National Parks and Protected Areas are nature based attractions or travel destinations.
What’s what for NP’s and PA’s within the context of the marketing concept
As in all marketing, we can define the five central P’s.

P = product
P = place
P = price
P = promotion
P = personnel
Protected Areas as travel destinations

P = product

1a. The Core Product

Experiences:

a. Organised activities: experiences

1. Activities/excursions
2. Visitor attractions
3. National Park Centres (same function as no. 2)
4. National Park Villages
   (But only when they function as strategic highlights contributing with a number of supporting features to the NP)

b. Visitors own activities

1. Looped walks
2. Longer hiking trails for more than one day
P = product

1b. Supporting products

1. Accommodation
   important means to discover and enjoy the nature of the NP

2. Transport to and within the NP area
   NB: Focus on sustainable ways of transport
   Train- and bus routes to the NP as well as buses/trains in and around the NPr
### Protected Areas as travel destinations

**P = product**

1c. Product development

- a. new products (new visitor attractions, activities etc)
- b. product customisation to both operators and end customers
- c. week activity programmes (e.g. summer programs)
- d. weekend activity programmes
- e. and events, like country fairs etc
Protected Areas as travel destinations

P = product

1d. Destination and product development of NP villages

NP villages need a minimum of products with supporting features, otherwise they can’t play their strategic role as cornerstones of the NP area or region.
P = price

2. Price

a. All activities should serve the development of the value chain, low-middle price on high quality adventures in order to produce guest nights. This part of the product only needs the cover of costs actually:
   - this functions best in a project model
   - should be financed as a pool of tourist.org and hotels etc

b. Strong incentives for productability (booking in advance should result in better rates, not the other way (eks booking gjennom operatør/turistkontor, akt. selskap).

c. Forutsigbarhetstanken også på overnatting ved:
   - pris på 3-4 døgn
   - kombinasjon 3-4 døgn og lavpris aktivitet)
3. Place = distribution

a. Defining/Choice of a number of strategic cusomers
   = operators who can work with businesses in the borders zones
   = cooperation with bigger, organised target groups (e.g. Wanderverein)

b. Direct booking by individuals
   - web sites tourist organisations
   - web sites accommodation
   - web sites NP’s and PA’s
Protected Areas as travel destinations

4. Promotion

Best: central web site for all parks linked to a national tourist portal/platform

a. Through operators: = by marketing support
b. Through operators by special rates on activities for their cust.
c. Directly on web and web sites hiking organisations
d. Web sites (buttons) - selected media
The visitors buying cycle

Wish

Choose

Plan

Enjoy

Share memories

"The entire marketing wheel - the customers buying circle – From value chain to value web, Anna Pollock, DestiCorp, June 2007."
Our job

- Share memories
- Draw attention
- Inspire
- Support find-plan-make reservations
- Enjoy
- Plan
- Choose
- Wish

make it possible to share memories

support in order to enrich the stay
## Protected Areas as travel destinations

### 5. Personell

- Competence of tourist offices on prospecting
- Competence on marketing with small budgets and link to activities in marketing as well as sustainable development
- Competence on networking between all stakeholders
- Competence on service/hostmanship and marketing thinking as a skill for employees and board NP’s and PA’s
- Competence development for research institutions on development and analysis of visitor flow management
Starting the development

1. Analysis/amapping of product opportunities

2. Do the «beancounter» homework: finding out which product has the best potential

3. Put the relevant products into the management plan including action plans.

4. Make priorities after you know the budget for next year…