Travel & Tourism Research Association (ttra)
Brand essence – first draft
May 2, 2016 version
Travel & Tourism Research Association

Brand Essence

- Roots
  - Where do we come from?
  - What is important about our history?

- Function
  - What exactly do we do?
  - What service do we provide?

- Uniqueness
  - What makes us one of a kind?
  - How are we different from others around us?

- Champions
  - Who is our ideal customer/client?
  - Who do we strive to serve?

- Archetype
  - What is our personality?
  - What role do we play in the market?

- Purpose
  - What is our mission?
  - Why do we do what we do?

- Principle
  - What are our values?
  - What are the things we stand for?
The current model doesn’t focus on benefits beyond the functional – This slide has been added to focus on the emotional benefits of ttra, including:

- enriched
- at home – members are with other people who speak their language, share their values AND work in their industry
- connected
- informed
- effective – ttra equips members to do their jobs better
Brand Essence – Roots & Function

Where do we come from
What is important about our history?

Founded in 1970 – aim was to share knowledge and insight across the travel and tourism research landscape
Provide leadership to the industry
Bring together practitioners (destinations, businesses), commercial research agencies, and academia
What's important: *enhance the quality, value, effectiveness and use of research in travel marketing, planning, and development*

What exactly do we do?
What service do we provide?

Facilitate access to numerous sources of information to support member’s research efforts
Educate members in research, marketing, and planning skills through publications, conferences, and networking
Encourage professional development and recognize research and marketing excellence through our awards programs
Create opportunities to interact with peers throughout the industry through conferences and listserv
Foster development of travel and tourism research and related curricula in institutes of higher education
Promote the development and application of professional research in the travel and tourism industry
Provide:
- **Evolving Methodologies**
- **Best Practices and Ideas**
- **Professional Growth**
- **Networking and Access**
- **Industry Influence**

Deliver journals, conferences, and networks - such as chapters and listserv - via our website
Brand Essence – Uniqueness

What makes us one of a kind?
How are we different from others around us?

Our combination of vertical (travel and tourism) with skill set (research) at a global level
Our ability to connect the end customer (researchers in travel businesses) with commercial practitioners and academic researchers to share best practice that makes us better
No other organisation does this at a global level
We offer best-practice in both knowledge and methodology improvement

How are we different from our competitors:

- **DMAI.** Key focus is destinations rather than the whole industry, research is one element rather than the key focus. Lower representation of academic practitioners
- **PATA.** Regional focus. Delivers insight but not research best practice
- **USTA.** National focus. Delivers insight but not research best practice
- **Market Research Associations.** Usually national, lacks expertise in the unique challenges of our sector, lower representation from academic side
- **Advertising Research Foundation.** Lower focus on research, only deals with one element advertising, whereas many practitioners also look at issues like innovation
- **Academic research associations.** Lack the connection to industry and the commercial sector

No one else equips the travel and tourism industry with insight in the way we do by connecting all the best thinking and practice on research in tourism at a global level
Brand Essence – Champions

Who is our ideal customer/client?
Who do we strive to serve?

We strive to serve:

**Client-side practitioners** – destinations, hotels, airlines. We provide them with the opportunity to step back from the day-to-day to get a wider perspective based on the best available evidence. Being a researcher in a destination, airline, or hotel offers them the ability to translate research into practice, but can feel that they are missing out on the best trends and opportunities – there is no one to speak your language. ttra can help you make your organisation better and make you a more effective researcher

**Commercial tourism researchers** – A chance to build and showcase your sector expertise. Being a member of ttra gives you ‘skin in the game’ with potential clients that can give you confidence. It is an effective way to meet potential clients and build true relationships. Access to the academic community creates opportunities for innovation and a fresh perspective

**Academics** – Provides a forum to share best practice and show thought leadership. It connects you both to other academics and to the commercial world giving a wider perspective. Can help you to help your students

**Students** – An opportunity to showcase your work, to build connections with a view a career and to learn from others who have direct experience

Our ideal ‘customer’ member is:

*Researchers from across all areas of travel and tourism who recognise the organisational, professional, and personal development benefits to be gained by participating in a community of people who share their values and willingness to collaborate*
ttra seeks to be the Go To, Passionate, Forward Thinking, Progressive and Connected
The research shows it is seen as Connected and has claims to be a ‘Go to’
But is currently better known as Professional, Academic and Educational
Brand Essence – Purpose

What is our mission? Why do we do what we do?

VISION
To provide a path of leadership for the global community of practitioners, educators, and users of travel research.

MISSION
To improve the travel industry by supporting quality tourism research.

We do it because
- no one else provides that precisely what we do: a forum for best thinking in research in our industry
- we care about our industry and know research in tourism has some unique elements that are best served by knowledge and understanding of the sector

I think we could usefully supplement this by adding something like...
“by bringing together the best minds, ideas and practices in this field and facilitating sharing”
Brand Essence – Principle

What are our values?
What are the things we stand for?

Best practice
Co-operation
Future proofing our industry (Forward thinking/Progressive)
Pushing the boundaries/Driving knowledge forward/Exploring
Committed
Ethical
Business Insight
How do we differentiate ourselves from the competition?
The organisation that supports a successful and resilient industry because it pulls together all the best thinking in one place

Cultural Insight
What trends make us more relevant?
Tourism is both growing and getting more competitive – we need to continue evolving our understanding to ensure the opportunities are realised

Key Brand Strategy
How do we communicate ttra’s benefits?

Brand Insight
How can we best present our brand essence?

ttra is delivering by connecting the best thinking in travel

Consumer Insight
What do our customers care about?
They care about contributing the best for their organisation
They care about being the most effective researchers they can be in our sector
ttra’s networks, insights, and tools can help them do this

What do our customers care about?
How do we convey value?

They care about contributing the best for their organisation
They care about being the most effective researchers they can be in our sector
ttra’s networks, insights, and tools can help them do this