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RETHINKING AND REDESIGNING COMMUNICATION AND RECOVERY MARKETING:
"THE REBIRTH OF COMPANIES AND DESTINATIONS IN TOURISM INDUSTRY DECALOGUE"

One step Beyond

Rethinking and redesigning Communication and RECOVERY Marketing: “The rebirth of companies and destinations in tourism industry decalogue”

After the implementation of contingency plans, it's time to set our minds on “recovery” strategies and plans. New times are coming, and new solutions are needed... reboot your mind, rethink, and redesign your tourism/lifestyle/luxury product communication with innovation, and focus on the new PostCovid-19 times, to achieve a strong “Rebirth”.

You do not have to be the first to reopen your tourism/hostelry business, but when you do, it's got to be perfect.

“IT TAKES MANY GOOD DEEDS TO BUILD A GOOD REPUTATION, AND ONLY ONE BAD TO LOSE IT” Benjamin Franklin

1.- Focus on your **Strengths** and think about how they can become **differential values** in this new period, **take advantage of the Opportunities** (safe, intelligent, technological tourism, shelter destination, family tourism destination, welfare, nature, adventure, sport, responsible, sustainable, solitary, slow-life, local experiences etc) that the PostCovid-19 scenario will bring.

2.- Take time to **redesign your vision, mission, social commitment, tourist management, communications and public relations** based on those strengths and at the same time correct weaknesses from the past. **Rethink your brand, your offering and undertake new management with effectiveness and efficiency.** Integrate your organization into organisms of participation, public, private, or associative in order to receive information, exchange experiences, and enable effective local integration.

3.- **Invest in tailor-made research**, exclusive to you, depending on your needs and not based on external studies which may be skewed or partisan. Above all **listen to your audience** (your private sector, your community, tourism middlemen, media and journalists) and of course the end user: the traveler. Receive feedback and be receptive to all suggestions.

4.- Score **new ambitious targets but be realistic** and bear in mind, that often, less is more: **more quality vs. quantity.**

5.- Ask for advice to **create and design new pivotal strategies, control and update systems**, and create **dynamic plans that can be adapted with speed and fluidity to 3 possible scenarios**: "Smooth and gradual recovery 2020-2021-2022", "Start, pause 2020 due to pandemic bounce and gradual recovery 2021-2022" and "Slow recovery until there is a vaccine 2020-2021". Include scenarios based on UNWTO advice regarding the potential opening of borders in July, September and/or December 2020.

6.- Look to scientific and academic fundamentals, up-to-date methodology, and prepare for a paradigm shift. Do not create strategies on an historic basis or previous models. **The New Strategic Theory #NTE** and its fundamentals, are the route for new strategic thinking, it is a good model that recently revolutionized the field of strategy among other disciplines. Think about strategies using **cross-analysis, incorporating experts and disciplines from various relevant sectors** in addition to communication and marketing: sustainability, Health & health, safety, emergency, legal, public affairs etc.

- With the understanding that the key to the whole **strategic theory** is to recover the human being, now replaced by contrived constructs such as the homo economicus, the rational actor, the player etc.
- The basis of the strategy is the **science of the relationship and the social articulation**, not a science of conflict and war.
- Replacing previous strategy, this offers an **orientation towards dialogue, negotiation, cooperation and consensus**
- Adding to economic factors - which will always be there – a more **relational and intangible approach**.
- Instead of worrying about delivering exact, paradigmatic rules the "New Strategic Theory" aims to provide **guidance, hermeneutical and articulating rules**.
- The result is a **more complex and relational way of strategic thinking**, whose main tool is "**communication**" to help organizations achieve better articulation with partners and achieve their goals.

7.- If you stop informing, communicating, entertaining and inspiring... you disappear and you isolate yourself from the world. Keep your investment fresh, original, adapted, different, high quality and with interesting **marketing and communication**, leaving aside all that is superfluous and adding nothing, so your brand will be strengthened. Many of the major brands that we all know on a global level achieved their highest position in times of crisis by a proactive vs reactive approach. **Be loyal to your good advisers and providers**, and although there may be times of negotiations due to the negative influence of Covid-19 in the global economy, **respect their values, knowledge, and loyalty for a win win situations which is good for both sides. Dispense providers that do not add value.**

8.-At this time there is no excuse for repeating mistakes, it's essential to have an updated emergency plan for every company/organization, aligned with the new times. Moreover, from this kind of technical document, we find it is fundamental to always have an **associated crisis communication plan, or a basic coordinated activation plan, alongside the mentioned emergency plan**. Previously we have had to face fires, explosions, intoxication and workforce conflicts, now we need to add sanitary crisis. A step further is needed, because recovery of the tourism industry is everyone's concern (companies, management, employees, citizens, media etc) not only public powers. **A proximity connection** with companies/organism needs to be found to truly show support on **values like cooperation and solidarity**. All this will obviously grant intangible benefits to the brand. We can't just remain an isolated element of events. For this reason, new communication plans, and particularly emergency/crisis plans should also include what is happening all around **to support and participate in the recovery/help from others, whether they are individuals, groups, other companies or communities**. The company

must be in collaborative networks and must be articulate. Locally, **our community commitment will be the way to connect with a globally improved image.**

9.- **Plan 100% integrated campaigns** in which all of your mechanisms (communication and PR, advertising, social networks, promotional marketing, web etc) are reinforced **with total consistency in key messages and the look & feel, to maximize your results and maximize your budget amortization.** Take advantage of new formats and channels via new platforms of television on demand, Innovative formats, out of home designs, on-line interaction and multimedia, and also the rebirth of high quality printed media and the high-fidelity of the user. **Anticipate your competition** and other sectors **and book your communication spaces and media before it becomes saturated and there is a shortage of premium spaces** as millions of companies begin to reactivate last minute promotions, and make the traveler the main protagonist; seduce him and also incorporate his contributions throughout your product value chain.

10.- **Replace technological tools from the past that, according to studies and our own research, generate discomfort and rejection in the user** such as: Invasive Cookies, passive banners, spamming newsletters, spam, pop-up mandatory ad videos etc and take advantage of new mechanisms that allow you to generate value such as optimized datamining , CRM update, augmented virtual reality, virtual showrooms, artificial intelligence, new platforms and outdoor lights.

Comunicación Covid-19



#YOMEQUEDOENCASA CON HURTIGRUTEN



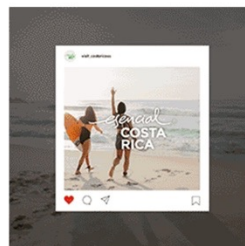
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Blue horizon

ESTAMOS LEJOS PERO MÁS UNIDOS QUE NUNCA

NOTICIAS POSITIVAS
Nº5 [Edición semanal]

AGUDIZA LOS SENTIDOS

Hola, amigos y compañeros:

En esta nueva entrega de Blue Horizon queremos hacer un recordatorio por los cinco sentidos porque ¿qué sería de nosotros si no tuviéramos la capacidad de sentir? Estamos convencidos de que en este mes largo ya de confinamiento ha aumentado el gusto por viajar, hemos desarrollado la capacidad de escuchar nuestros deseos y de poder ver la magia de cada rincón. A falta de piel, hemos recuperado contactos olvidados y, los niños, que tienen el olfato más fino, ya huelen la libertad a la vuelta de la esquina.