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**THE HOTEL AND  
TOURISM ASSOCIATION OF BOTSWANA (HATAB)**

**AND**

**BOTSWANA CONFEDERATION  
OF COMMERCE, INDUSTRY AND MANPOWER (BOCCIM)**

**MARKET COMMUNICATION TOOLS  
AND DISTRIBUTION CHANNELS IN TOURISM**

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## **BRIEF DETAILS OF SOME MARKET COMMUNICATION TOOLS AND CHANNELS USED IN THE TOURIST INDUSTRY**

Not in order of merit

### **BROCHURES**

Descriptive leaflets usually multi-coloured, sometimes single coloured; may be multi paged or just simple single sheet. A very important tool, where sales message, information on product and communication contacts are presented. These are distributed to retail travel agents, tour operators and interested general public.

### **FAM TRIPS**

Actually this is an anacronym for "familiarisation" trip. Airlines, hotels, wholesalers and other players in the industry regularly offer FAM trips to those key front office staff who sell to the consumer, or journalists who may write about the product. These are free trips, hosted by entrepreneurs, to learn about the particular product or service.

### **PUBLIC RELATIONS (PR) EDITORIAL IN PRESS**

Editors in the media often require information on activities within the tourist industry and are prepared to accept material, or to travel to learn about the product, with the end objective of writing authoritatively on the subject.

### **CONSUMER MEDIA ADVERTISING**

Advertising can take many forms in a variety of print media ranging over daily and weekly newspapers to magazines and out door advertising such as road signs, neon signs, bus posters, banners, etc.

### **Public Relations (PR) on Tv, radio.**

Same principles apply as in PR editorial in press.

### **ROAD SHOWS**

These are mini-exhibitions which are organised at pre-determined places, venues, and dates and which specifically promote the country or organisers own products without the distraction of competitors' promotion as in the case of a general trade show or exhibition.

### **PROMOTIONAL OR MARKETING TRIPS**

These are the back bone of the tourist industry where a tourist entrepreneur takes trips to visit his key market catchment areas to market, promote, and sell his product to the various wholesalers, retailers, consumers.

## **TRADE MAGAZINES**

Important sources of information for both buyer and seller as such keep both parties are able to keep up to date on trade developments and news.

Examples are Botswana Focus; Travel News Weekly; GSA Magazine, etc.

## **INFORMATION BOOKLETS**

A neglected area of promotion which takes various forms of information intended to be a service to the visitors. Could be maps, game or bird books, restaurant guides, travel tips, service listing, cultural guide, etc...

## **BELOW THE LINE (BTL) MATERIAL**

All that range of items often referred to as give-aways such as baseball caps, T-shirts, lighters, diaries, pens, etc. Often effective in creating recall, but can be misused and becomes expensive when distribution is not controlled.

## **POINT OF PURCHASE (P.O.P.) MATERIAL**

All that range of items used in key positions in a sales area which may take form of posters, signage, decals, brochure stands, strips, etc. Very effective when properly set up, but often inclined to be relegated to out of the way corners used also for fairs.

## **WORKSHOPS/SALES SEMINAR**

These are often set up as a means of education on the tourist enterprise for sales staff. Sometimes incorporated into exhibitions or tourist congresses as an optional attraction, and includes slides, video presentations.

## **LECTURES - LUNCHEON**

An inexpensive way to familiarise specific groups, especially at domestic level. Operator, acting as speaker, explains particular product creating interest, extending knowledge, and answering questions. Need brochures and price lists for distribution.

## **COOPERATIVE PROMOTIONS/ADVERTISING CAMPAIGNS**

An operator joins with an Airline/Hotelier/Car hire, or any other supplier of tourist product in working together, sharing costs/labour or any other services in an agreed formula. Gets benefit of additional expertise and exposure at same time reducing costs of promotion or advertising.

## **PHOTO LIBRARY**

Many overseas promoters/tour operators need to access high

quality photographs of various product in order to use same as a marketing tool. Good material is difficult to locate, and any reliable source of such material is important in promotion activities. Photographs are put into the tour operator brochures.

#### **VIDEO FILMS**

These are heavily used in marketing and promotion and are excellent tools in positive selling in view of audio and visual contact which creates high recall as well as interest.

#### **CD-ROM**

These are audio-visual diskettes increasing in popularity and are incorporated into computer presentations which is the modern method adopted by front office sales staff in personal selling to the consumer.

#### **DIRECT MAILING**

Once contacts have been identified, and in particular foreign based tour operators, this is a recognised method of keeping buyers aware of your products. Operator needs to take care over weight as packages need to be despatched by airmail. Sometimes courier services are justifiable in terms of expense. Mail lists can be obtained from cooperative airlines and hotel chains, trade associations, cooperative university associations, and can also be purchased from mail list suppliers.

#### **CENTRALISED COMPUTER RESERVATION SYSTEMS (CRS)**

In order to connect up ones computer system to one of these international computer used reservation systems, there is a connection fee to be paid and usually an overriding commission fee on each booking made. Worldwide there is an escalating number of complimentary tourist services being connected to such systems, ranging over airline, hotels, travel agents, car hire. Examples are Utell, Leading Hotels of the world, Gallaleo.

#### **INTERNATIONAL TRAVEL FAIRS/EXHIBITIONS:**

A key element in tourism promotion as the participation in such an event gives great possibilities not only to use romantic and colourful visual/audio presentations, but also gives opportunity to meet the consumer either at retail or wholesale level on a personal basis, and confirm rates and facilities for the future.

#### **AMERICAN SOCIETY OF TRAVEL AGENTS (ASTA)**

ASTA is the largest and the most influential travel trade association in the world with its headquarters in Washington DC (USA). It is composed of travel agents, tour operators, airlines and hoteliers.

The society organises and holds a World Travel Congress every year. The participants at the annual congress are members of ASTA who represent various organisations within the travel industry from many countries.

The congresses are held alternately in and outside America in a city willing to host the event.

#### **AUSTRALIAN FEDERATION OF TRAVEL AGENTS (AFTA)**

AFTA is a leading travel trade association which is based in Australia having, a membership composed of travel agents, tour operator, car hire, airlines and hoteliers.

The federation organises and holds an international tour congress every year. The participations of the congress are members of AFTA who represent the travel industry within that geographical area, or who have travel interests in that region.

The congresses are held alternatively in the outside Australia in the city willing to host the event.

#### **BIT, MILAN, ITALY**

BIT is a popular travel fair held annually in Milan intended to bring together members of the travel industry with interests in the catchment area represented by the Italian market. Is also open to the general public.

#### **BTF, BRUSSELS, BELGIUM**

BTF is a popular travel fair held annually in Brussels intended to bring together member of the travel industry with interests in the catchment area represented by the Benelux market. Is also open to the general public.

#### **INTERNATIONAL TRAVEL BOURSE (ITB) BERLIN, GERMANY**

ITB is the largest and one of the most popular travel trade fairs held annually in Europe, and is intended to bring together members of the travel industry with interests in the catchment area represented by the German, European markets. Is also open to the general public.

#### **INDABA, DURBAN, SOUTH AFRICA**

Indaba is one of the most popular Southern Africa travel fairs held annually in South Africa intended to bring together members of the travel industry with interests in the Southern African regional market.

#### **WORLD TRAVEL, LONDON, UK (WKM)**

WTM is the largest and one of the most popular travel trade fairs held in UK, and is intended to bring together members of the travel industry with interests in the UK, European Union, and international travel markets, as well as the general UK public.

## **TRAVEL EXPO, HARARE, ZIMBABWE**

Travel Expo is a growing trade fair for the public and travel trade with interests in the Zimbabwean and regional market.

The Department of Tourism and HATAB attend some of these fairs on an annual basis - contact them for further information.

*Because new entrants often do not have experience in promotion and their budgets are limited, an effective way is to approach the University of Botswana Business Clinic, Advertising Agencies or Public Relations Company.*

**Note :** Exaggerated, or false statements, can cause legal problems or dissatisfied tourists. The European Union Consumer Protection Laws are very strict indeed.

## **SECTION B**

### **DISTRIBUTION CHANNELS**

Some of the entities involved in tourism marketing and their roles are:

#### **Tourist Industry Principals**

The principle is the provider of tourist products for market. Principles include car hire, accommodation providers, airlines and aircharterers, shipping, or train company.

#### **Air Carriers**

Provide a critical component of a travel package, and promote the destination served and its services with local suppliers and foreign travel trade.

1. **The retail travel agent** is one who acts on behalf of a principal, i.e. the original provider of tourist services, such as a hotel company, an airline, a tour operator, or shipping company. The retail travel agent sells the principals' services and is rewarded by a commission on each sale. But undertakes no liability for the principals' services. Usually the commission is between 7 - 10% of the tariff.

A travel agent is remunerated from the following sources:

- i) Commission of the sales of his principals' services.
- ii) Commission earned from ancillary services, such as travel insurance, and charges made for services such as travellers' cheques.
- iii) Profit from the sale of his own tours if he operates as a tour operator.
- iv) Income earned from the short-term investment of money received from his customers as deposits and pre-payments.

2. **The tour operator, on the other hand buys the individual elements in the travel product on his own account and combines them in such a way that he is selling a package of travel, the tour, to his clients. He is remunerated by a suitable mark-up on the prices he has paid the providers of the services, which make up the package.**