



# **Opportunities for the Madeira Promotion Model**

**Helene Møgelhøj 13 May 2011**



## **Contents:**

**Madeira – current promotion model**

**The future – capitalising on growth potential**

**Case studies – New Zealand and Oman**

**Conclusion – opportunities for Madeira**

## Madeira – current promotional model



**Madeira** Pearl of the Atlantic – a haven of tranquility and natural splendour where warm and friendly hospitality is tradition.

**Is it a type of wine?**



**Gastronomy and local produce**



**A place for old people!**



**Close to nature and extreme sports**

**A piece of cake**



**Boutique resorts and spa**



## **Conditions for future growth:**

- Product appeal and demand
- Capacity to accommodate visitors
- Access to/from source markets
- Competitively priced product
- Market awareness and motivation

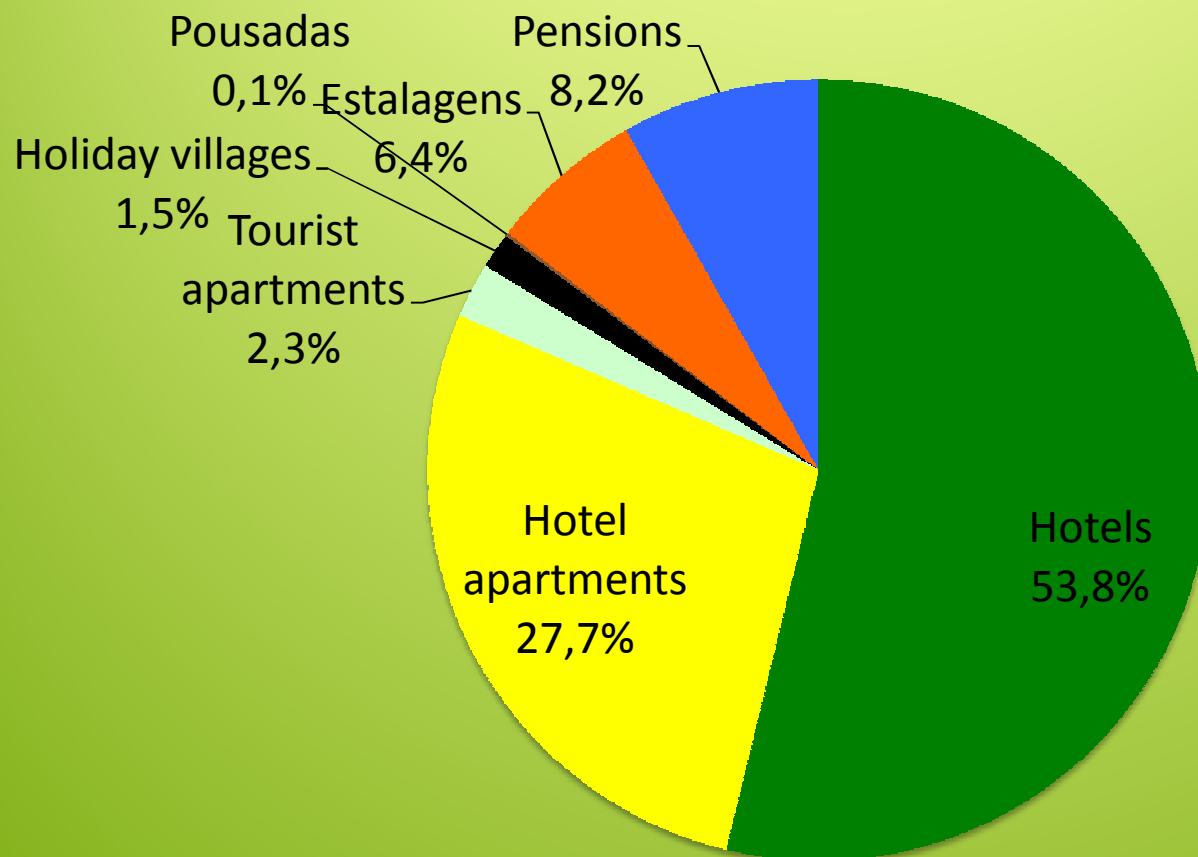
**Has Madeira got what it takes?**



## Product appeal and demand

- Authentic product experience
- Established mature destination
- Sub-tropical climate
- Lush green landscapes
- Clear blue waters
- Funchal urban tourism
- Attractive scenery
- Clean & safe environment

## Madeira accommodation capacity (2009)

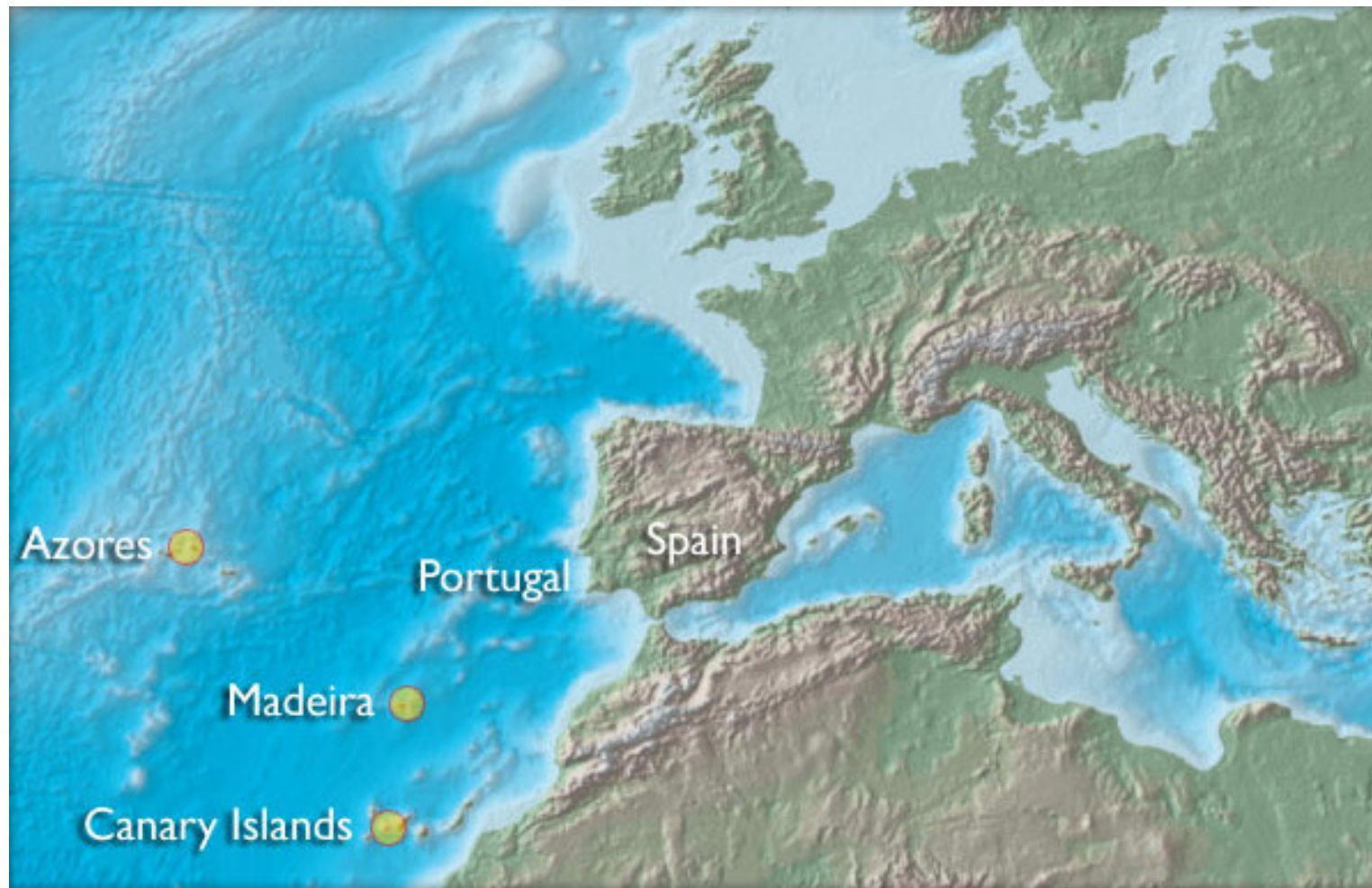


# Madeira seasonality of demand

Occupancy (%)



## Madeira access to/from source markets



# Madeira – a competitively priced product?

## Cost of family holiday August 2011



## Market awareness & motivation

- Mature & traditional destination
- Established source markets
- High level of repeat visitation
- Consistent portrayal by operators
- Perceived as 'safe & a bit dull'
- Sun & beach or nature & adventure?
- Not a 'must visit now' destination
- Dependency on package tours



## **The future:**

- Demographics
- Innovation and diversification
- Strategic investment
- Branding and messaging

**Capitalising on growth potential**

## **Demographics:**

- Baby boomers starting to retire
- A more global tourist mix
- Emerging markets – BRIC countries

**Adapting to changing demographics**

## **Innovation & diversification:**

- Diversify source markets adapting to demographic changes
- Promote domestic tourism
- Develop innovative products that appeal to growing demand

**Is the current product fit for the future?**

## **Strategic investment:**

- Continuous investment in product, accommodation and infrastructure to avoid decline
- Strategic investments to capitalise on future demand and emerging markets
- Invest in sustainability

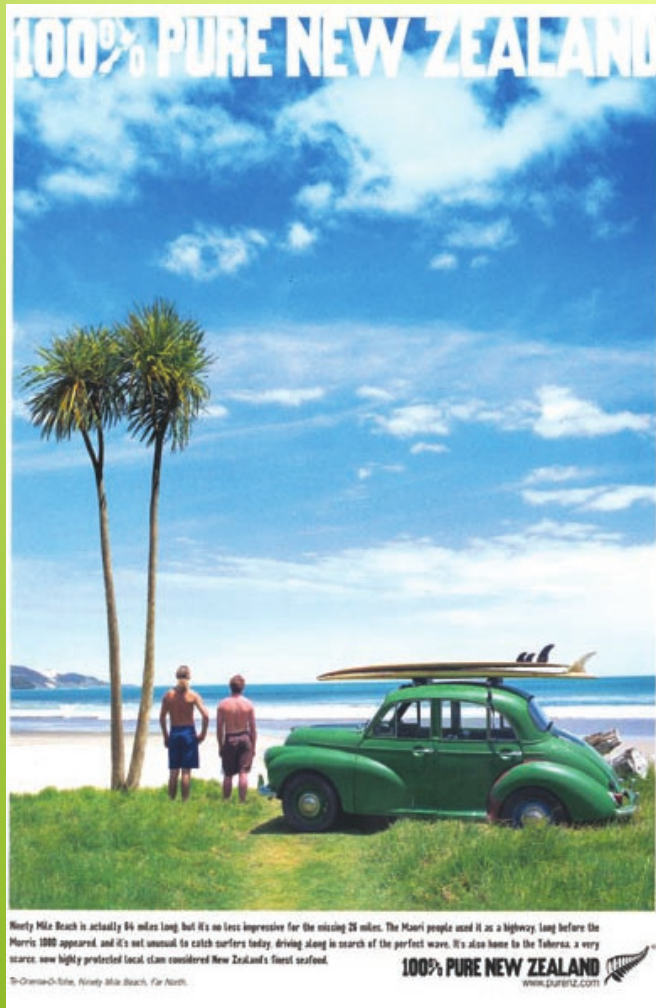
**Enhancing destination competitiveness**

## **Branding & messaging:**

- Refresh brand across all channels and media
- Simple and consistent messaging to create unique identity
- Effective public-private sector collaboration

**Enhancing Madeira's competitive identity**

# Case studies:



**New Zealand**  
Remote Adventure  
Trip in a lifetime



**Oman**  
Frankincense Route  
Boutique alternative to Dubai



Designed to make potential visitors 'feel they could be part of landscape and activities

**100% PURE  
NEW ZEALAND  
AT CHELSEA FLOWER SHOW**



Brand exposure at international events  
to maximise international media coverage



**NEW ZEALAND**  
**100% PURE** *you*

**New Zealand**  
It's about time

Designed to make visitors visit New Zealand now rather than wait for 'trip in a lifetime'



Oman promoted as a premium authentic alternative to Dubai – the ‘real’ Arabia



Oman featured on [www.blacktomato.co.uk](http://www.blacktomato.co.uk) as  
Off-beaten track and uncompromising luxury

## **Opportunities for Madeira:**

- Green and sustainable destination
- Close to home (for Europeans) – come now
- Enhance appeal to younger audience
- Focus on ‘boutique’ and high-quality aspects

**An authentic experience**

## **Critical success factors:**

- Stakeholder engagement – public private sector collaboration
- Deliver and implement a long-term strategic plan
- Create innovative and appealing tourism products
- Develop strong brand with simple consistent messages
- Create quality media relations and marketing initiatives

**The challenge: a joined up approach**



**Thank you for listening!**  
**[Helenemogelhoj.com](http://Helenemogelhoj.com)**