

International Congress and Convention Association

ICCA BEST MARKETING AWARD 2004



COSTA DEL SOL

TOURIST BOARD
& CONVENTION BUREAU



iccaworld.com



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OVERVIEW

- Primary goal is to promote CSD as an ideal destination for the MICE Industry
- Ambitious Marketing Plan & market research to develop new promotional techniques.
- This new marketing campaign was created as a reaction to the changing climate in the world travel market.
- We believed the need to bring worldwide professionals together.



Los hoteleros de la Costa piden un plan promocional de choque

REDACCIÓN

MÁLAGA. El presidente de la patronal de hoteleros de la Costa del Sol (Aehcos), José Prieto, insistió ayer a la Consejería de Turismo, Comercio y Deporte a que acometa "cuanto antes" el plan promocional de choque que tenía previsto llevar a cabo en Europa después del verano. Esta campaña podría...



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OBJECTIVE

- Promote CDS & all its possibilities as a leading world meeting & incentive destination.
- Improve the destination's image & change the market attitudes towards CDS.
- Strengthen current clients loyalty & attract potential clients.
- Obtain face to face contact with top decision makers of MICE industry.
- With the aim to recognise our clients's commitment to our region, we agreed to grant prizes according to the following categories:

- *Best Product Launch*
- *Most Creative Incentive Programme*
- *Best Scientific Congress*
- *Costa del Sol Best Promotor*
- *Best Media Feature*





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OBJECTIVE

Target:

- *Incentive Houses, Meeting Planners and corporate.*
- *105 buyers from 15 countries.*

Media:

- *Meetings and Incentive Travel (UK).*
- *Voyages & Stratégie (France).*
- *Ediman (Italy).*
- *Meetings and Conventions (USA).*
- *Incentive Travel and Corporate Meetings (UK).*
- *Convention International (Germany).*
- *Meeting Media Company (Benelux).*





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OBJECTIVE

Message:

THANK YOU!!!!!!!!!!!!





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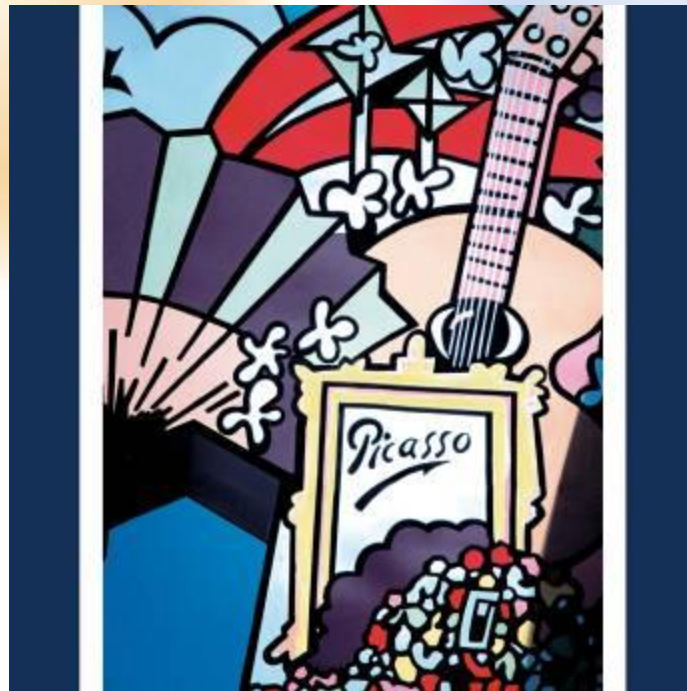
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CAMPAIGN

Situation analysis to respond objectives.

IMAGE: the image had to be attractive & original but at the same time reflect the authenticity & character of the destination.





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CAMPAIGN

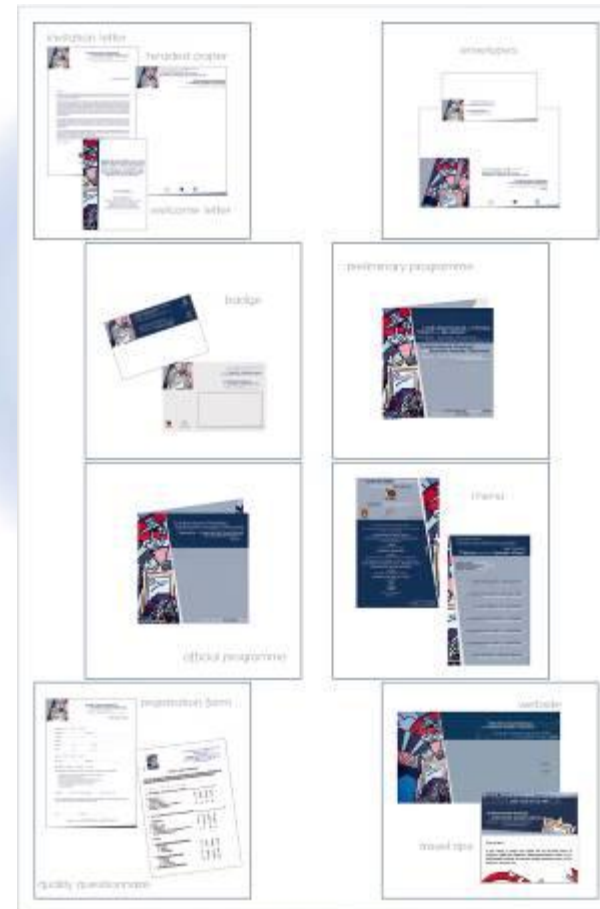
Marketing mix:

- Product PROGRAMME
 - concise
 - attractive
 - time based

- Promotion:
 - PP.RR.
 - Advertising
 - Direct marketing

- Place:
 - internet
 - Direct marketing
 - on site:

www.costadelsolconventionbureau.com/awards





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CAMPAIGN

Management:

- communication & staff.

Budget & sponsors:

- 10% of the CSCB Annual budge: 60.000 €
- Sponsors:
 - Turespaña
 - Turismo Andaluz
 - Málaga Town Hall
 - Iberia
 - Official Hotels
 - Catering
 - Coach Company
 - Ground Services

400.000 €





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RESULTS



- Feed-back from buyers
- Feed-back from publications
- Press coverage



- List of participants



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RESULTS

GOOD LUCK TO ALL FINALISTS AND REMEMBER... “IMAGINATION IS MORE IMPORTANT THAN KNOWLEDGE”



The industry has had to face new challenges with imagination & despite of some world adverse circumstances, has achieved growth because we are all together.

IT DOES NOT MATTER WHO THE WINNER IS BECAUSE WE ARE ALL WINNERS TODAY!!!!!!!

