnte Transit only	Veces que ha ingresado a Galápagos How many times have you visited Galápagos?			
DURANTE SU EST	TADÍA EN GALÁPAGOS REALIZARÁ / TH				
Visitas a Áreas del PNG y RMG Visit the National Par	Permanecer en zonas urbanas Actividas	Negocios, des de trabajo de trabajo Work Visita familiar, o amigos Family			
SELECT THE MAIN	PRINCIPALES ACTIVIDADES QUE ESPE ACTIVITIES THAT YOU EXPECT / WANT	RA REALIZAR EN ORDEN DE 1, 2, 3 TO DO IN ORDER OF 1, 2, 3			
Disfrutar del	paisaje / Enjoy the landscape	Buceo de superficie / Snorkeling			
1 Observación	de vida silvestre / Wildlife watching	3 Buceo deportivo / Diving			
Fotografía y v	video / Photography and video	Recorrido en panga / Panga rid			
	re la historia y cultura local he local history and culture	Kayac / Kayak			
2 Estar en un lu	igar único / To be in a unique place	Surf / Surf			
L FIRMAR ESTE DOCU	IMENTO, USTED ESTA CERTIFICANDO LA VAL MENT, YOU ARE CERTIFYING THE VALIDITY OF	LIDEZ DE LA INFORMACIÓN PROPORCIONADA THE INFORMATION PROVIDED			
	10				
RMA: GNATURE: B	Turista · Transeúnte / Visitor	020322800687950			
		REPÚBLICA DEL ECUADOR PROVINCIA DE GALÁPAGOS TABLETA DE CONTROL DE TRÂNSITO			













\$500 million

spent annually on birding in UK

\$41 billion

spent annually on birding in US

287%

Growth in bird viewing, photography, 1982-2009

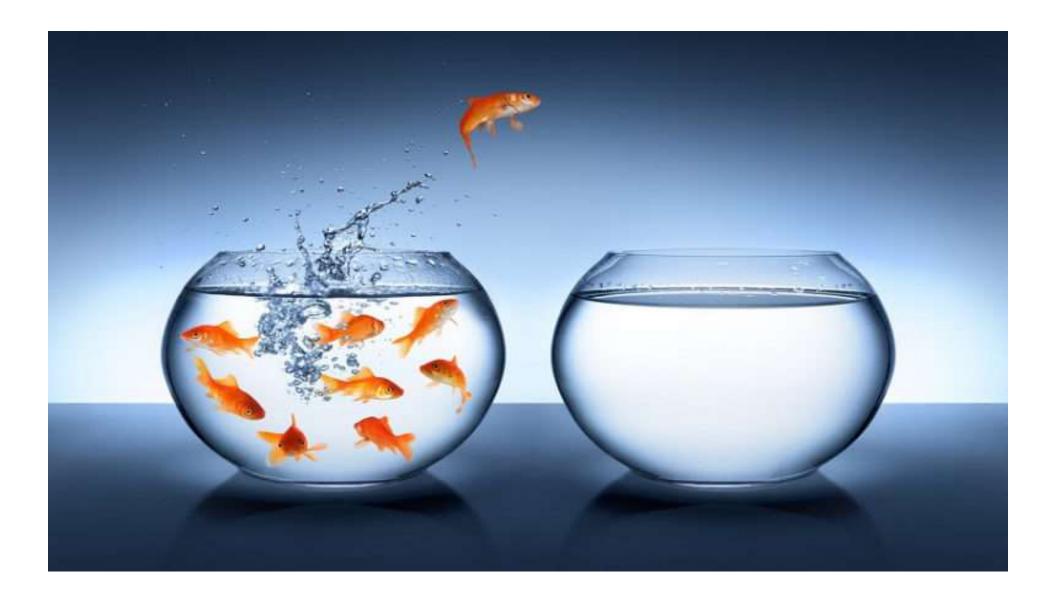
20 million

US citizens took birding trips, 2005-2009



3 million

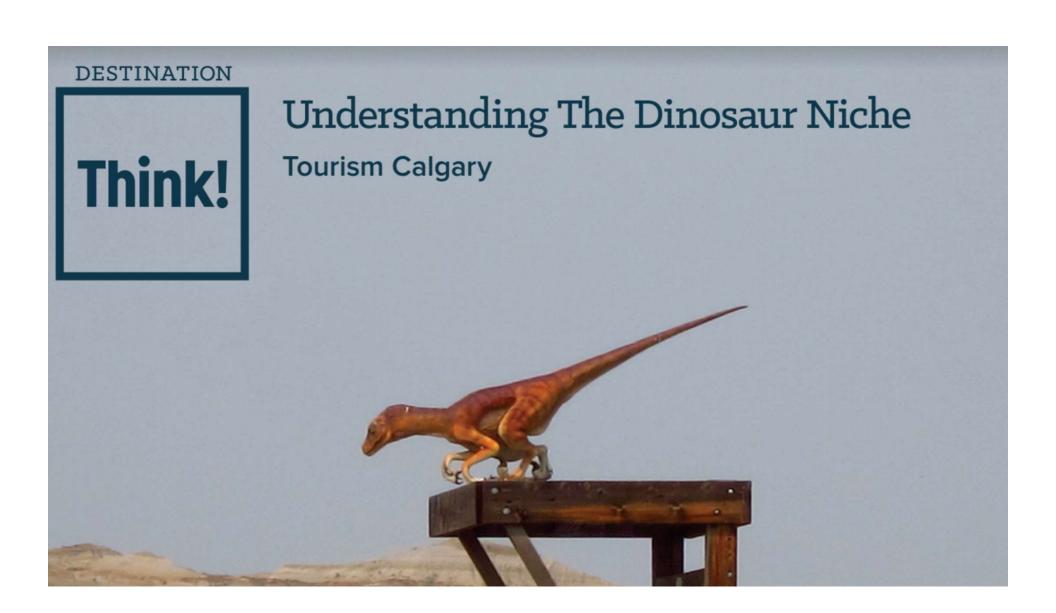
International trips per year for the main purpose of birding

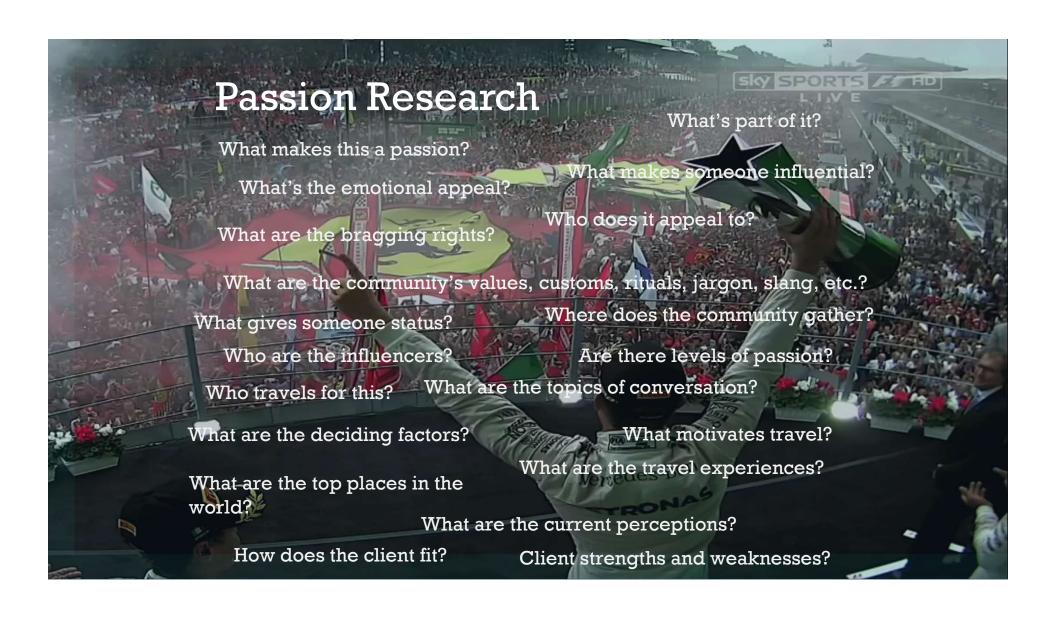














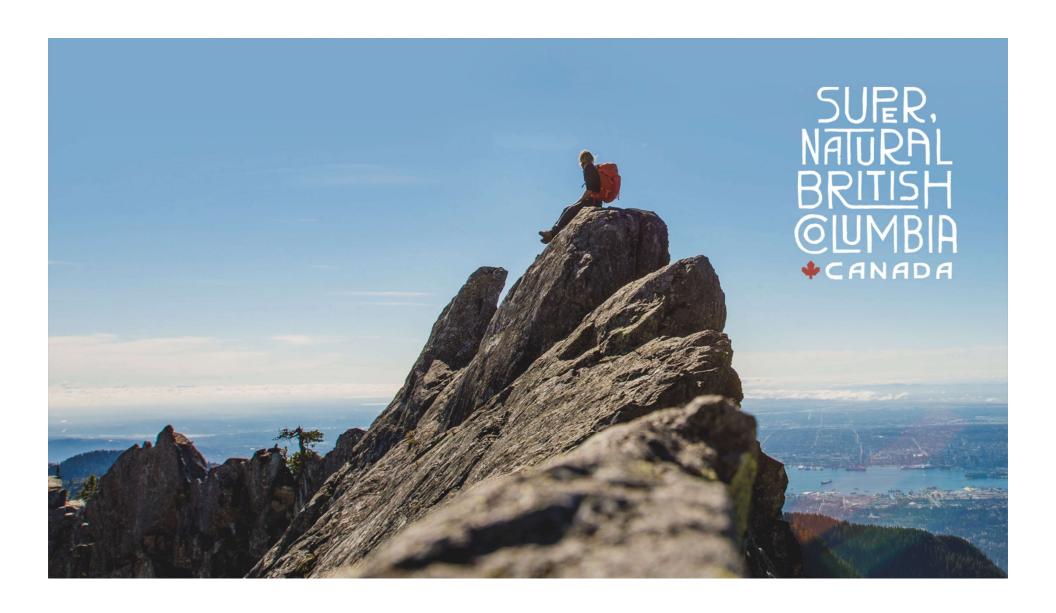




www.sentiment-index.com

	LIVE		PRIMARY DESTINATION			NATIONAL/GLOBAL AVERAGE		
	CATEGORIES \$	VOLUME COMPARISON \$	Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
2	► Access + Transportation		20% • 24% m/m	Joy	<mark>78</mark> High	20% • 24% m/m	Joy	<mark>60</mark> High
	→ Amenities + Entertainment		18% - 24% m/m	Joy	<mark>78</mark> High	18% • 24% m/m	Fear	-10 Low
	Attractions	_	5% • 24% m/m	Joy	<mark>60</mark> High	5% • 24% m/m	Fear	12 Low
	Casinos	<u>-</u>	2% • 24% m/m	Anger	-10 Low	2% • 24% m/m	Sadness	60 Low
	Festivals and Events	_	6% • 24% m/m	Fear	12 Average	6% ▼ 24% m/m	Fear	12 Low
	Landmarks	_	5% 24% m/m	Sadness	-10 Low	5% • 24% m/m	Joy	<mark>78</mark> High

We need a good TSI sales photo here Frank Cuypers; 28.06.2020 2



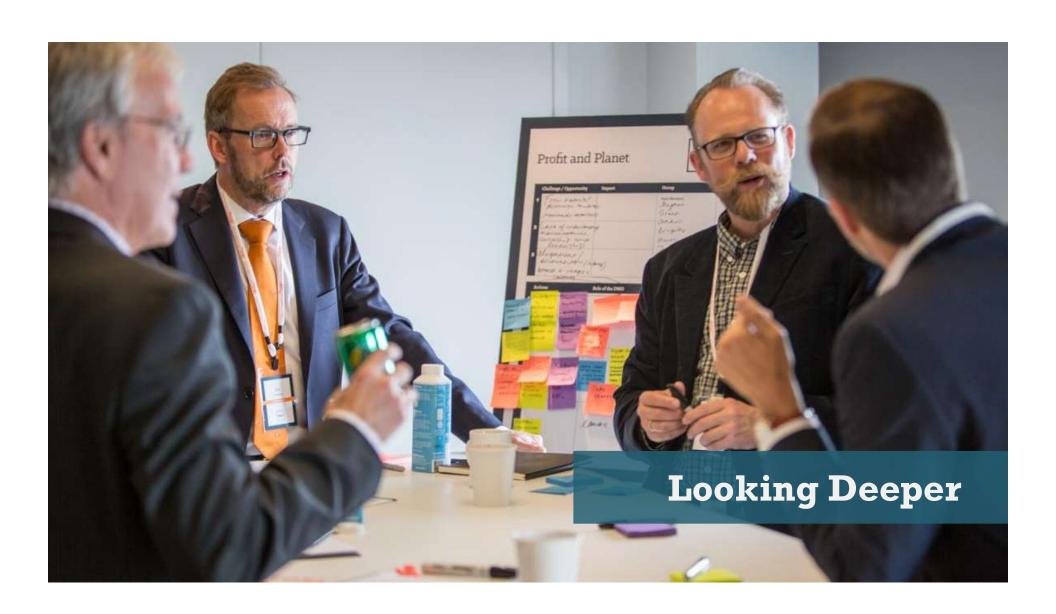




Case: coastal fishing West Coast: Campbell

River

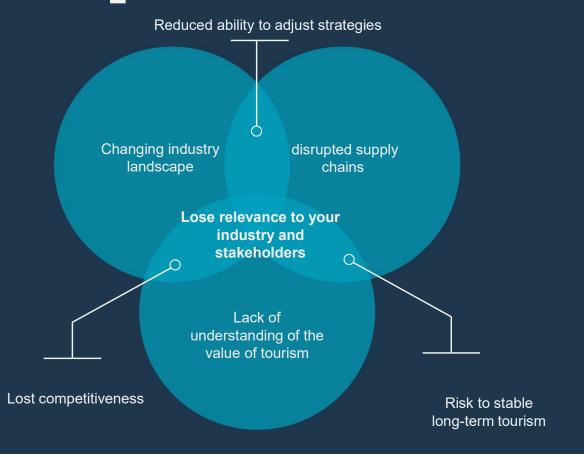




Challenges after Covid-19

- A disrupted supply chain and a transformed landscape
- A lack of understanding of the value of tourism
- A changing industry landscape. This may include geopolitical, economic or destination management changes.

Business Impact





1. A shift in promotion

- 1. A shift in promotion
- 2. A shift in marketing

- 1. A shift in promotion
- 2. A shift in marketing
- 3. A shift in management

- 1. A shift in promotion
- 2. A shift in marketing
- 3. A shift in management
- 4. A shift in ownership

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- 2. A shift in marketing
- 3. A shift in management
- 4. A shift in ownership
- 5. A shift in segmentation

Where to begin?

- 1. Definition of the value of tourism with community stakeholders.
- 2. Creating a destination's long-term tourism strategy with a unified vision.



The right visitors

