

**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**



Protected Areas as travel destinations

P = product

1b. Supporting products

1. Accomodation

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 NP



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 corner stones of the NP area or region



Protected Areas as travel destinations

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)



Protected Areas as travel destinations

3. Place = distribution

a. Defining/Choice of a number of strategic customers

= 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 accomodation
- web sites NP's and PA's



Protected Areas as travel destinations

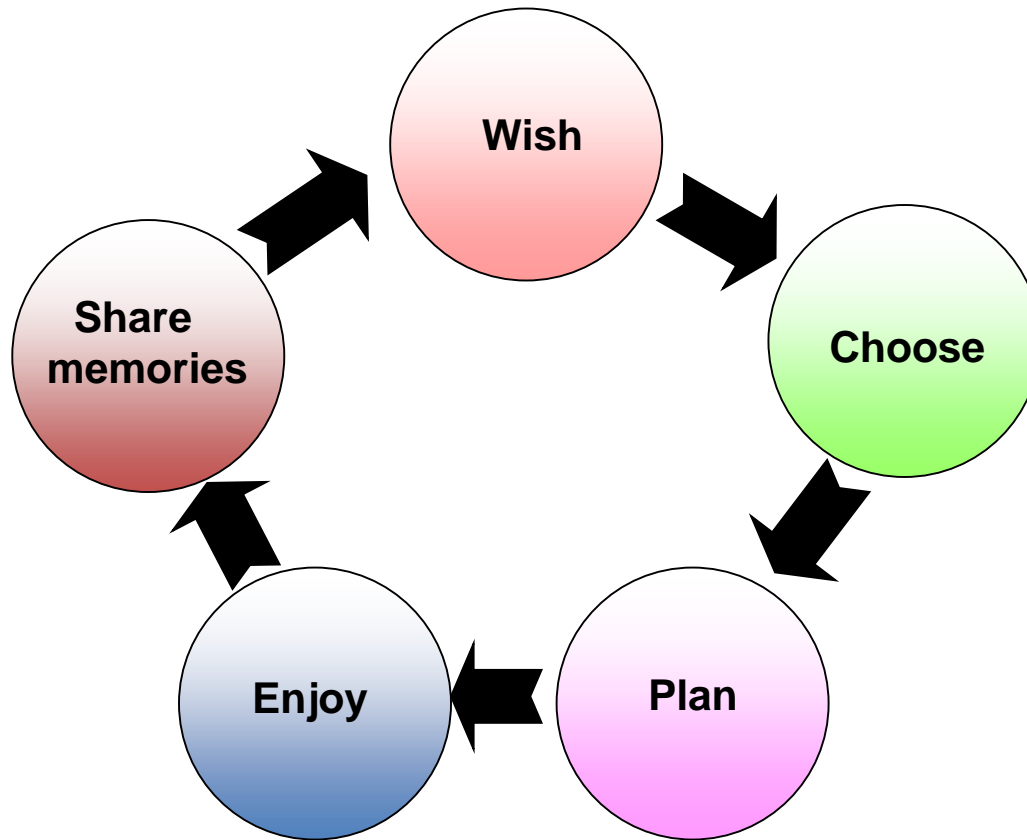
4. Promotion

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**



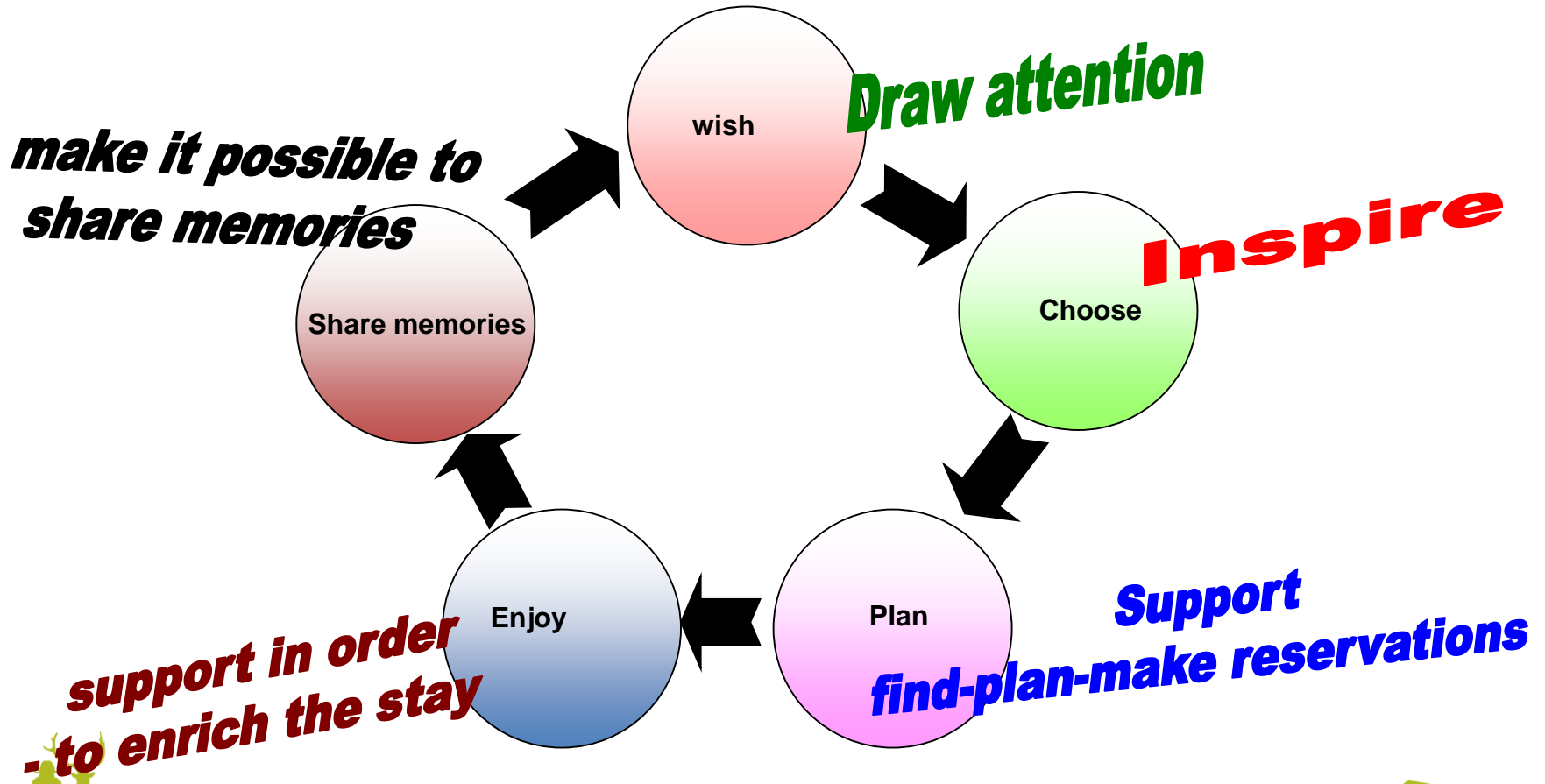
The visitors buying cycle



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



Our job



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**
- **Competenc on networking between all stake holders**
- **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...**

