

# MARKETING STRATEGY

# destination make! TARANTO

Destination marketing strategy 2021-2023



Autorità di Sistema Portuale  
del Mar Ionio  
Porto di Taranto



destination  
makers

***THE END***  
***OF***  
***TOURISM***  
***AS WE KNOW IT***

# BEYOND TOURISM

- **Copenhagen** has declared the "end" of tourism
- Shift: **tourism** → **visitor economy**
- **Local community** = main target of destination marketing and management
- **Wellbeing** of territories
- **Environmental and social sustainability**
- **Co-design and involvement** of local stakeholders

# Brand Reckoning 2020:

How COVID-19 Is  
Transforming  
Traveler Behavior,  
Loyalty and Values



# THE NEW TRAVELER

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- Today, travelers are “all kind of humans”
- They have "fifty shades of personality" and therefore of passions and desires
- Today we talk about the **Promadic Traveler**, that pursues values, produces positive impact and change
- They travel driven by **deep personal motivations** - -> the destination becomes a reason for visiting (why)

## What are visitors looking for today and how are destinations responding?

- The Coronavirus has changed the way we do tourism
- Food & wine goes beyond canonical approaches and becomes immersive
- Sustainability is an increasingly important asset
- Choices are driven by digital and user generated content
- The creative class is growing and gaining ground
- Cruising is now more conscious and attentive, and follows all these trends

# RESOURCE MAPPING

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## Mapped resources

- **Experiences:** especially outdoor and cultural. Almost no food & wine.
- **Events:** several recurring events covering culture, outdoor, food. Also relevant spot events (SailGP, Mediterranean Games) have been attracted.
- **Attractors:** different, above all cultural and naturalistic, but many are also not accessible, degraded, unused.
- **Operators and ongoing projects:** different, but often do not have an online presence.

## Three highlights

- **Taranto cruise destination**
- **Cultural and creative Taranto**
- **Taranto new center of the Mediterranean**

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**VISION**

# THE CULTURAL AND CREATIVE INDUSTRY FOR TOURISM

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- In Italy in 2018, the Cultural and Creative Production System reached almost 96 billion euros, or 6.1% of GDP, with a tourism industry of 30.4 billion euros, equal to 37.9% of total tourism spending.
- According to the World Tourism Organization, cultural travel accounts for 40% of the total revenues of the world tourism chain.
- The creative industry also favors innovation within other sectors. The skills and work styles of the creative sector have begun to influence other areas of the economy.

# VISION

**Sincere beauty.** From the Latin "sine ceris". "Without wax", without constructions, without artifices.

**Taranto that plunges into two seas of beauty.**

Authentic, original and creative beauty, not artificial nor stereotyped.

Aware of one's past, of one's less luminous sides, a canvas precondition to start over and paint a better future.

The destination that is co-created generating a new offer, new spaces and a different narrative. Taranto as a set of **creative docks**, real sources of creativity, in which buildings and spaces take on new life through creativity and culture that join its two seas in its different forms and places, without filters.

**Creative docks.**

**Authentic beauty between two seas.**

# VISION

**A laboratory of widespread and shared beauty**, in which the city itself comes alive and lets travelers (cruise passengers and non-cruise passengers) immerse themselves in a myriad of shades able to satisfy their desires, right from the arrival at the port .

## MILESTONES

- #1 Culture for future
- #2 Port Gallery & Creative Island
- #3 Beauty despite the beast
- #4 Sailors of Taranto
- #5 Next governance generation

## TARANTO MARKETING STRATEGY

# STRATEGIC GOALS



# GOAL 0: RE-PURPOSE

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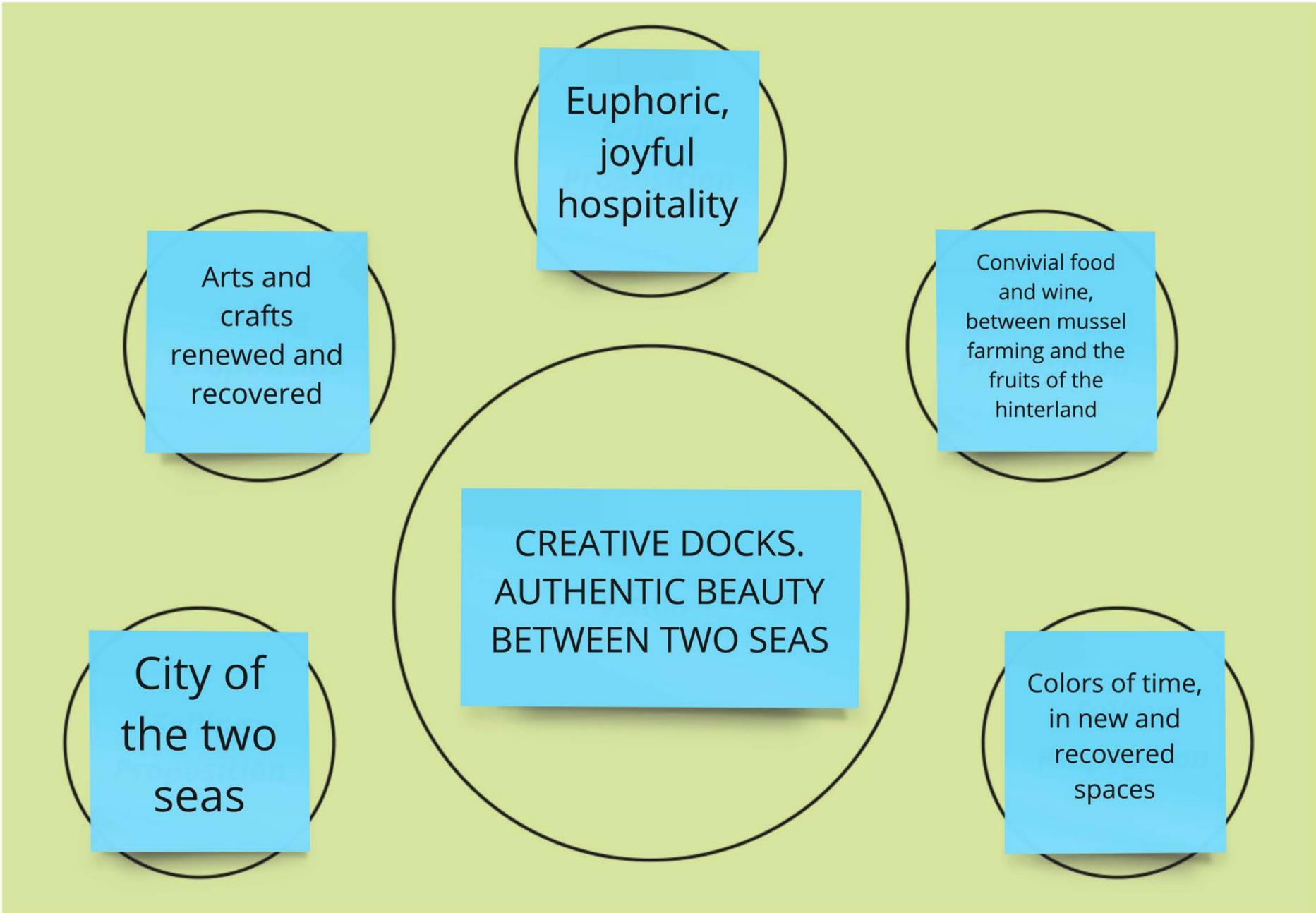
## **Positioning Taranto on the market in a relevant way**

- A sought-after cruise destination, which focuses on quality.
- Cultural and creative destination, which constantly reinvents itself.

## **To do this, it is necessary to start from its Cross Selling Proposition**

- That is from the existing, what makes Taranto unique and different from other territories
- By combining these elements with a positioning that focuses on innovation
- Pursuing the strategic vision of Creative Docks
- By identifying the targets and their specific needs

# CROSS SELLING PROPOSITIONS



# DESTINATION TARGET

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**Travelers today are diverse and multifaceted, so it is no longer possible to decline targets on the demographic aspect alone**

- Divide into macro-segments taking into account different dimensions
- Intersect these segments
- Identify the ideal target personas for the destination, divided between cruise passengers and canonical travelers
- Highlight the reference markets: France, Germany, UK, Netherlands, USA

# CRUISE DESTINATION

destination**makers**

## Services and offer for cruisers

- Professional and specialized guides;
- Private tours for small groups and extraordinary openings dedicated to cruise passengers in relevant sites of interest;
- Private vehicles for travel, including luxury vehicles;
- Local and easily accessible infopoints;
- Exclusive experiences with dedicated and unique contents;
- For an older target, the presence of active and prompt assistance services;
- Independent programs dedicated to this target, with attention also to the province and to other regional and non-regional destinations (e.g. Manduria, Matera).

# CRUISE DESTINATION

destination**makers**

## Port services

- Passenger terminal;
- Docks for every type and size of ship;
- Exclusive and dedicated anchorage for luxury and niche ships;
- Fuel and fresh water supply services;
- Keep the costs of the port services competitive and on a 24-hour call;
- Ensure flexible operations based on needs;
- Publish the landing schedule to avoid congestion;
- Transport access (bus, taxi, other) to the port area, with drop on / drop off points for passengers.

# CRUISE DESTINATION

destination**makers**

## Port and destination marketing and management

- Need for a network related to the management of the cruise cluster;
- Active promotion of the cruise destination on the sector media;
- Travel-friendly urban planning: pedestrian connections to the old city, traffic management, easy access to attractions;
- Agreements with professional tour operators in providing experiences;
- Partnership with other ports in the Mediterranean and with a view to obtaining advantageous fees also for fly-and-cruise;
- Limitations with respect to the number of ships and people per day to avoid congestion and therefore worsen the visiting experience.

# GOAL 1: RE-DESIGN

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**Starting from the resource mapping and the vision, 4 offer clusters have been identified:**

- Culture & creativity
- Sea & outdoor
- Seafood & wine
- Events

# GOAL 1: RE-DESIGN

DESTINATION MAKERS

## Culture and creativity

- **Living culture:** a series of experiences where culture literally comes to life, going beyond the classic approach to standard guided tours.
- **Nightfall treasures:** experiences to appreciate the charm of culture at night.
- **Crafting creativity:** where creative experiences are collected, such as workshops and hands on experiences.
- **Virtual and immersive experiences:** creative and cultural experiences that make use of technology and new technological practices.

# GOAL 1: RE-DESIGN

destination**makers**

## Sea and outdoor

- **Wild wellbeing:** a series of experiences that leverage the aspect of wellbeing generated by outdoor activities at the sea and in contact with nature.
- **Adventure:** experiences focused on the more adventurous aspects of sea and outdoor activities.
- **Senic and bespoke outdoor:** the most exclusive, scenic and tailor-made outdoor activities, aimed primarily at a more affluent target and at giving high-level relevance to the entire natural heritage.

# GOAL 1: RE-DESIGN

destination**makers**

## Seafood and wine

- **Fine tasting:** through exclusive proposals, including private ones and with important expert figures, the flavors of Taranto in the most refined and exclusive ways.
- **Slow food:** a slow approach to food and wine, following the process that leads from the sea or the land to the plate.
- **Senic and bespoke outdoor:** the most exclusive, scenic and tailor-made outdoor activities, aimed primarily at a more affluent target and at giving high-level relevance to the entire natural heritage.

# GOAL 1: RE-DESIGN

destination**makers**

## Events

- **Recurring events:** to be strengthened with a new experiential structure.
- **To attract / organize:** events aligned with the strategic vision and objectives as a cruise and cultural and creative destination, also providing for online use.
  - > Museomix
  - > Cruise days
  - > National Geographic
  - > Reference event for creativity and culture

# PORT GALLERY AND CREATIVE ISLAND

Making the port and the Old Town reasons for visiting Taranto

- Port Gallery
  - > Dock 1: Port-art
  - > Dock 2: Creative containers
  - > Dock 3: Spaces for museums, exhibitions, events
  - > Dock 4: Futuristic maritime culture
- Creative Island of the Old Town
  - > Art docks
  - > Office docks
  - > Home docks

# PORT GALLERY AND CREATIVE ISLAND

- **Port art:** a real open-air art gallery, where new works of art color places and docks.
- **Creative containers:** empty containers become creative showcases for people and experiences, shows and local guides.
- **Spaces for exhibitions, events:** spaces, including creative and design spaces, for dedicated exhibitions and events and dedicated museum areas.
- **Futuristic maritime culture:** places where innovative and avant-garde practices are concentrated.

# BENESSE ART SITE





AUSTRALIAN SEA MUSEUM

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SEA MUSEUM  
HELSEINGBORG



ONLINE  
DECEMBER 18, 2020 - JANUARY 29, 2021

# SMART PORT CHALLENGE 2020

Innovate and design the port of tomorrow

// PRIZE //  
Win an incubation program and business mentoring



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# PORT GALLERY AND CREATIVE ISLAND

**Art docks:** the artistic docks are areas that are distinguished on the basis of the artistic and cultural disciplines that come to life within them.

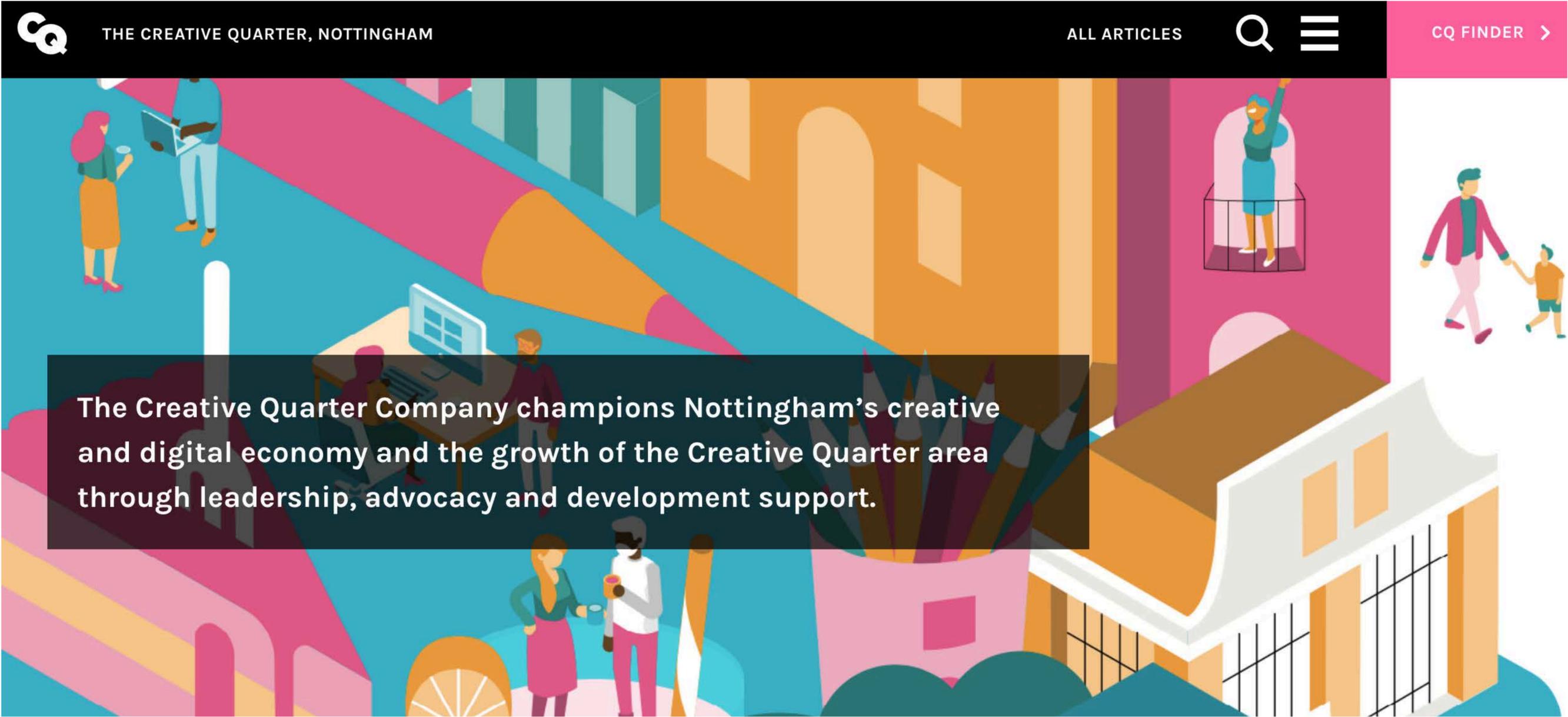
**Office docks:** hosting companies and professionals in the sector, identifying their offices in converted spaces to generate a new economy within the Old City by attracting talent. In line with Cultura Crea.

**Home docks:** where artists, professionals and non-professionals can find residence. In line with the "1 euro houses" initiative.



FOLKESTONE

# NOTTINGHAM CREATIVE QUARTER



The Creative Quarter Company champions Nottingham's creative and digital economy and the growth of the Creative Quarter area through leadership, advocacy and development support.

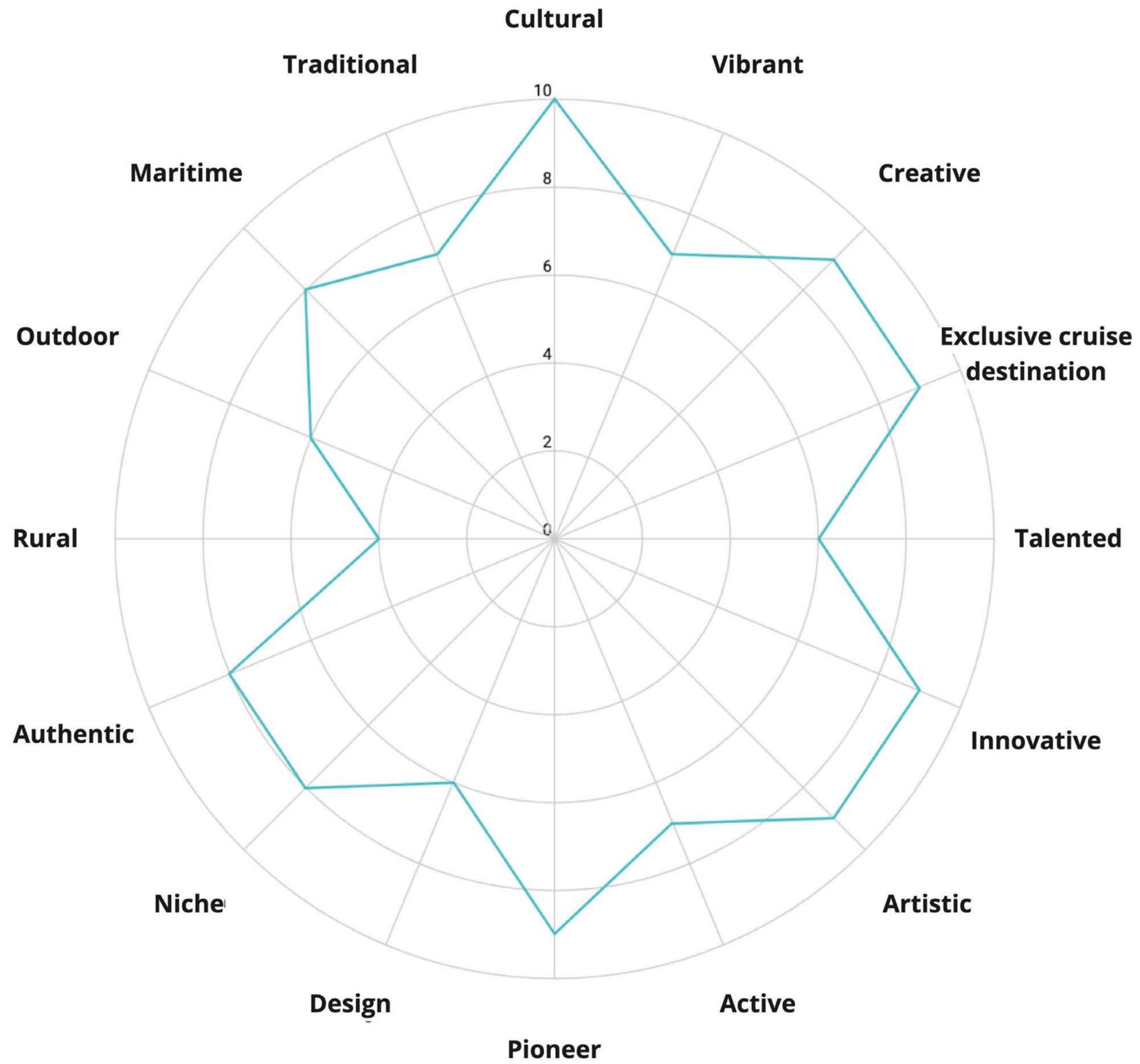


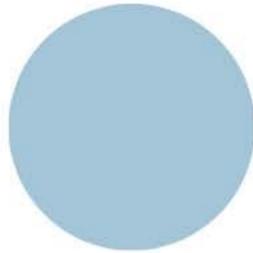
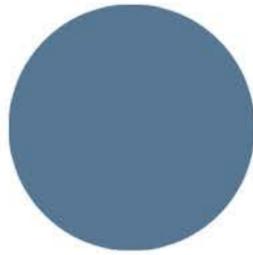
**CREATIVE HOUSE  
BY AIRBNB**

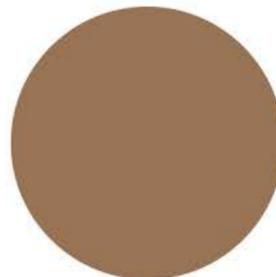
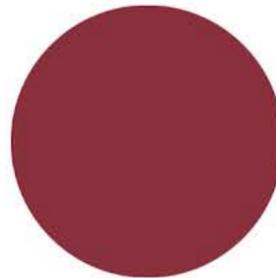
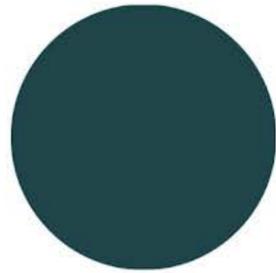
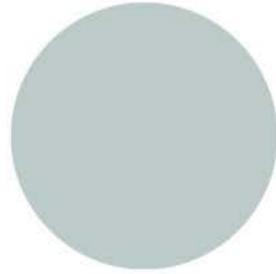
# RE-STORYTELLING

**Create a new storytelling for the destination Taranto, on the one hand a cruise destination, on the other a creative and cultural one**

- Define the story:
  - > values, plot, key messages and actors
- Identify the graphics:
  - > portraying Taranto, illustrations, shared graphics port-city
- Define B2B channels to cruise lines
- Define destination-traveler B2C channels







# RE-STORYTELLING

## B2B channels to cruises

- Site of the port system authority
- Taranto Cruise Network website
- Social AdSP and Taranto Cruise
- B2B newsletter from AdSP and Taranto Cruise Network
- Trade section on the destination website
- B2B fairs

# RE-STORYTELLING

## Port Authority newsletter

- Communicate periodic updates
- Promote projects, initiatives, activities to stakeholders

## Taranto Cruise Network newsletter

- Communicate the prices of services, concessions.
- Promote the activation of marketing campaigns.
- Actively involve stakeholders in programs and projects.
- Promote Taranto as a cruise destination, including by including partner activities.
- Communicate exclusive events such as port days and cruise days.
- Communicate the release of new insights on the cruise market.

# RE-STORYTELLING

## B2B fairs

- Participate in trade fairs that give a real return on investment, also preferring the online version;
- Launch as a destination and port an online event dedicated to the cruise, first of its kind, with a section culture & creativity;
- Participate in Seatrade Cruise Global;
- Attend Cruise World Show.

# RE-STORYTELLING

## Destination-traveler B2C channels

- Destination social networks, divided between towards the territory and towards the visitor
- Destination website
- The Creative Sailors series
- Afar magazine, Condé Nast, NatGeo, Lonely Planet, The Culture Trip
- Marketing campaign

# Cruise

EXPLORE TOPICS ▾

## Sailings you won't want to miss



CRUISE  
ARTICLE



ARTICLE  
This European River Cruise



CRUISE  
ARTICLE



A New Yacht Lets Divers Explore  
Raja Ampat in Style →



Star Wars Day at Sea Brings the  
Force to Your Disney Cruise →



4 Cruises Hand-Picked for Divers  
and Snorkelers →



TOKYO  
**King of Ramen**  
Makoto Shirane's ramen – a patiently simmered broth crowned with curly noodles – is the spiciest in all of Tokyo

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EXPLORE TOKYO >



PARIS  
**La Baguette Magique**  
At the Legay Choc boulangerie, bread is baked with Pride – especially the 'baguette magique', a penis-shaped loaf

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EXPLORE PARIS >



MEXICO CITY  
**Tequila's Oldest Cousin**  
Pulque, a traditional Mexican drink, is in the midst of a revival, thanks to a new generation of enthusiastic drinkers

READ THE FULL STORY

EXPLORE MEXICO CITY >



LONDON  
**The Sunday Roast**  
The Sunday roast, the most British of culinary traditions, has received an upgrade at London's only Michelin-star pub

READ THE FULL STORY

EXPLORE LONDON >



| 12 DAYS FROM  
\$14,410 |

**Corsica and Sardinia: Sailing  
the Mediterranean**

Trip Type: 🚢 Expedition Cruise

Activity Level: Light-Moderate

Service Level: Premium



| 10 DAYS FROM  
\$6,995 |

**Hiking the Alpe-Adria Trail  
through Austria, Slovenia,  
and Italy**

Trip Type: 🏔️ Signature Land

Activity Level: Moderate

Service Level: Premium



| 9 DAYS FROM \$6,295 |

**Italy Private Expedition**

Trip Type: 🏠 Private Expedition

Activity Level: Light-Moderate

Service Level: Premium

# GO TO MARKET

## How can Taranto reach the market?

- By investing in the right marketing channels
  - > OTA and Tour Operator
  - > Revenue Sharing
  - > Booking Engine and App for mobility
  - > Destination intelligence
- Building an adequate governance system
  - > Taranto Cruise Network
  - > DMC
  - > Taranto Foundation
  - > Community foundation / cooperative

# GO TO MARKET

## Marketing the cruise destination

- Dedicated OTAs: Cruise Critic, Shore Excursioner, Dream Lines
- Dedicated TOs: Trumpy Tours, Monograms, Target Travels, Tours Italy
- Revenue sharing cruises - operators

# CRUISE CRITIC - INTELLIGENCE, INFLUENCE

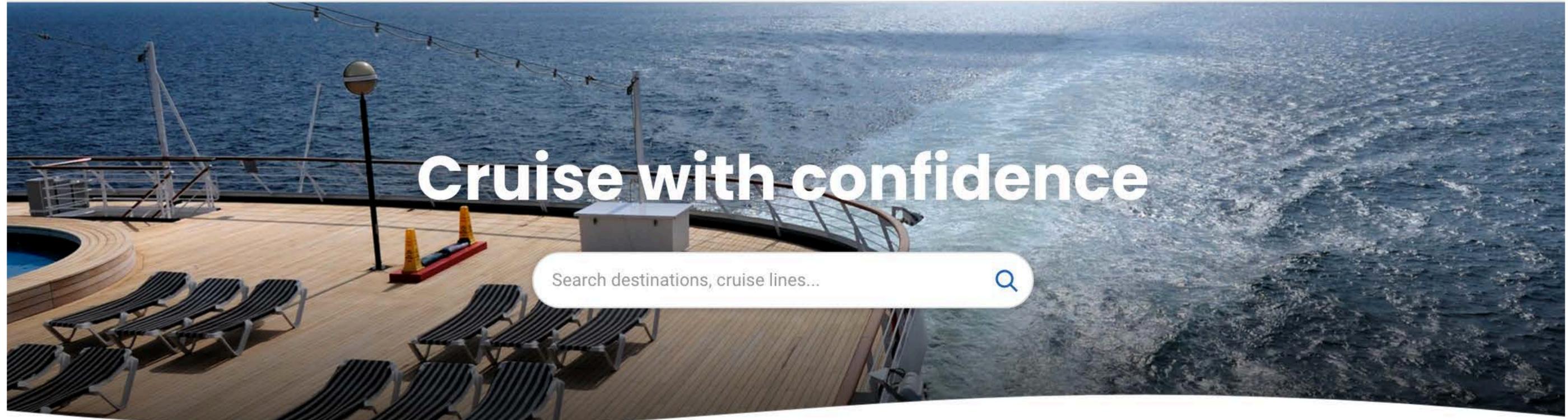


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# SHORE EXCURSIONER

## Cruise Excursions & Shore Excursions

Shore Excursioner is your most competitive independent partner for Cruise Shore Excursions. We are significantly expanding our current offer of 1,034 quality cruise shore excursions in our 113 cruise ports of call, as of Jan. 29th 11:33 am (EST) :, and we are adding new cruise ports of call/destinations with brand new, competitively priced and attractive cruise excursions on a daily basis.

With more than 15 years of online cruise excursions agency and cruise shore excursion operator experience, Shore Excursioner understands cruise passengers and cruise shore excursions, and we keep improving every day in order to provide the best possible value offer including price, customer service, professionalism, reliability, etc. for online shore excursion bookings.

### 113 Cruise Ports of Call

 [View All](#)

**Cozumel Excursions (86)**  
Mexico (Caribbean & Central America)



**Falmouth Excursions (16)**  
Jamaica (Caribbean & Central America)



**Grand Cayman Excursions (22)**  
Cayman Islands (Caribbean & Central America)



TARGET TRAVEL

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- OUR TOURS -

# PRE & POST CRUISE TRAVEL



[VIEW ITINERARIES](#)

SHARE :



destination**makers**

# GO TO MARKET

## Governance for the cruise cluster

- Active involvement through membership of all the players in the supply chain;
- Organization of meetings for the definition of strategies;
- Planning of promotional activities and participation in trade show events or organization of the same in destination;
- Constant renewal of the offer;
- Definition of management policies for port and service infrastructures;
- Launch and attraction of innovation challenges through the innovation hub;
- Organization of moments and channels of communication to foster dialogue between various stakeholders.

# GO TO MARKET

## Destination management company

- **Management and design of the offer** with the aim to meet market needs and to ensure high quality standards;
- **Marketing the offer** through the identified channels, both cruise and related to the destination as a whole;
- **Public relations** to create useful partnerships and cohesion with institutions and companies;
- **Organization and attraction of events**, in collaboration with the institutions and actors involved, both for the cruise sector and for the cultural and creative destination in terms of a wider scope;

THANK YOU.

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