

SUSTAINABLE TOURISM AND TERRITORIAL BRANDS: DOLOMITI AND PROSECCO OF CONEGLIANO AND VALDOBBIADENE.

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SYNTHESIS OF RESEARCH RESULTS

Customer needs

The Chamber of Commerce of Belluno and Treviso (CCBT) intends to collect data and information useful to guide the promotion of the territory of Treviso and Belluno, with the objective of increasing its recognition as a sustainable tourist destination.

Therefore the CCBT has commissioned this international survey in order to obtain answers to the following questions:

1. How Prosecco and Dolomiti brands are perceived by international tourists in terms of sustainability (the analysis also considers sub-brands, that is the names of the most popular tourist destinations from foreign markets that fall within the provinces of Belluno and Treviso);
2. What are the strategies for promoting territories (referring to the two brands) as sustainable tourism destinations.

To meet the requirements of the CCBT, we have identified a fundamental aspect of recognition of a brand: its ability to come to mind to consumers once they have to make a choice. We refer to the concept of “mental availability”. The more a brand is “mentally available”, the more likely people are to consider it as an option when planning a purchase. In our case this means that the brand must be easily remembered by travellers when they decide to book a sustainable tourism holiday. The more a brand is connected to real consumer situations and needs, the more likely it is to be remembered when they have to choose a destination or a tourist service.

These mental connections, in technical jargon, are called Category Entry Points (CEP), meaning the thoughts and associations that spontaneously emerge in people's minds while planning a vacation.

Understanding which PEC's influence who chooses a sustainable tourism trip helps to communicate more effectively, increasing the chances that the brand will be considered and chosen.

Research objective

The main aim of this research is to identify a list of (CEP) priorities on which the territorial tourism brands of the provinces of Belluno and Treviso can build mental advantages in the Italian (domestic), German and British markets (international short-haul) and USA (international long-haul).

Mental advantage means to come first in mind compared to the competition, net of the dimensional effect. The most bought and used brands, such as the most visited tourist destinations, have a higher number of people who call them. The research investigates which territorial brands (tourist destinations) have an advantage not explained by their touristic dimension. The information gathered from this research makes it possible to formulate recommendations which are useful both for promotion strategies adopted by competent public institutions and for initiatives put in place by individual tour operators.

Methodology

The research methodology is part of EME Marketing (Effective, Market oriented, Evidence based), an approach to marketing tourist destinations based on scientific studies of marketing conducted by the most authoritative global marketing and branding research center, Ehrenburg-Bass Institute in Adelaide (Australia) (more information on betterdestinationmarketing.com.) In particular, the questionnaire was developed based on the template Category Buyer Mindset (CBM) tracking questionnaire and a Mental Advantage Analysis developed by Jenni Romaniuk in the book *Better Brand Health: Measures and Metrics for a How Brands Grow*

World is available on the website of Ehrenburg-Bass. The survey was conducted using the CAWI methodology).

Key results: What is “mental availability”?

The “mental availability” in travel decisions for tourism in Belluno and Treviso, is in the norm, with values in line with expectations regarding their size. However, there are some exceptions: brands that include Dolomiti in the name register values above expectations- This indicates that all the Dolomites brands and those that contain Dolomites in the name are more easily remembered when thinking about a sustainable tourism holiday, in the sense outlined by this research.