

Tourism Intelligence International

Providing Intelligent Solutions to Travel and
Tourism Businesses Worldwide



To compete in today's tourism industry you need an individual blueprint for success like the ones we've created for over 50 countries worldwide. We can help you with:

- Feasibility Studies and Master Planning
- Sound Market Research and Analysis
- Action-Oriented Strategic Planning
- Destination Reinvention
- And more!

● Client Locations

20 years of doing business in countries such as Australia, Belize and South Africa



REINVENTING
TOURISM

About Tourism Intelligence International



**Tourism Intelligence
International**

www.tourism-intelligence.com

Tourism Intelligence International (TII) is a highly respected consultancy serving government and private sector clients in both established and emerging economies worldwide. The company has earned a reputation for research, analysis and consultation that is often exhaustive. However, we are results-oriented, not merely task-oriented. We insist that good intelligence must lead to practical advice, clever competitive strategies, and innovative

solutions to well-defined problems and guidelines to put them in place.

Tourism Intelligence International is equally respected for its ability to help clients implement innovative processes that optimise the potential of individual operations as well as entire sectors. **Tourism Intelligence International** successfully implemented the large, complex and multi-disciplinary Eco Tourism Development Project in Dominica (2003-2006) and the St. Vincent and the Grenadines Tourism Development Project (2007-2009). Tourism Intelligence International also successfully implemented the National Export Strategies for Jamaica (2015) and Palestine (2015).

TII invented responsible tourism and developed the growth strategy for South Africa (1994-1996), crafted the tourism development strategy for Abu Dhabi (2003-2004), the Caribbean Spa and Wellness Strategy (2011), the Singapore Tourism Strategy, Proinvest East Africa Tourism Investment Facilitation (2003), Community Tourism Development (Tobago, St. Lucia and Dominica), provided strategic advice trend-setting companies such as Sandals Resorts International and Conservation Corps Africa, facilitated training of private sector companies such as hotels in South America to grow their markets, provided training to Austria tourism suppliers to understand the emerging markets. TII has delivered the keynote addresses in many national tourism conferences including South Africa, Moscow, Iceland, London, Berlin, Antigua & Barbuda and Trinidad & Tobago.

TII has successfully undertaken consultancy assignments in the following core areas:











Area of Expertise	Beneficiary Country / Client
<ul style="list-style-type: none"> • National Tourism Policy Development and Integrated Tourism Destination Planning 	Abu Dhabi, Singapore, South Africa, Dominica, Trinidad and Tobago
<ul style="list-style-type: none"> • Marketing Plans and e-Commerce Strategies 	Caribbean Health and Wellness Sector, St. Lucia, Dominica, St. Kitts & Nevis, Mozambique, Malawi
<ul style="list-style-type: none"> • Human Resource Development Strategies 	Mozambique, Malawi

Area of Expertise	Beneficiary Country / Client
• National Export Strategies	Jamaica, Palestine
• Market Assessments	Jamaica, the Bahamas, Grenada, Barbados, Antigua and Barbuda
• Large Multi-Disciplinary Sustainable Tourism Development Programmes (EUR 6 million+)	St. Vincent & the Grenadines, Dominica
• Sector Diagnostic Studies and Strategies	Antigua & Barbuda, Barbados, Grenada, Jamaica
• Destination Re-engineering and Awareness Programmes	Abu Dhabi, Barbados, the Bahamas
• Strategic Plans	Ministry of Tourism – Trinidad and Tobago, Tourism Development Company (TDC) – Trinidad and Tobago, Tobago Hotel and Tourism Institute
• Community Tourism Development	South Africa, Dominica, St. Vincent & the Grenadines, Tobago (Castara), St. Lucia (Dennery & Mabouya)
• Facilitation of National Consultations	Palestine, South Africa, Jamaica, Trinidad & Tobago, Antigua & Barbuda
• Regional Sector Development	Caribbean Community, RETOSA, CARICOM, SADAC, CTO
• Delivery of Training Workshops / Seminars	Switzerland Global Enterprise (OSEC), Peru, Ecole Hôtélier de Lausanne, ITB (Berlin), WTM (London), Tobago Hospitality and Tourism Institute, Iceland, Australia, Austria

...For more than two decades, Tourism Intelligence International has been helping countries to "get it right"...

The table below shows a wide cross-section of destinations that Tourism Intelligence International has worked with. From Southern Africa, the Caribbean, South Asia, Europe and the Indian Ocean, **Tourism Intelligence International** has helped governments and emerging economies and sectors to develop blueprints for sustainable and responsible growth. Indeed sustainability is the driving force behind Tourism Intelligence International's core operations. It is our *raison d'etre*.

Country Experience			
Abu Dhabi		Malawi	
Australia		Mauritius	
Bahamas		Montserrat	
Barbados		Mozambique	
Belize		Namibia	
Botswana		Palestine	
Canada		Portugal	
Commonwealth of Dominica		RETOSA and SADC member states	
Cuba		Reunion Island	
Dubai		Seychelles	
Dutch Caribbean		Saint Lucia	
Germany		Singapore	
Grenada		South Africa	
Guyana		South Asia	
Iceland		Spain	
Indian Ocean		St. Vincent and the Grenadines	

Country Experience	
Jamaica 	Swaziland 
Japan 	Tobago 
Jordan 	Trinidad and Tobago 
Lesotho 	United Kingdom 
Madagascar 	USA 

Many emerging destinations are now building tourism industries that are designed to act as a catalyst for other sectors of the economy; involve local communities; protect cultures from over-commercialisation; and guard precious natural resources from degradation. How can Tourism Intelligence International help?

- ▶ We provide essential market research, analysis and strategic planning.
- ▶ We identify cost-effective applications of information technology.
- ▶ We find innovative ways for our clients to stay close to customers and empower their employees to pursue service excellence.
- ▶ Above all, we serve as a catalyst, enabling our clients to see their businesses in a new light and to manage them differently in the future.

Reengineering Destinations



REINVENTING TOURISM

Appearing clean, fresh and relevant to the 'New Tourists' is a key challenge facing many established tourism destinations.

It means recognizing and responding to the reality of market segmentation. It also means repairing tourism's wear and tear, not only on the environment and infrastructure, but also on the workforce and the destination's very image in the marketplace because the tourist is far more experienced, maturing, cautious, and demanding. The old mass tourism practices and products will not work.

"...Tourism Intelligence International has an enviable track record in helping established destinations to meet this challenge..."

In the Caribbean and Africa, for example, we have helped several well-known destinations to reposition themselves to attract new niche markets – a process we call "destination re-engineering".

Additionally, we have supported established destinations to develop and successfully implement innovative measures and programmes designed to energise industry personnel and combat "tourism fatigue".

Market Research

Tourism Intelligence International has also published many of its own research publications and reports focusing on best practices, current and future trends in the travel and tourism industry and on key source markets such as the American, British, German and Japanese markets. *How Americans Will Travel 2015*, for example, is a 300-plus-page report, supported by over 50 tables and graphs, which provides a valuable all-in-one source of information including the results of a tour operator survey on the American outbound travel market. This research publication provides the latest trends, data and the essential information needed to understand and target the world's largest tourist-generating market – USA, UK, German and Japan as well as the emerging markets of Brazil, Russia, India and China.

Other reports include: 'The Paradigm Shift in Travel and Tourism', 'Big Data – Delivering the Big Picture to Drive Competitiveness', 'How Americans will Travel 2015', 'How Germans will Travel 2015', 'Travel and Tourism's Top Ten Emerging Markets', 'Impact of Global Recession on Travel and Tourism', 'How the British will Travel 2015', 'Successful Tourism Destinations – Lessons from the Leaders', 'Success Hotel Resorts – Lessons from the Leaders', 'Sustainable Tourism Development – A Practical Guide for Decision Makers', etc.

Recent Market Intelligence Publications

