

# Global Sustainable Tourism Conference 2018

7-10 December 2018, Maun, Botswana

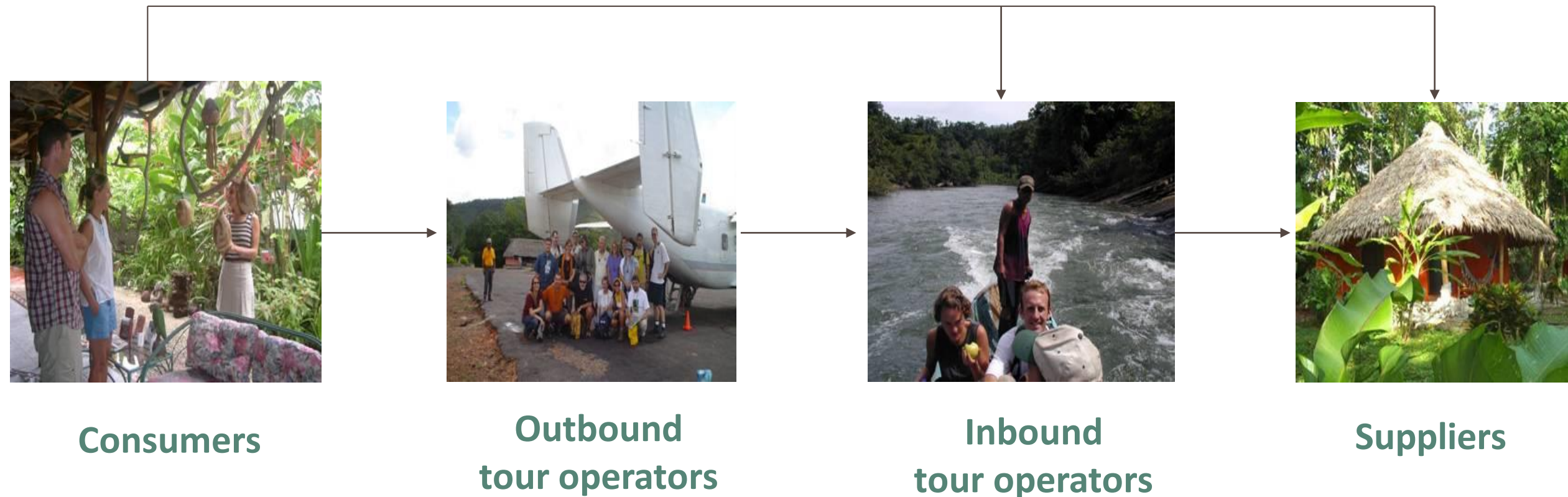
#GSTC2018



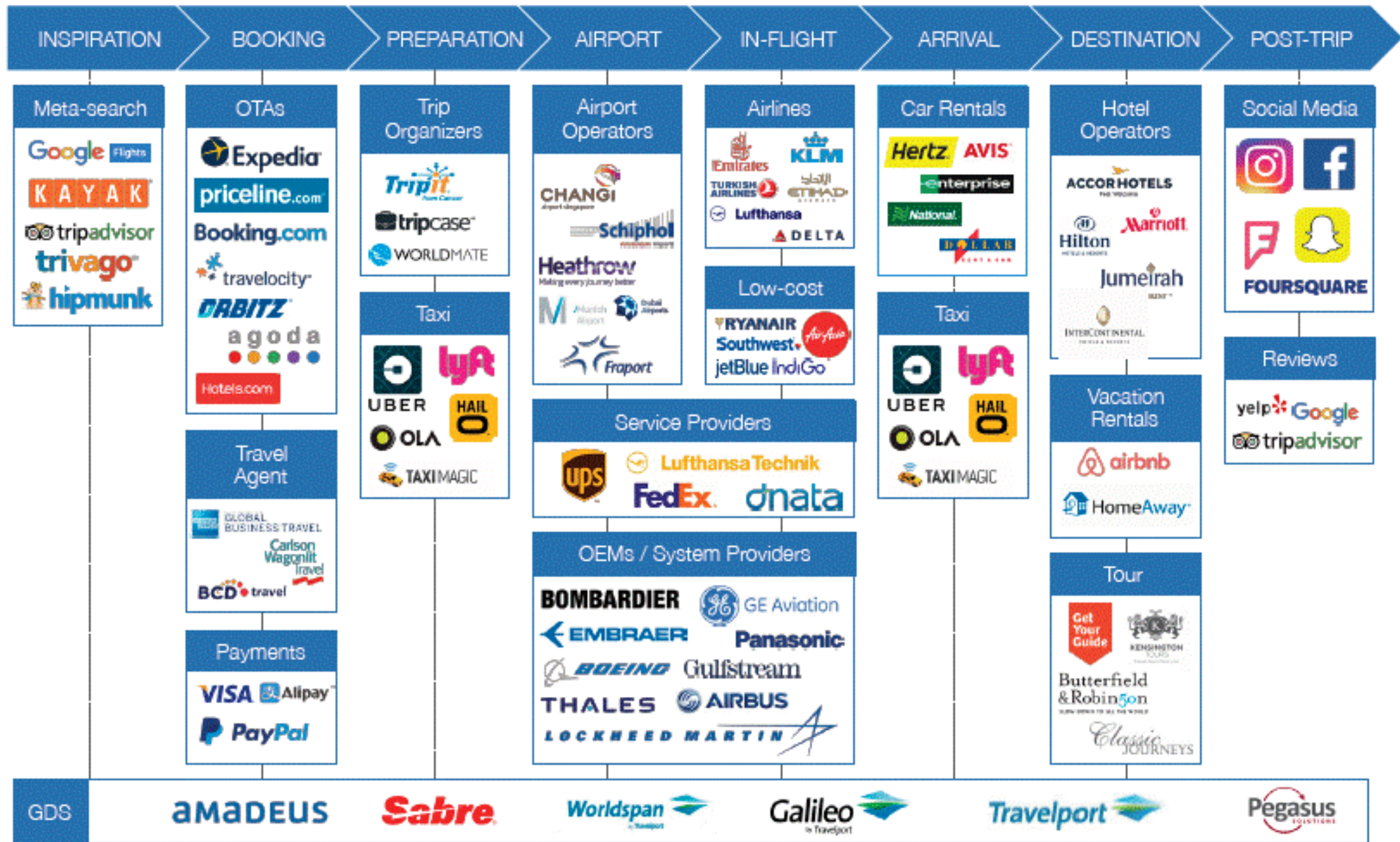
## Session #3 | Recommendations for Market Access for SMEs

Ronald Sanabria

# Tourism Supply Chain

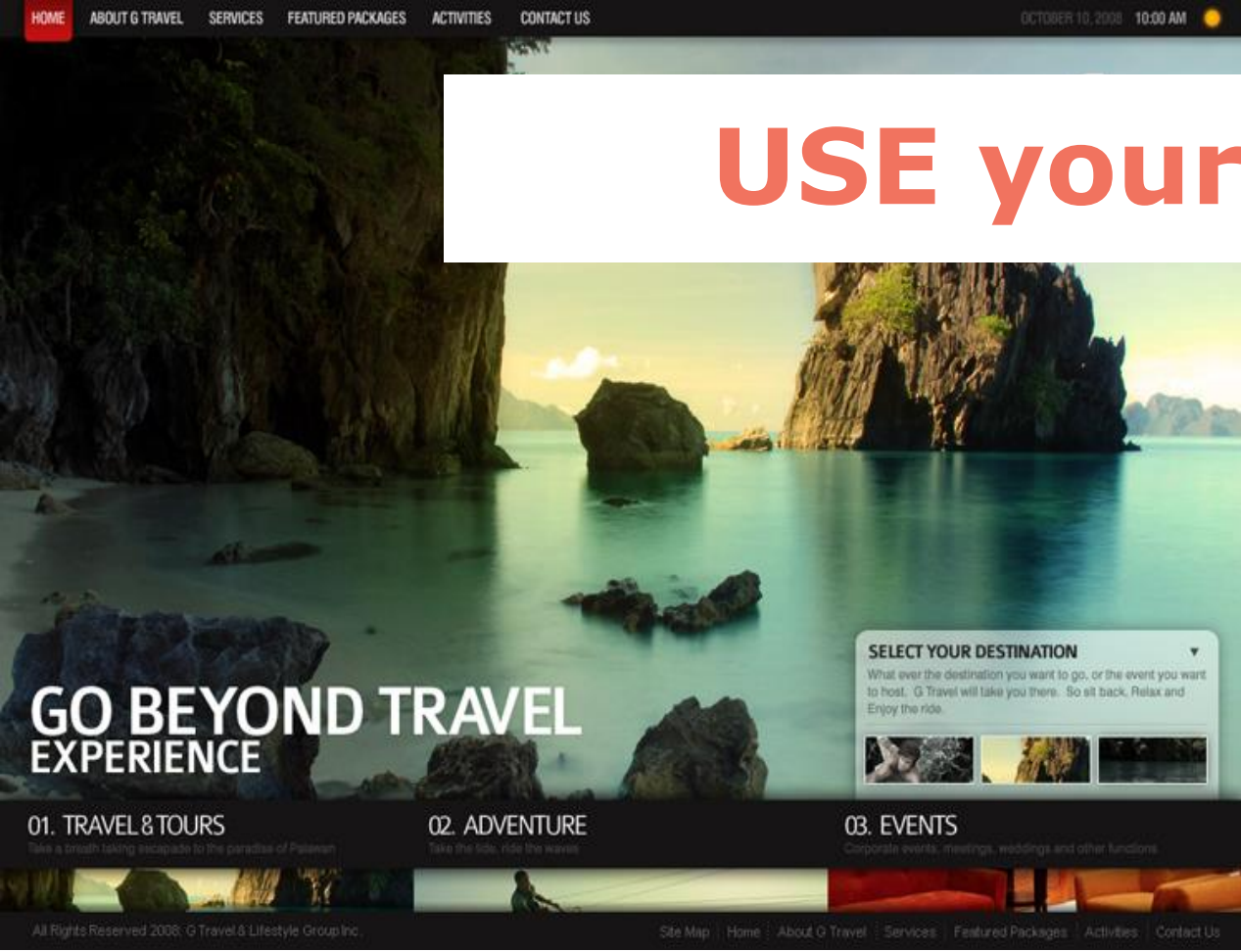


Not that simple anymore...

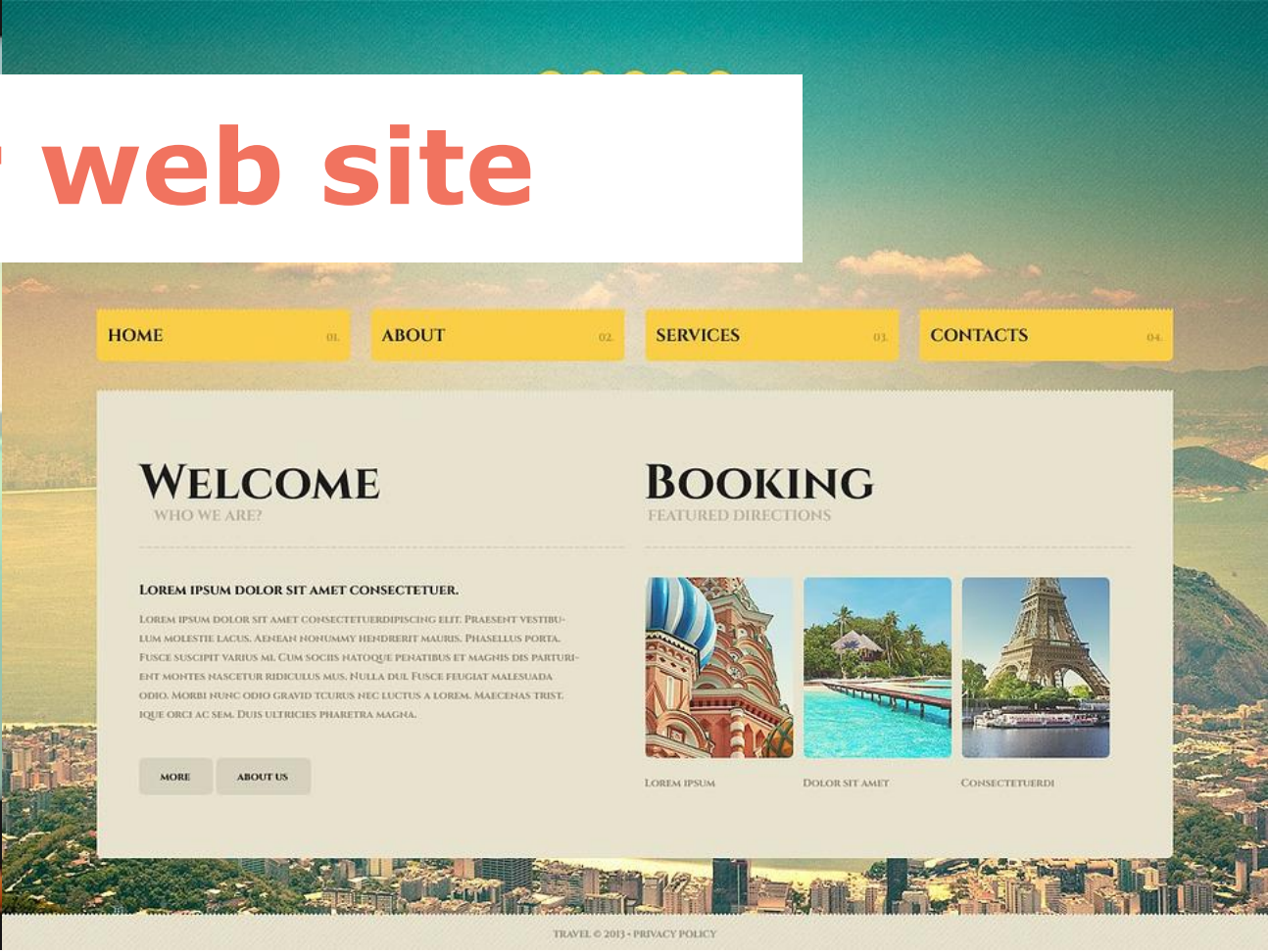


# Back to Basics

- Identifying your target market.
- Product development, “packaging” and pricing.
- Effective distribution.

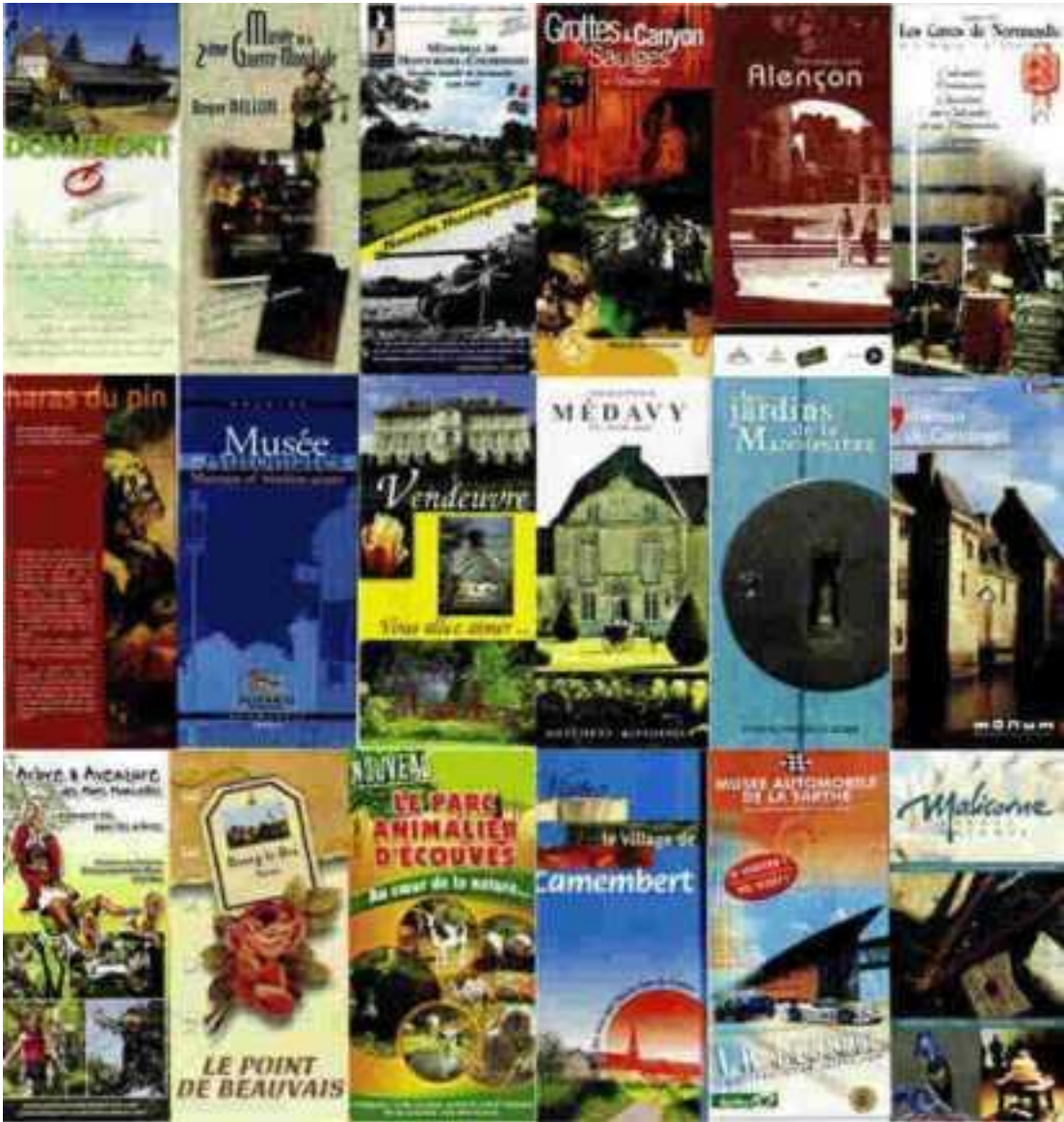


# USE your web site



- A **two-way** communication tool
- **Update content** regularly to keep users coming back

# Brochures... do we really need them?



# Trade Shows



# “Marketing” in Guidebooks





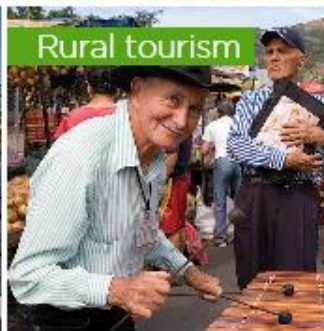
# Tourism Boards and Associations

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



Discovering New  
BUSINESS  
Opportunities





# Leverage the Media





## Take Advantage of Social Networks



# 30+ TRAVEL BLOGGERS

## An Opportunity?



[twomonkeystravelgroup.com](http://twomonkeystravelgroup.com)

# Awards and Recognitions



# Marketing Through Regional and Affinity Networks

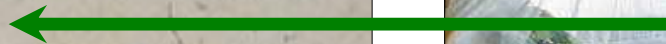


**Word of Mouth:  
a powerful tool for SMEs**





# 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.



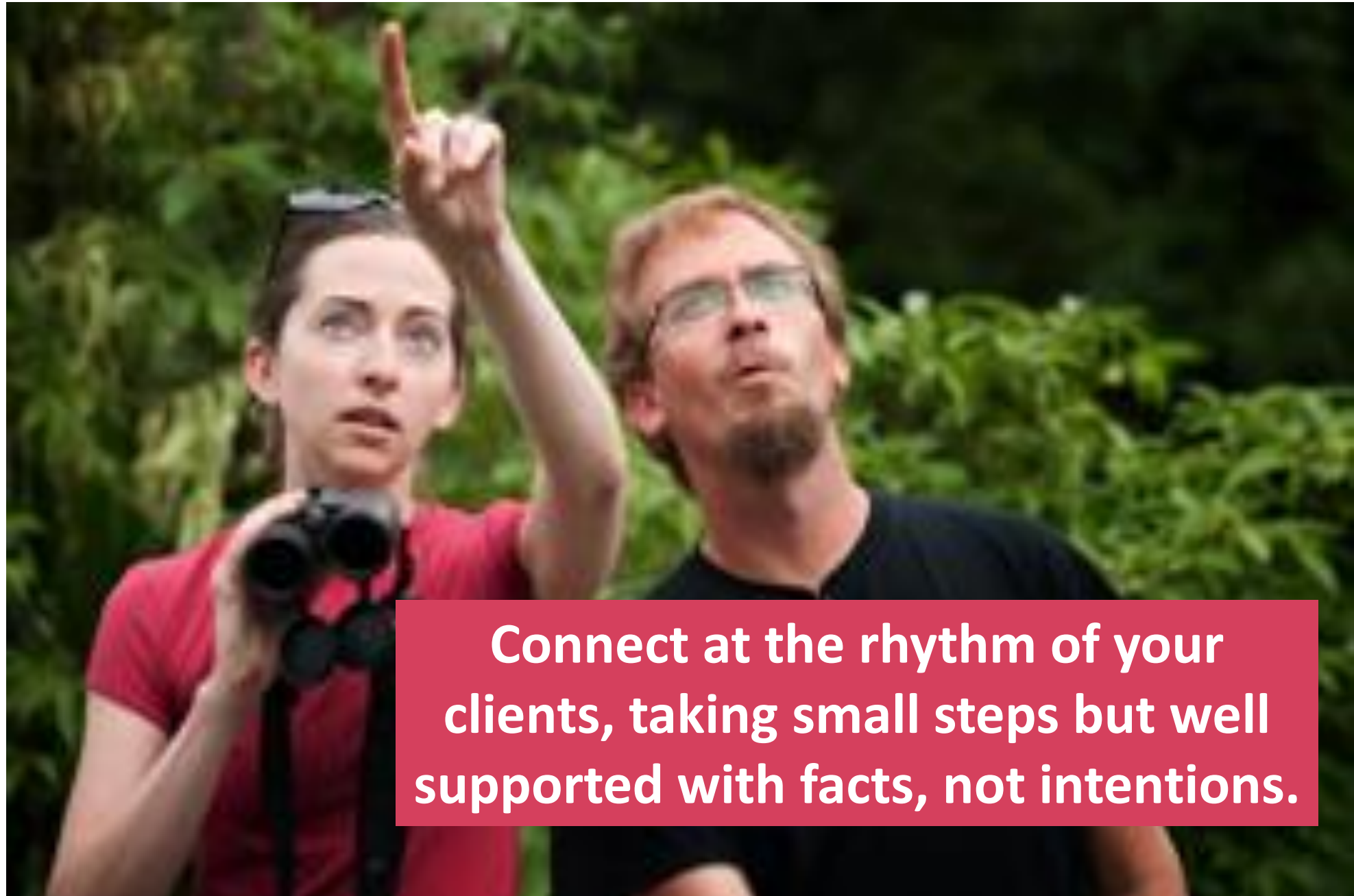
**Talk about your employees and the impact that tourism has on their lives.**



**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!  
[rsanabria@racsa.co.cr](mailto:rsanabria@racsa.co.cr)



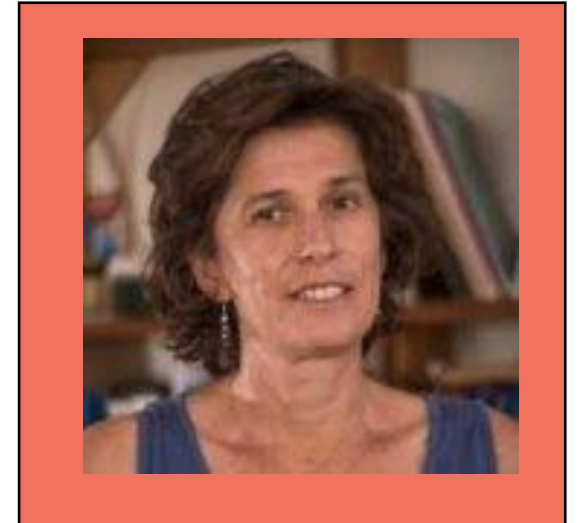
# Panelists



**Grace Nderitu**  
Ecotourism Kenya



**Heinrich Hafeni**  
Emerging Tourism  
Enterprises Association  
(Namibia)



**Ruth Stewart**  
Travel for Impact  
(Botswana)