

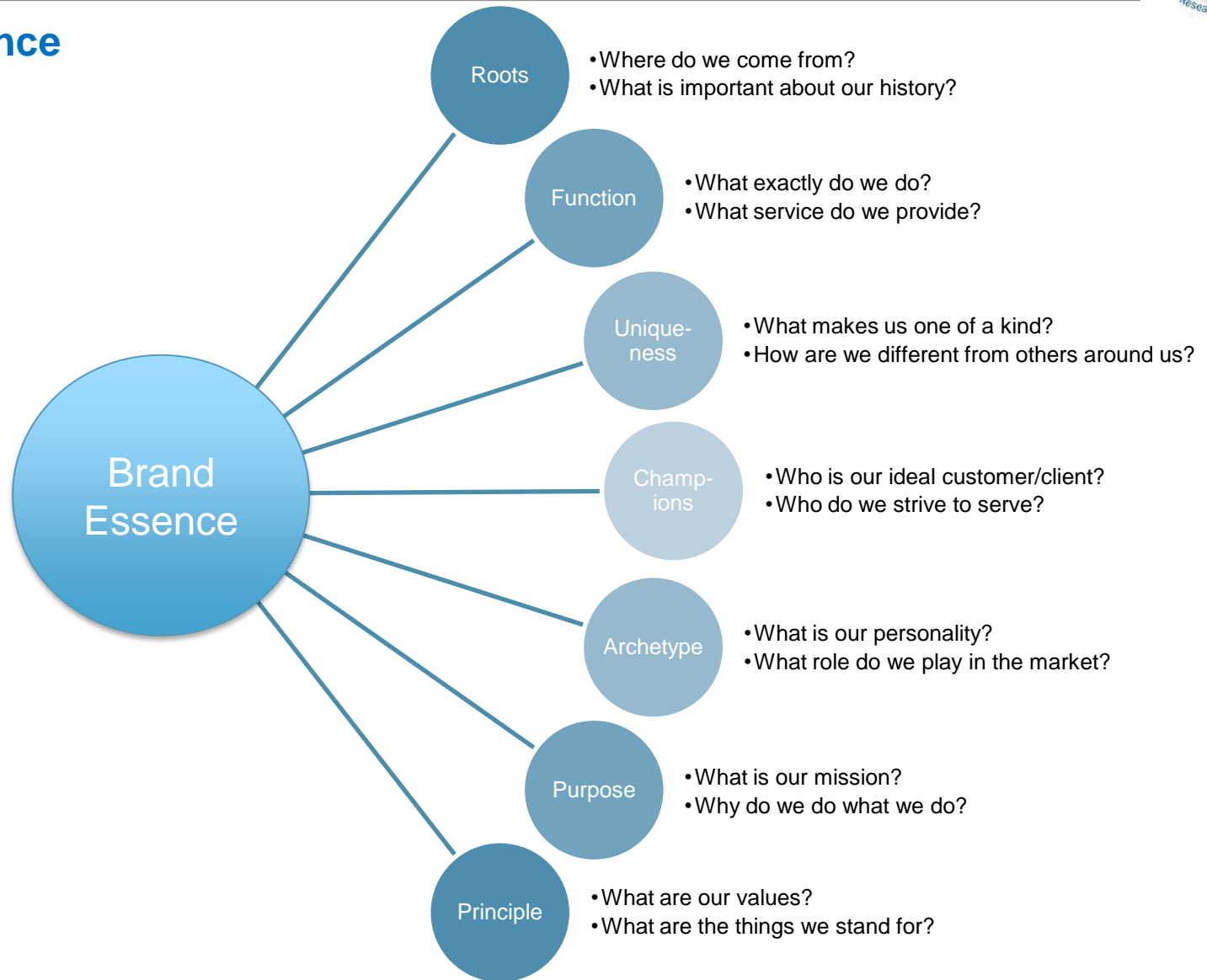
# Travel & Tourism Research Association (ttra)

**Brand essence – first draft**

May 2, 2016 version



## Brand Essence



# Brand Essence – Emotional Benefits



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



## Roots

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*

## Function

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

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

Champ-  
ions

## 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

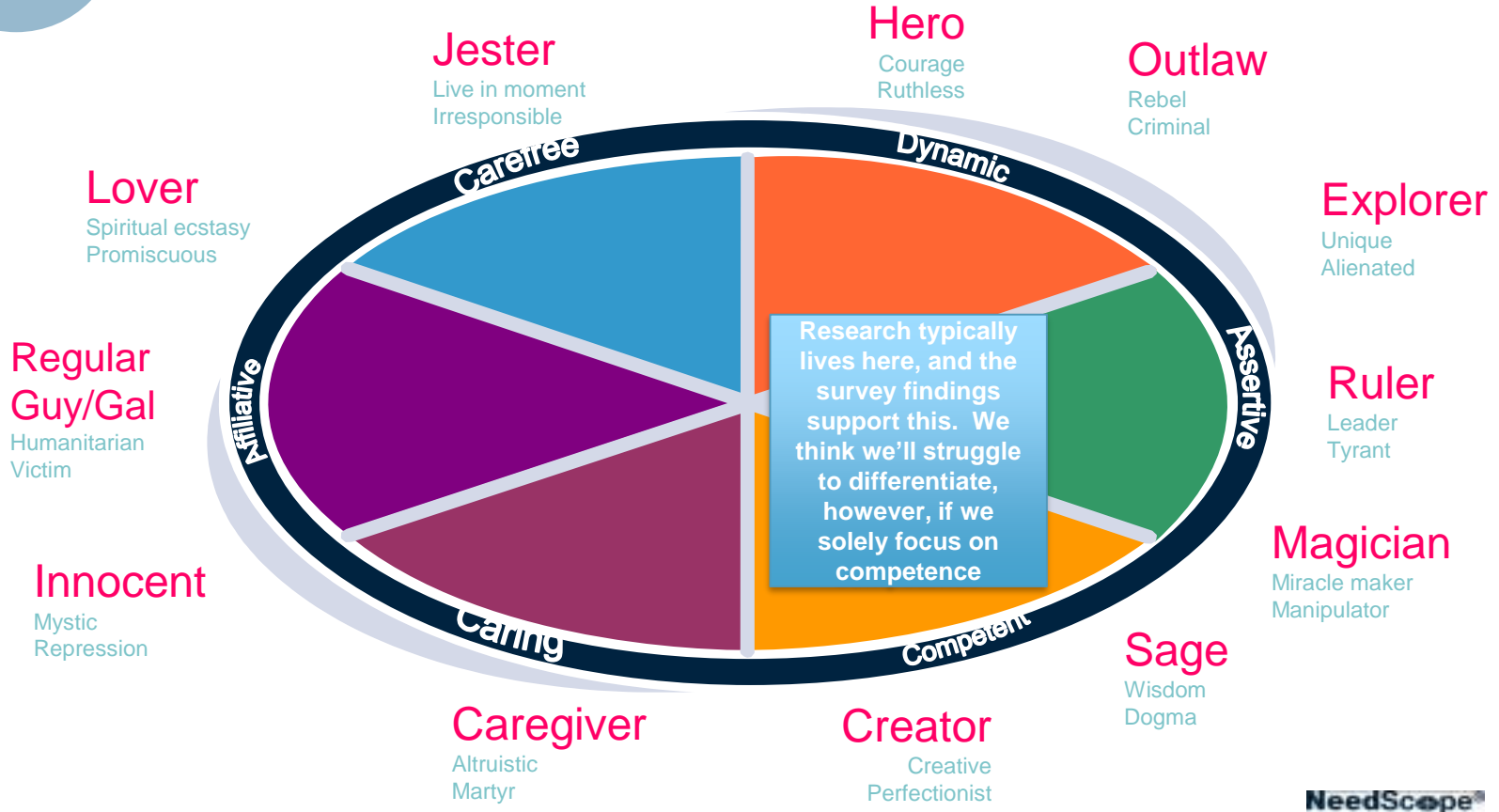
Our ideal ‘customer’ member is:

*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*

# Brand Essence – Archetype



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



NeedScope®

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



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.

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”

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



# Brand Essence – Principle



## 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

