



European Marketplace: New Opportunities For Your Recovery Plans

Thursday, June 4, 2020 2-3:15pm et
#CHTALive



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

Participants

Carol Hay,
CEO, McKenzie Gayle Limited
Representative of the Caribbean Tourism
Organisation Chapter UK & Europe



Manuela Hörl,
Product/Marketing Specialist Caribbean Island,
DER Touristik Deutschland GmbH
- German Market



Sander Langeveld,
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Karin Gert Nielsen,
CEO, Atlantic Link
- Scandinavian Market



Virginie Le Norgant,
Associate Director, GroupExpression
- French Market



CHTA COVID-19 Resource Center



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Next Week:

Travelzoo Data Download:
A Caribbean Travel Update
Thursday, June 11, 1:30-2:30PM ET



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Share with your fellow colleagues and
industry professionals!

Take a screenshot!

Tag **#CHTALive**

Instagram: @CHTAFeeds

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JOIN US!



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TASTE *of the*
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European Marketplace

New Opportunities For Your Recovery Plans

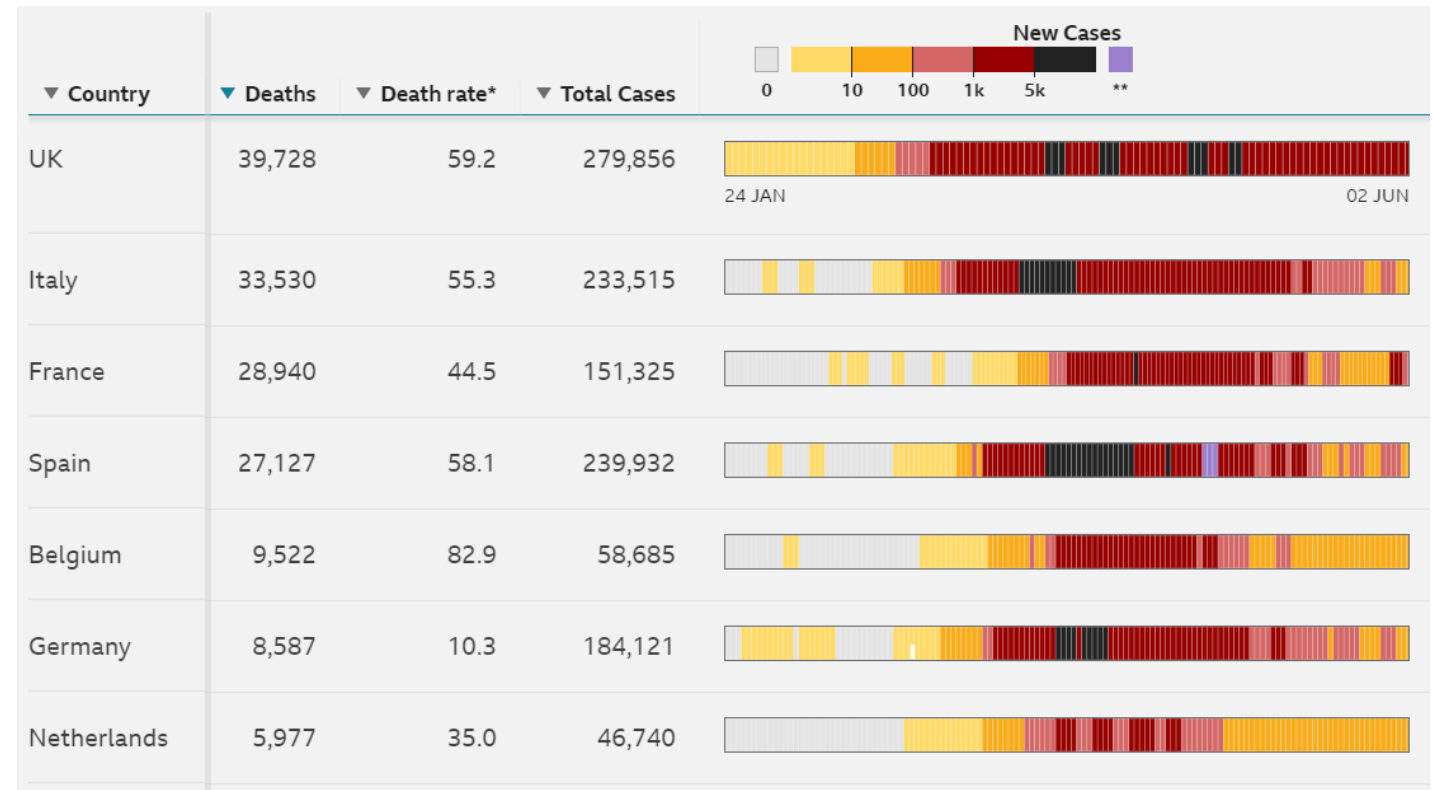
Moderator: **Carol Hay**, MCKENZIE GAYLE LIMITED



European Marketplace

New Opportunities For Your Recovery Plans

- **6,381,280** cases worldwide – **381,309** deaths
- **2,164, 114** cases in Europe – **181 041** deaths
- **75% borders completely closed** for International Tourism
- **7 Major European Source Markets** for the Caribbean are in the **top 10 of the most impacted European countries**

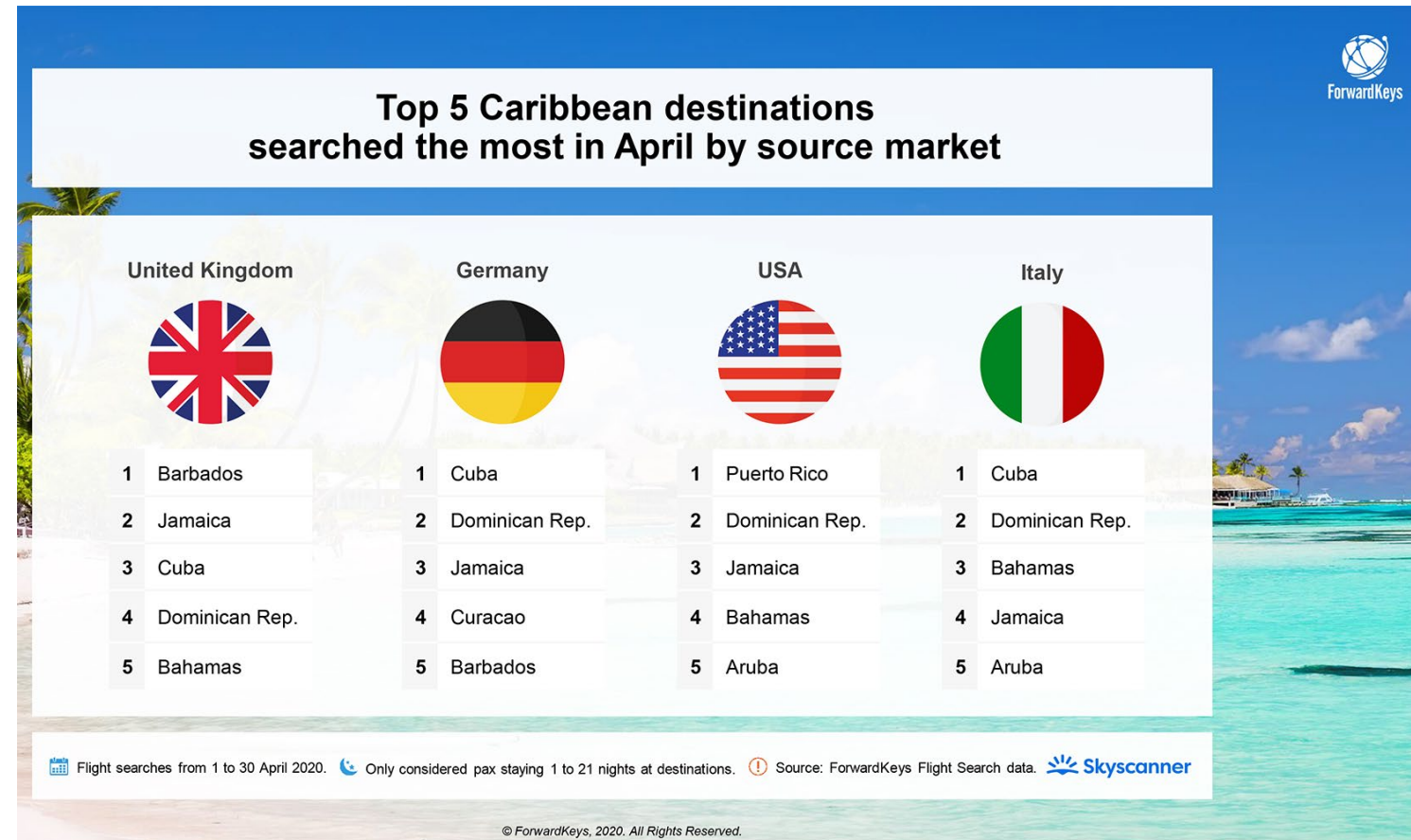


<https://www.bbc.co.uk/news/world-51235105>

European Marketplace

New Opportunities For Your Recovery Plans

- Consumers are **searching for travel** but are **delaying** until the final quarter
- Health, safety and security are paramount
- We are not the only region targeting Europe – Europe is targeting Europe!





German Market: Opportunities Post COVID-19

MANUELA HORL

DER TOURISTIK - GERMANY





STRUCTURE OF DER TOURISTIK GROUP

- A holding company with four divisions
- Managed by an international board
- A total of 131 companies belong to the group
- A broad range of travel-focused Business Segments
- Operations in 14 European countries

DER Touristik Group

DER Touristik
Central Europe

DER Touristik
Northern Europe

DER Touristik
Eastern Europe

Division
DMC & Hotels

PRESENT AND UNITED IN 14 COUNTRIES



NUMBERS CARIBBEAN ISLANDS (GERMAN MARKET)



Germany

- **Touristik Year 2018/2019**

- about 120.000 clients

- **Touristik Year 2019/2020**

- planed 150.000 clients

- **Current situation after Corona 2019/2020**

- about 40.000 clients

- **Touristik Year 2020/2021**

- about 100.000 clients

RESTART PREPARATION DER TOURISTIK GERMAN MARKET

Germany

- Preparing the new touristik year 2020/2021
- Loading all contracts/Booking ability for all destinations/products
- New brochures 2020/2021 for Meiers Weltreisen, DERTOUR, Jahn Reisen, I T S
- Flight abilities
- Restart campaign with B2B & B2C (bunch of marketing activities) provided by **DER Touristik**

CURRENT SITUATION GERMAN GOVERNMENT & OFFICE OF FOREIGN AFFAIRS

Germany

- **13.3.2020**

Shut down and travel warning for all Germans

- **15.06.2020**

Change from **travel warning** to **travel advisory** starting with 31 European Countries for summer 2020

- **Caribbean destinations**

focus on winter start (November 2020)

YOUR HELP

- **Prevention plans and packages for each destination and hotels speed up the opening**
- The recommendations from the tourism stakeholders relating to all facets of travel, airport safety, transportation, hotel safety, beach formalities, restaurants, shopping, excursions etc., has to be prepared in a document for the Government/foreign office and our DER Touristik security department for review and get permission to open
- **Participation on marketing actions**
- Special offers (f.e. referred to target group, price discounts)

Relaunch of the Caribbean?

What should the Caribbean do to create awareness amongst trade, partnerships and consumer engagement?

- Communicate immigration protocols & ideally have the same throughout the Caribbean
- Only when this has been clearly communicated to the trade and consumers, any kind of image campaign can be launched.

Ideal would be an holistic and orchestrated approach of all Islands
ALL in ONE and ONE FOR ALL Imagekampagnen

In addition any kind of incentives can be launched.

Air travel to the Caribbean



- The industry and the clients are insecure, if schedules as currently published are truly operated
- It is imperative that flight schedules are reliable
- Trust must be build amongst the travel industry & the consumer

Germany



Prospects

What hotels / operators will need to offer to drive new bookings i.e. modified cancellation policies

- Hygiene protocols will need to be available in case demanded by the traveller. We assume that consumers don't want to see all details
- Within the hotels & resorts "social distancing" needs to be felt natural
- We assume that smaller Hotels and Villa products will be more requested
- Flexible Cancellation policies and no deposit payments



Prospects

Will travel agents play a bigger role as suggested the Advantage Partnership poll?

- There are approx 11.000 Travel Agencies and 3.000 Tour Operators in Germany. We expect that the number is going to drop before end of this year due to financial reasons
- But nevertheless, for long-haul travel to the Caribbean we believe that more clients will book their FIT programs
- OTA may be used by repeat clients and very price driven packages
- In German market Tour Operators are still PRINTING a brochure and consumers STILL book via Travel Agencies.



Prospects

Competitive analysis who are the biggest competitors from your market and what are they doing differently

The Indian Ocean with e.g. The Maldives will be winning even more on market share.

We believe that many clients will look for secluded and private places with only little “public” access.

This can be a USP for any hotels in the Caribbean as well and needs to be strongly PRed as well.



What we can do?

What the Caribbean should be doing now i.e. trade, partnerships and consumer engagement

B2B (train the travel experts)

- Webinars
- E-Learnings
- Promotional programs

Germany

B2C

- Image campaign
- Raffles



Manuela Horl

DER TOURISTIK - GERMANY



Arbeitsgemeinschaft Karibik e.V.





Benelux Market: Opportunities Post COVID-19

SANDER LANGEVELD

GLOBACTIVE TRAVEL MARKETING BV



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Demography

- The Netherlands has 17.28 million inhabitants. The market for In total 37,2 million holidays were booked. 19,1 million holidays were outside of The Netherlands. 13 Million Dutch (82%) of the population travelled at least once a year in 2017. The Netherlands is ranked as the number 17th Economy in the world.
- Belgium has 11.46 million inhabitants. 12.5 million trips abroad in 2017. Belgium ranks globally in 13th place for international tourism expenditure with US\$19.5bn. The Belgium economy is ranked as the 24th of the world.



Opportunities for the Caribbean

The Caribbean is a promising region The COVID-19 cases are not as high as other continent of the world and can be seen as a safe haven for many people.

- Yesterday the Dutch Government flagged the Dutch Caribbean, Aruba, Bonaire, Curaçao, Sint Maarten, Saba and Sint Eustatius, as safe place to travel to as of June 15. Now it is up to the local authorities to release the flight bans.
- Many islands and destinations in the Caribbean have a strong relationship being part of countries in European: We have the British Commonwealth, French Caribbean, Dutch Caribbean and islands with USA link. The islands are home away far from home. Try to be in the **bubble** with the home countries. The sentiment in the Benelux is to go local and domestic this summer. So try to position the Caribbean is domestic.



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Opportunity's for direct marketing by Caribbean hotels

- Have a marketing strategy in place in selected high potential countries within European marketplace.
- Keep in touch with the travel trade and consumers. Many destinations use the wording Awaits. Have actions to share favorite holiday pictures of their favorite destination. Share a recipe of local food, a great cocktail and take them on a virtual / video tour of national highlights.
- Consumer are in the orientation phase of considering their holiday for Q4 and next year and the diehard fans of a selected destination wish to return up on opening the destination after the travel ban caused by Covid19. (voucher provides opportunities as people are going back to seek for a new destination for in the future, being top of mind with right content is key to be able to influence the consumers to choose your destination)
- Communicate how a holiday will be during the Covid19 time: from the moment you land at the local airport, temperature check, maybe a fast test, the meet and greet by the local tour operator, the transfer to the accommodation of choice. What will the experience be in your accommodation? What happens if I visit a local highlight. Do I need to book a chair at the beach in advance? Do I need to make a restaurant reservation?
- It is all about protocol, hygiene, social distancing and communication about these procedures. So then the consumer knows what to expect and the travel professional is able to inform and advice the consumer to chose this destination. The more information available the more reasons and tools to convince the consumer about your destination/ accommodation or other item that is part of the holiday experience.
- Communication, communication. Destinations would need to communicate with both B2B and B2C. A good balance between inspirational content and the more necessary and informative content such as the protocols, airlift situation etc.



Best air service to the Caribbean

Planned and confirmed direct flights from Amsterdam Schiphol Airport and Zaventem Brussels Airport:

The Netherlands:

KLM:

- Aruba, Bonaire, Curacao and Sint Maarten.
- Suriname: Paramaribo
- Mexico: Mexico City

TUI Fly:

- Aruba, Bonaire and Curacao.
- Dominican Republic: Punta Cana
- Jamaica: Montego Bay
- Cuba: Holguin, Varadero,
- Mexico: Cancun
- Suriname: Paramaribo

Surinam Airways:

- Suriname, Paramaribo

Aeromexico

- Mexico City

Belgium:

TUI Fly

- Cuba: Holguin and Varadero
- Dominican Republic: Santo Domingo, Punta Cana and Puerto Plata.
- Mexico: Cancun

Air Belgium

- Guadeloupe and Martinique. (Brussels South Charleroi Airport)

Sources, KLM, TUI Fly, Surinam Airways and Air Belgium.



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Key tour operators

Key tour operator partners

The Netherlands:

Mainstream: TUI Netherlands, Corendon.

Specialist: ABC Travel, BON Travel.

Belgium:

Mainstream: TUI Belgium,

Specialist: Travelworld, Rainbow.

Luxembourg

Usually book with Belgium, French or German tour operators.



Partnerships

The Netherlands:

- TravelPro
- TravMagazine
- Travelution / XIST!

Belgium:

- Travel-magazine
- Travel360
- Travel2

TRAVELUTION
to inspire travellers



travel
magazine



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How to reach the niches

Scuba: Reach out to the diveclubs in the Benelux. Dive mediagroups are www.duiken.nl www.nob.nl www.duikenineeld.tv and Hippo Campus: www.nelos.be New is DiveXperience online Saturday filled about diving. <https://divexperience.online/>

Activities: golf, watersports. Seek for the media group who is focusing on this target group.

Weddings: position your hotel / destination for romance. Then besides the honeymooners you are also targeting the couples.

Family: focus on the fact that families don't need to do the social distancing as they live together.



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Helicopter view/opportunities

- All destinations are fighting for new airlift capacity. It is predicted that there will be less airlift capacity 2020 -2023.
- Are all seeking for the same tourist.
- The tourist love the island hopping. Dual destinations.
- So improved inter-island flights are key. We hear about projects about electric flying.
- When implementing and investing in the necessary safety precautions and protocols think about sustainability. Same counts for investment in tourism infrastructure. (Aruba Health & Happiness Code)
- Highlight what you are doing for sustainability and position it. Bonaire is doing this with Blue Planet.
- This is a time more than ever to work together and be united as one Caribbean.
- Good to exchange knowledge. We have many channels CHTA, CTO, Caricom and local tourism boards & hotel associations.
- Your neighbour (island) is not only your competition but your partner. We see a lot of go local initiatives here in the Benelux. We have a Dutch saying:
A good neighbour is better than a friend far away.
- There is a piece of the pie for everybody.
- If neighbour / region / competition is doing good you are doing good too or even great.
- Focus on domestic tourism and create great ambassadors for the destination. Example the Belizean Travel by Belize Tourism Board and Belize Hotel Association. #Belizean Traveller. This creating ambassadors. People are more proud about their own country / island.
- In Curacao GoDushi.com Dushi means sweet(heart)
- The Covid19 crisis gives us opportunities for short and long term. Take the chance. In the meantime stay safe. Thank you very much. We are in this together.



Contact Information



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The Netherlands



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HOW TO INCREASE BUSINESS FROM SCANDINAVIA & FINLAND

BY KARIN GERT NIELSEN
CEO, ATLANTIC LINK



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Scandinavia & Finland

	POPULATION 32.4 MILLION	4 COUNTRIES LANGUAGES CURRENCIES	TOTAL AREA 1,492,211 SQUARE KILOMETRES 576,145 SQUARE MILES	
WE STAY 13.9 DAYS IN THE U.S.	6 WEEKS PAID VACATION 12 PAID HOLIDAYS		WE VISIT 1.4 STATES IN THE U.S.	\$ 95.693 AVERAGE HOUSEHOLD INCOME
2 YEARS MATERNITY LEAVE		TRAVEL MULTIPLE TIMES PER YEAR	ADVANCE TRIP DECISION 115 DAYS	 FREE EDUCATION
FREE HEALTH CARE	 GDP 1.5 % INFLATION 1.6 % UNEMPLOYMENT 5.7 %	INTERNET PENETRATION 96%		COPENHAGEN & SOUTHERN SWEDEN MOST DENSELY POPULATED AREAS 

Opportunities

1. Flights from U.S. mainland with connections to Europe
2. Extend the season: Look at the European summer season and work with airline partners to extend winter season into April, May, June
3. Focus on national holidays such as Easter, fall break, spring break, Christmas for weeklong holidays
4. Look to larger travel companies with affiliates in Europe (TUI, Detur/Apollo/Spies-Ving, etc.)
5. Make sure your product or destination is available on all possible sales channels:
 - Receptive Operators
 - OTA's such as Expedia



How to build presence and awareness

Create a content platform

Update your own sales channels with new images and fresh content. Make it easy to access without passwords etc. for both B2C and B2B.

Distribute content

Engage with the travel trade and media by distributing updated content (images, videos, text) through webinars, newsletters, and social media.

Destination partnerships

Create partnerships with other destinations e.g. Twin destinations or make your own family region. Scandinavians typical travel 10-14 days overseas and want to see more than one destination.

FAM trips

Educate the travel trade by participating in FAM trips, either groups organized by the CVB or individual travel agents that wants to visit.

How to build presence and awareness

Describe your USP

Describe your hotel or destinations DNA, the more authentic the better (Why do you live in XX destination). E.g. Scandinavians want to be active when traveling so show great running trails around your hotel, bikes provided at hotel etc.

Promote ALWAYS season

Scandinavians travel all year around, and always on the outlook for great deals outside high season, this will become even more demanding moving forward. Make your product reflect ALWAYS season.

The new normal is: EASY, Hassle-free, safe

Talk about what you do specific to make your product a safe, easy and hassle-free experience. Your sales channels (website, social media, etc.) should reflect the above in a very specific way.

Clean = safe

It is OK for hotels and restaurants to have visible cleaning – guests will appreciate this and feel safe. Also it will encourage them to use disinfection and take care of fellow travelers.



Make yourself reachable!

Be easy to reach:

Make sure you have contact information on your website that speaks to international market (e.g. No 800 numbers and respond to emails within 24 hours).



Contact Information

ATLANTIC LINK ^{YEARS} 20 ANNIVERSARY



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UPDATE ON THE FRENCH MARKET

VIRGINIE LE NORGANT
DIRECTOR GROUPEXPRESSION



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General French market overview

2nd

European
economy

66.99M

Inhabitants

20%

of French tourists
travel abroad

35 hours

Legal weekly work duration

5 to 8

Paid vacation per year

about 10

Bank holidays per year



54% French expressed a vital need
to travel in 2020

67% are looking for a cultural
experience

33% are now leaving
for Summer Holidays
after August 15th

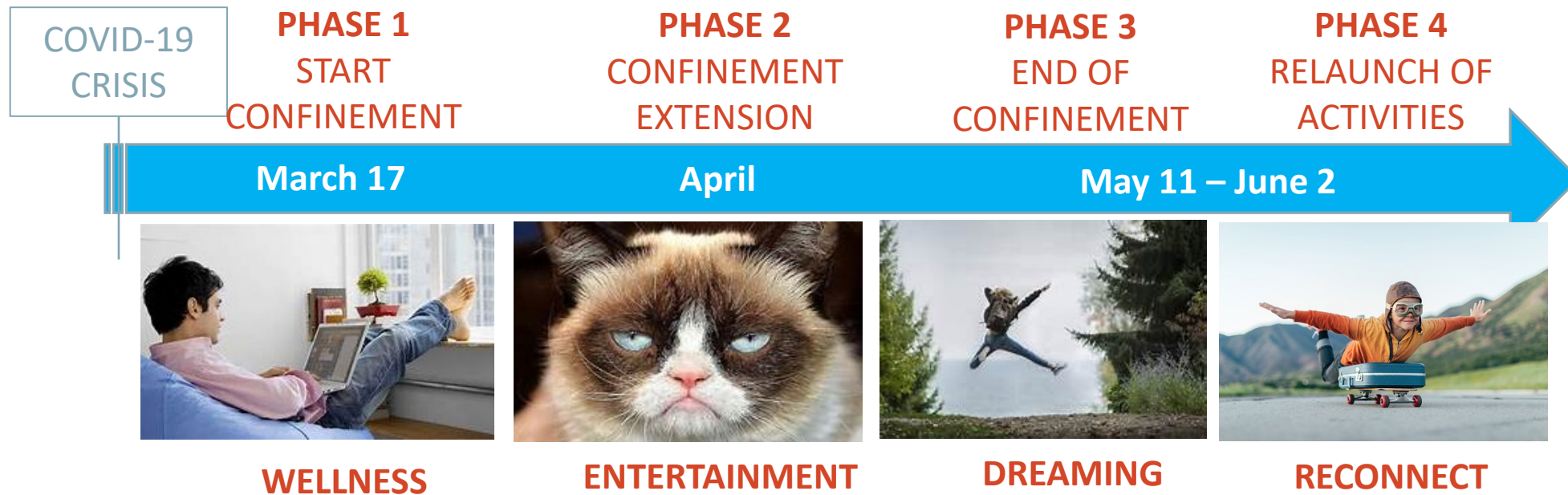
55%

French travelers have booked part or
all of their stay online (+ 2 pts)





Covid-19 timeline in France



RISE OF DIGITAL



+61%
in social media use



+40%
for WhatsApp
only (>2M users)



+70%
in web browsing



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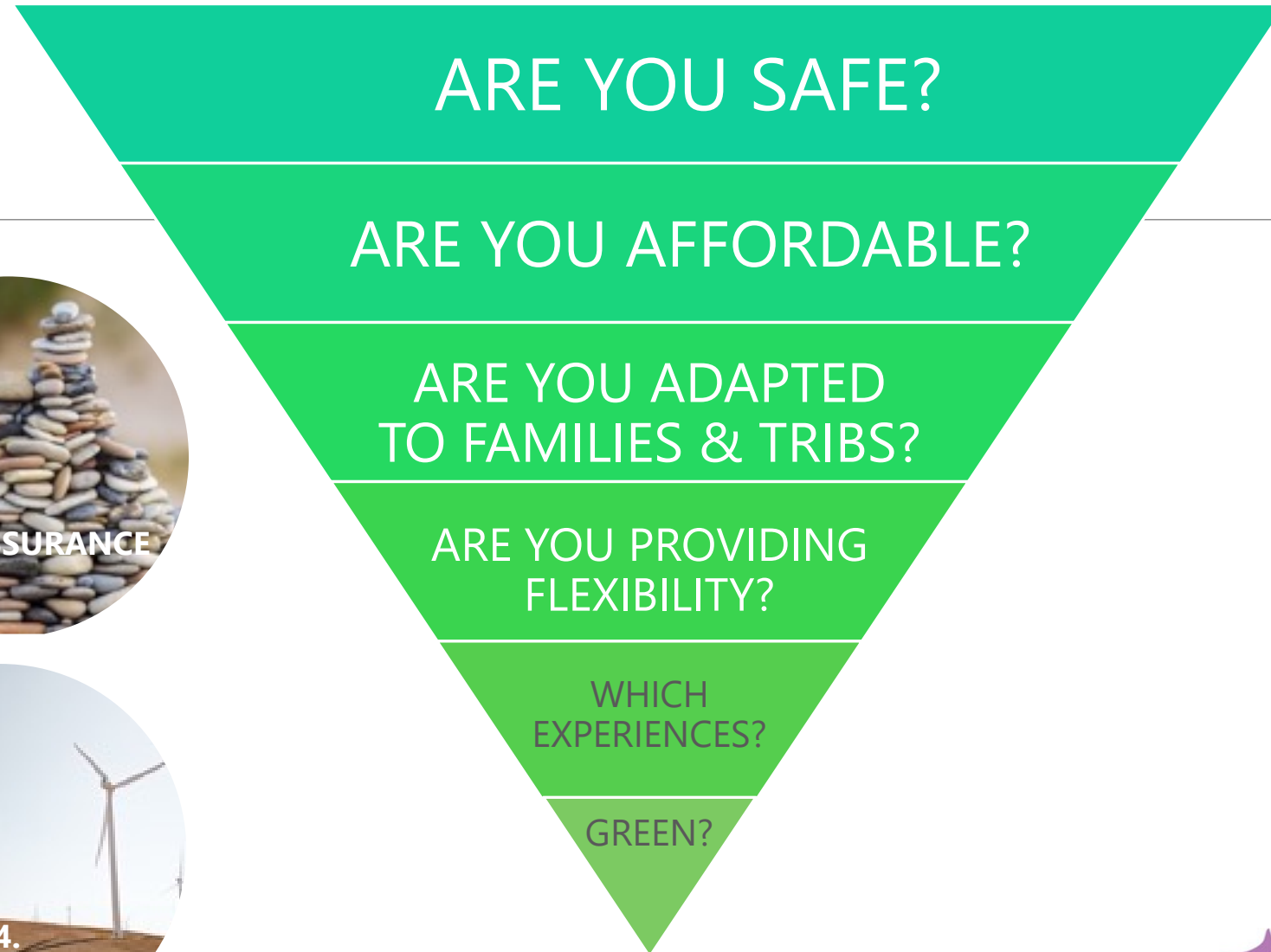
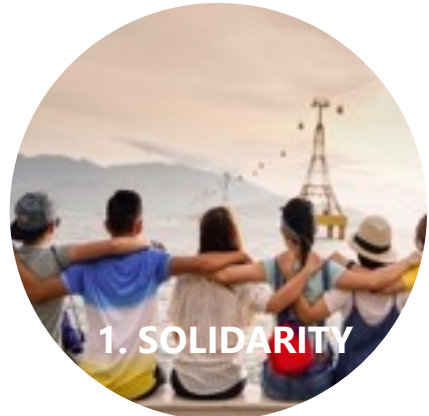
Update of the market post Covid-19

- Your main competitor : FRANCE !
+ Nature or Sea & Sun destinations
Finland, Iceland, Costa Rica, Thailand, Philippines
- June 15 : Intra Shenghen borders to open
- Later in June : Shenghen borders to open
- Rules about quarantine to confirmed
- Flights to be confirmed
- Economical consequences still unknown





Now ?



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Key assets of the Caribbean

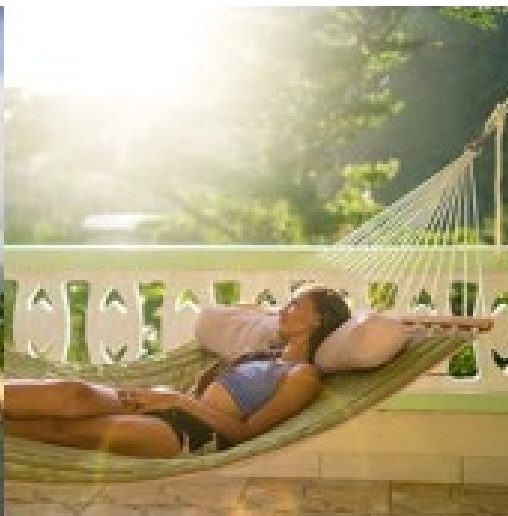
France



WILD NATURE



SEA & SUN



LUXURY &
WELLNESS



LANDSCAPE



PEOPLE



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Key French targets

France



EMPTY NESTER



LUXURY LOVERS



ADVENTURE
SEEKERS



FAMILIES



SPECIAL INTERESTS



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Be digital to be visible

France

- Use [online B2B platform](#) to inform, educate and implicate your trade partners
- Share information and updates through newsletters or [LinkedIn](#)
- Talk to [trade media](#)
- Optimize your [SEO/SEA](#) to drive traffic to [your website](#)
- Develop your content in [French](#)
- Reinforce [your presence on social media](#)
- Boost your [PR activities](#)
- Develop [communication campaigns](#)





Act as a community

France



STRONGER TOGETHER
WORK AS A CARIBBEAN TEAM

=

1 MESSAGE
1 REGION
100 DESTINATIONS
100 EXPERIENCES



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Now: Your Questions





Thank You for Attending!

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Shorelines of Life