



ADRION 5 SENSES



## Sensory Marketing in the ADRION Region

# HOW TO USE SENSES AND TOURISTS' EXPERIENCE IN MARKETING MIX 4Ps

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## What is the most important for the visitors of a destination?



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## New trends in tourist demand

### Visitors want

- Undiscovered new destinations
- To learn about the place and people, culture, customs
- To participate in activities, live like locals
- Experience



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**Experience** is a crucial factor for the visitor. Impressions formed by visitors are perceived as a whole rather than singularities.

Experience of all senses. Impressions that will make the visitor want to come again to the destination – visitor's loyalty.



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Traditional understanding of a tourist product that we sell is accommodation, excursion, souvenir, restaurant, festival....

In new understanding we do not sell a souvenir, we sell **EXPERIENCE** that that souvenir has evolved in a person, the visitor.

The whole scenary involving all senses related to the “souvenir” that create memories of the place, people, tradition, stories, culture...

**The souvenir might get lost or broken, but experience remains.**

The more intensive and variety of sensual experience, the more attractive a place.



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- How does my product improve visitor experience?
- How does it make a visit easier?
- What impression will it leave on the visitor?
- How is it combined with other products?

## Marketing strategy, to meet the market demand and achieve the marketing goals

Market research is the most important step of the process to outline whether a specific product or service will meet the **demand of customers.**

An effective market research will provide invaluable information about current visitors.



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**Market segmentation** is an important step in the marketing strategy. Segmentation is the process of dividing the population of possible customers into distinct groups.

The customers within the same segment share common characteristics that can help in targeting those customers and **marketing to them effectively**.



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Traditionally, segmentation is based on price, purpose, motivations, behaviour, benefits etc.

**Growing emphasis** on understanding an individual's mental attitudes and psychological make-up – through **lifestyle segmentation** (Plog, 2002).

Visitors interested in cycling tourism, hiking tourism, nature tourism, adventure, culture, extreme sports, leisure...



rism



## Target groups different needs and expectations

The target group allows addressing the market segments with a tightened **focus**. Within the different market segments, there are different groups of customers, which can be clustered in

- terms of age, like youngsters, families, 50+, etc.
- terms of interests, like biking, hiking, sightseeing, history, sea, etc.



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Depending on the target group the offers have to be adjusted to the different demands and wishes.

Elderly people will probably like to have more comfort at **resting places**; SLOW MUSIC, TASTE SLOW FOOD, SMELL NATURE AND SEA, TOUCH OF WATER AND OLD CRAFTS...

quite contrary to **young people**, who will look for '**action and adventure**'. LOUD SOUNDS, TASTE STRONG DRINKS AND FOOD, SMELL OF ADVENTURE, TOUCH ROUGH AND HARD SURFACES> rocks, requisites, parasailing, boardsurfing....



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## *Typology of tourists visiting greenways and healthy lifestyle tourism destinations (in protected areas)*

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**Explorer** - Individualistic, **adventurous**, requires no special facilities but nature... history sites.... TOUCH

**Backpacker** - Enjoys **trekking and scenery**, but often cannot visit remote areas because of expense – SEE, SMELL, HEAR

**Backpacker +** Often experienced travelers, and generally in well-paid profession. More demanding in terms of facilities than Backpackers and with a higher daily spend. Genuinely desire **to learn about culture and nature**, and require good information... SEE, TOUCH, TASTE

**Special interest** .... Dedicated to a particular **hobby**, fairly adventurous, prepared to pay to indulge hobby and have others take care of logistics... TOUCH

**General Interest** ... Usually have limited time available for holiday. May be relatively wealthy, interested in culture, keen on **nature/wildlife** when not too hard to see. May be active and enjoy 'soft adventure' such as easy trekking and low-grade white-water rafting.



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# Target groups different needs and expectations

How we combine  
lifestyle target groups,  
experience of all senses  
with marketing strategies and marketing mix?



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## *Marketing 4Ps*

PRODUCT

PLACE/ POSITIONING

PRICE

PROMOTION



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## PRODUCT UNIQUENESS VERSUS UNIQUE EXPERIENCE

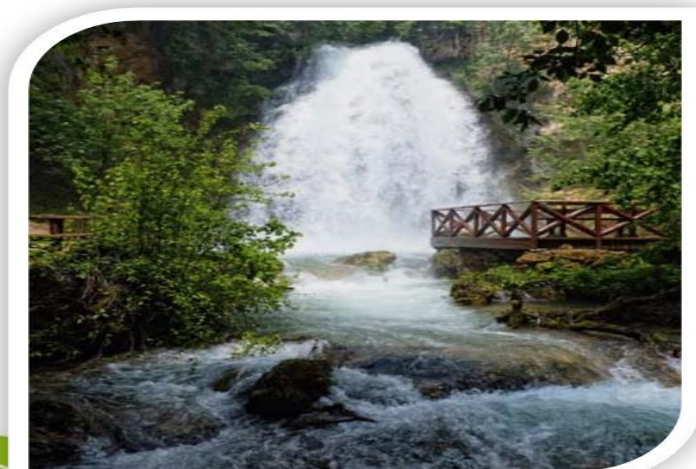


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## PRODUCT UNIQUENESS VERSUS UNIQUE EXPERIENCE

From the point of view of the visitor's experience, unique natural "wonders" like the Grand Canyon or the Great Barrier Reef may be, at first sight, attractions that most other regions cannot compete with. But this does not necessarily mean that a region without such big attractions cannot be a place for an outstanding natural experience. **The key to this experience is interpretation, intriguing the experience and attraction.**

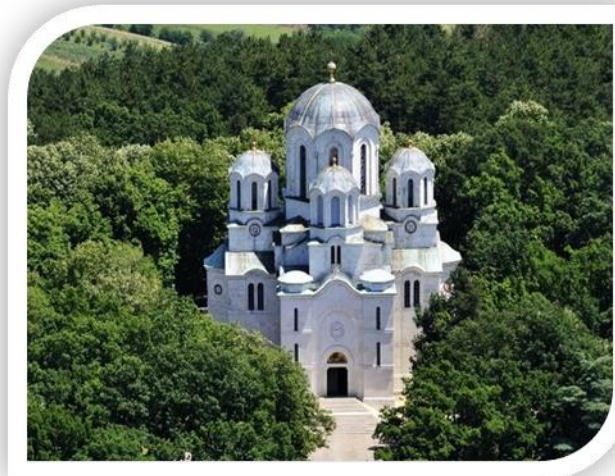


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## PRODUCT UNIQUENESS VERSUS UNIQUE EXPERIENCE

The same is true for cultural heritage - everybody wants to see the Eiffel tower or St. Peter's, and compared to them, the little village church may be of less importance. But what makes a visit special is the insight and understanding of a region's history, culture and the people as a whole - murals can tell exciting stories, dances and music can demonstrate great spirit and customs can be extremely inspiring and thus forming a vivid and unique experience.



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# PRODUCT UNIQUENESS VERSUS UNIQUE EXPERIENCE







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# PRODUCT UNIQUENESS VERSUS UNIQUE EXPERIENCE



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## *Sustainable product*

Sustainable tourism looks at combining the needs of both visitor and stakeholder, now and in future.

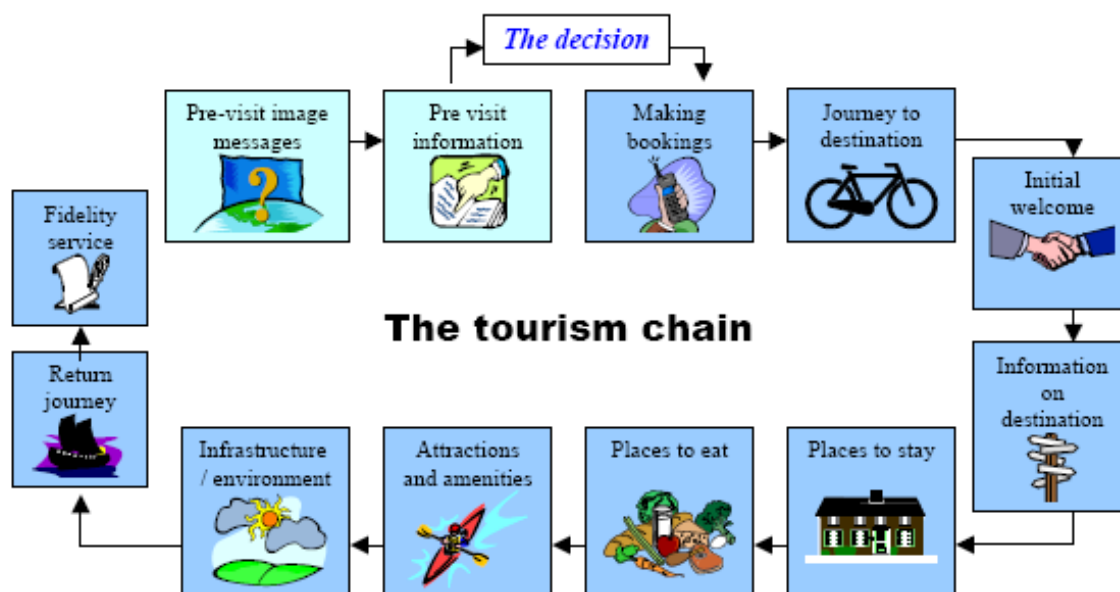
It applies marketing in a way that upholds the values and resources of a destination.

### The Sustainable Tourism Product Chain

“Tourism destinations are a special kind of network and cooperation processes are crucial for them to succeed” (Zemla, 2016:10)



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## *Sustainable product*

Interrelation of the tourism industry is commonly divided into three sectors when discussing product provision:

- The tourism business (tour operators, hotels etc.)
- The supply business (bakeries, laundries etc.)
- The resource business (agriculture, forestry, fishery, etc.)

These sectors depend and mutually benefit from each other. While they are partly created by tourism and/or serve only tourism purposes, other parts of these sectors **serve the local population as well**. Economic effects for the community.



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## *Sustainable product*

Some of the features that support the development of high-quality products and protect the local heritage:

- Using techniques with low impact on the local environment
- Encouraging tourists and local communities to support the conservation of the natural and cultural heritage of the destination
- Acknowledging the vital importance of the local nature, culture and traditions **for the tourist experience**
- Providing economic support to **the local economy through community involvement**



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## Community involvement

Sustainable tourism development requires the **involvement of the local community**. The following actions can ensure local involvement:

- Respecting local values, traditions and customs
- Involving community members in the implementation of tourism. For example, locals can provide **tour-guiding, managing accommodation (independent hotels, bed and breakfast, home stays...), supplying food** and meals for tourists, managing tourist attractions, etc.
- Involving the community **in the product development** phase, agreeing on different features of the product including price calculation, benefit sharing, risk sharing... From the early stage and long-term.
- **Monitoring and evaluating** the implementation of the tourism product regularly and actively listening to and taking into account the community's feedback.



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## *Community involvement*

It is also vital to ensure that **tourists are aware of the local values**, cultures and tradition in order to behave in a respectful way.

Finding **balance between the needs of the tourists and the local customs** can be challenging, but it is essential for the long-term sustainability of the product.



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## ***SUSTAINABLE REGIONAL SUPPLY CHAIN / local economy growth and protection of heritage***

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**Local food** - Locally produced food and drinks - Existing farms may offer their own produce on site or open an own small café or restaurant.

**Lodging** - Local hotels or camping sites can be supplied with those regional products. Thus the farmer or another local producer can raise their sale. If a renovation or furnishings and equipment are necessary, the **local carpenter** should be asked first. Again the benefit would stay in the region.

**Handicrafts** - If guests come to the region, they are interested in culture. Handcrafted artifacts are a good possibility to demonstrate it. Handicraft workshops may produce these objects and sell them either directly to guests or they resell it to local or regional handicraft shops that offer it to interested travelers.

### **Nature – profit and protection**

Guests who come from cities are fond of activities like cycling, swimming or hiking outside. Hiking paths or nature observation points can be developed, guided tours can be offered. That way, new jobs are being created and natural resources can be used in a reasonable way.

But taking benefit from nature involves also its protection.



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## Positioning

In order to position products, companies should emphasise the **distinguishing features** of their brand (what it is, what it does and how, etc.) or they may try to **create a suitable image** (inexpensive or premium, utilitarian or luxurious etc.) through the marketing mix.



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## usp

Highlights and peculiarities (so-called 'preferences') have to be identified, which distinguish the own offer from the entire range of tourist products on the market. This can be achieved either through real differences concerning service or through *psychological work*. The latter meaning to influence the customer's subjective *perception* of the offer.

The preferences or only one single preference is called Unique Selling Proposition (USP). Examples of a USP include:

- a special homemade jam, following an old, local recipe TASTE
- a special festival or feast, traditionally celebrated every year HEAR AND SEE
- a particular sight in nature, like a mountain, a special tree, or a special landscape SEE AND TOUCH



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usp

“Experience the ROYAL HOLLIDAY!”

**Residence of the royal family** Karadjordjevic - HEAR about royal history and life of the royal family, SEE the photos and objects, arms, costumes...

King Peter I – **The king’s winery and vineyards** TASTE and SMELL the wines kept in the King’s wine cellar and produced nowadays

**The church of St. George** – SEE mosaics, TOUCH the marble stones and mosaics and tombs of the royal family members

**Wine festival** – Hear the traditional music, taste local food, smell the grapes and sugar wool, touch the fruits, wine barrels, old craft products....



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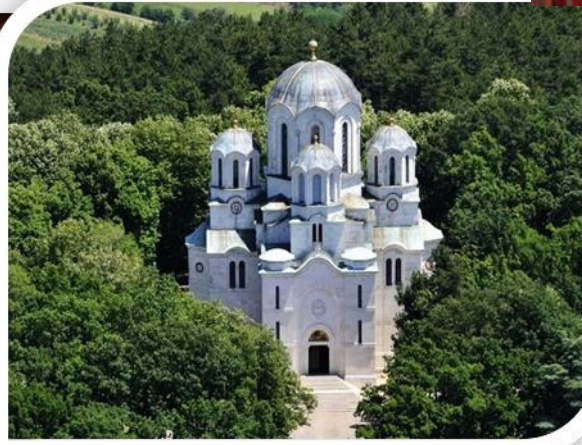


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“Experience the ROYAL HOLLIDAY!”



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## Price policy

In the tourism sector, price policies are often based on price differentiation of the following factors:

- time: peak season - off-peak season, weekend - working day,
- **consumer: families, kids, seniors.... lifestyle**
- volume
- distribution chain
- point of time of payment
- spatial criteria
- **commercialization of “free goods”: climate, air, water, location, view, orientation (e.g. ‘ocean view’)**



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## Price policy

- consumer: families, kids, seniors.... **lifestyle**
- commercialization of “free goods”: climate, air, water, location, view, orientation (e.g. ‘ocean view’)

Even in creating prices tourism product providers can relate to the customer experience and their expectations especially through life style segmentations

It is true that tourism sells experience but at the same time the experience of the senses is *priceless, and many are “free goods”*. Views, SOUNDS of nature, birds, waterfalls...SMELLS of nature, sea, flowers, fields, TOUCH of water, marble, grass,wood....TASTE of fresh spring water.....



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## PROMOTION

The key characteristics of the promotion are the different methods of communicating the information. The communication policy consists of making the potential customers, tour operators and a wider public aware of the product and thus guarantees the **continuing of their interest**.

**The communication policy does not change the product itself but enables influencing the attitude of the customer and his idea of the offer.**

**Promotion is a way to influence through senses before the actual experience of the destination.**



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## Reaching the main regional target group

Once a better understanding of target groups is achieved, the next step is to link marketing and promotional tools and methods with these groups. Identify how you can connect, with those you want to reach.

Methods and tools used for marketing / identify which target groups they reach. Identify for your region, if the tools will reach the current, additional or new target groups. This table should give developers an overview of which tools best suit the target group aimed at reaching. Perhaps current tools can be used further, or new tools need to be introduced.

Flyer	photos and texts, colors
Brochure	photos and texts, colors, stories
Webpage	photo, texts, video, audio, animation
Facebook	photo, texts, video, audio, interaction
Event	complete experience, all senses and TOUCH



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Online promotion has the advantages of being instantaneous, interactive and permission-based. Traditional advertising was based on creating memorable impressions while looking at brochures and hoping that customers will remember the brand when choosing holidays, however, nowadays websites and social networks are there to support customers.

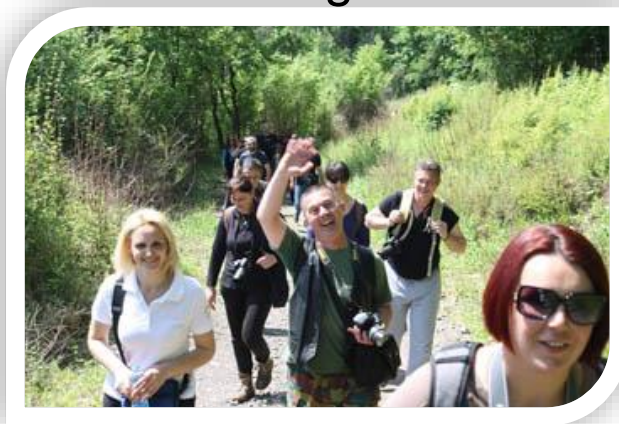
One of the crucial advantages of modern and digital promotion tools is that you can involve video and audio presentations, present action and participation of the visitors, and also relate to bloggers and travel journalists and their travel experience....

Always relate to as many sensory experiences as possible.



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Promotion at the spot through “souvenirs” that most often become **local food** samples. A jar of **honey** or small bottle of **homemade juice**. Samples of fragrances....**lavender**, **rose**..... With the TOUCH of recycled paper as wrapping you can also contribute to sustainable and green tourism.



*Souvenirs do not last for ever, experience does!*  
<https://www.youtube.com/watch?v=KUWmnY7qclS>



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# THANK YOU!

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