



## COMMUNICATION, MARKETING AND SALES

### WHY YOU SHOULD JOIN OUR ONLINE COMMUNITY AND WORKING GROUP FOR TOURISM BUSINESSES AND STAKEHOLDERS

All companies in hospitality business have a common goal – to attract more tourists. When we want to sell a room in our hotel, we must find the right clients and communication channels, find other service providers whom to cooperate with and promote our destination.

If we find our unique selling point, we realize there are so many reasons to be proud of our product and destination. And we may easily find the main topics on how to promote and make marketing messages to all these advantages, we have in comparison to others.

The most important part of finding the right marketing tools is to start somewhere and make all activities step by step. That is exactly **WHY** it's useful to take part in the TOURBAN project and take your company marketing to the next level focusing on all these important topics one by one.

#### RELEVANCE:

- [Trends & Statistics 2020](#) via Travel Center for Responsible Travel (CREST) predicts there will be drastic shift in consumer travel patterns.
- We must focus on new target groups and must find new strategies as [World Economic Forum](#) explains.
- Due to new target groups and strategies we have to reorganise our communication and marketing tools as well.

#### OPPORTUNITIES FOR DESTINATIONS AND SMEs

- **Participating in this project is a good opportunity to update your company's marketing strategy, review offers and reach new customer groups.**
- So, why not to take this opportunity and grow your company's profitability?

#### TOPICS ADRESSED:

- Tourism marketing challenges.
- The guide to storytelling.
- Making trustworthy communication.
- Keys to succeeding in digital marketing.
- Most important SEO tips for gaining online visibility.
- **Tourism Marketing to Y & Z generations.**
- Sustainability vs. Greenwashing.
- Hospitality personality without people.

#### TOURISM SECTOR EXPERIENCE:

There are many good examples in Estonia of rapidly repositioning the offer and directing services to a new customer. For example, the Nordic Hotel Forum in the centre of Tallinn chose a new target group and turned four-star hotel rooms into contactless private offices that can be booked for one day or a longer period. Thanks to this change they got many new customers. More information at [www.nordichotels.eu](http://www.nordichotels.eu)

#### ADDITIONAL INFORMATION:

**Kadi Elmeste**

Tourism Marketing Specialist

[kadielmeste@gmail.com](mailto:kadielmeste@gmail.com)

+372 5157869

