Session #3 | Recommendations for Market Access for SMEs
Tourism Supply Chain

Consumers → Outbound tour operators → Inbound tour operators → Suppliers

Not that simple anymore...
Source: World Economic Forum/Accenture analysis
Back to Basics

▪ Identifying your target market.
▪ Product development, “packaging” and pricing.
▪ Effective distribution.
• A **two-way** communication tool

• **Update content** regularly to keep users coming back
Brochures... do we really need them?
“Marketing” in Guidebooks
Tourism Boards and Associations

Welcome to the official site of Costa Rica

Here, visitors enjoy lovely tropical beaches, grand adventures, the wonders of nature, and scintillating culture; all the necessary components of an ideal vacation. No wonder, thousands have made Costa Rica their top travel choice!

Things to do in Costa Rica
FAM Trips and Tour Operator Inspections
Leverage the Media
Take Advantage of Social Networks
An Opportunity?
Awards and Recognitions
Marketing Through Regional and Affinity Networks
Word of Mouth: a powerful tool for SMEs
The Dilemma
6 recommendations
Do not talk about "sustainability" because your customers already take it for granted. Talk about the attributes that make your product a sustainable product.
Talk about your employees and the impact that tourism has on their lives.
Make your customers feel that they are part of something much bigger, a larger movement.
... and create a whole culture around the attributes of your product.
Connect at the rhythm of your clients, taking small steps but well supported with facts, not intentions.
Exercise and share your business leadership

Join forces with others!

- Competitors for developing the right pre-competitive conditions for effective marketing.
- With peers and buyers for win-win alliances.

Thank you!
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Panelists

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