



CARTER
COMMUNICATION

The Carrier Group Conference

June 2009

The Destination Management Workshop

Ian Parkington



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Introducing Carter Communication

Experience and Expertise:

- Ian Parkington – project management
- James Briggs – web, seo and e-marketing
- Dawn Sims – dms and database
- Chris Carter – retail marketing
- Tina Sharp – print purchasing



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Services we offer (part 1)

A unique combination for destination managers for projects and interim management

- direct marketing
- publication design and print management
- database management inclg membership services
- e-marketing
- web design and seo



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Services we offer (part 2)

guide production including -

- design
- photography
- solicitation
advert production
- proofing
- income handling



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Services we offer (part 3)

Destination management services

Distribution

Fulfilment

Direct mail

Media advertising management

Research - focus groups, consultations



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Services we offer (part 4)

Branding

Market segmentation

Marketing strategy

Business planning



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A Case Study: Worthing

Carrier clients for 7 years

- Fulfilment & call handling
- Produced brochure for 6 years
- Distribution
- Media campaign
- UK experience
- Conversion research





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A Case Study: Worthing

- Direct mail
- E-marketing
- Web design
- Research
- Segmentation
- Branding

Worthing
Sussex Coast & Downs
visitworthing.co.uk Tel: 01903 221066

Get your skates on...
...enjoy a February seaside break in Worthing!

NEW! Outdoor skating rink in Worthing town centre, right next to the promenade for the whole of February.

Open Daily
10am-9pm

Perfect for that half-term family break or a Valentine break at one of our superb [hotels](#) or [friendly b&bs](#).

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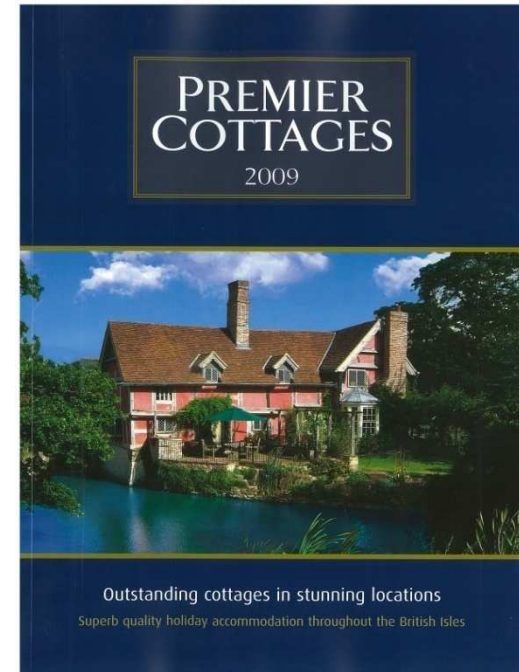


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A Case Study: Premier Cottages

Carrier clients for 5 years

- Direct mail
- Fulfilment
- E-marketing
- Web design
- Produced brochure for 4 years
- Management and co-ordination of 200 members





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The role of destination guides

- Usually many-fold, often conflicting
- Conversion – 1st stage sales piece
- Reassurance – semi-committed
- Facilitation – inform the decided
- Information – use at TIC etc



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destination guides photography

- Good to feature people – shows accessibility, credibility, suggests possibilities being in picture
- But close ups, crowds and, posed shots disliked
- Consumers aware of manipulation, wary of not real pics, situations, ‘unseeables’
- Attractive and attracting



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destination guides photography - people

- People in middle distance
- Real people
- Demonstrate access
- Appropriate to location and segment



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destination guides photography - arty

- Arty pics often mistrusted
- Often attractive, not attracting
- Considered manipulative
- Avoid sinister, bleak, dark overtones
- Can work if in context, not over-manipulated



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destination guides photography - seasons

- Winter pics often unattracting
- Avoid any nuance of bleakness
- Issues of access by car, on foot
- Real fear of getting stranded

destination guides photography - activity

- Pics of horse-riding, fishing, windsurfing seen as minority activities
- 'Not for us' therefore irrelevant or even alienating pics often unattracting



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destination guides photography general

- Pictures should match branding objectives
- Beware attractive shot which conflicts
- Ignorance. Never underestimate!!
- Understand existing perceptions – hard to change. Must be built on fact and be believable
- Large dps images preferred
- Big blocks of text ignored



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destination guides photography - ideally

- High technical standard
- Appropriate
- Typical of destination
- Relevant to reader
- Well captioned
- Specific by location
- Real
- Believable
- Attractive + appealing + motivating



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Thank you!