



O apoio às empresas junto de si



Innovation in Services

Expert Panel

Conferência Internacional

INOVAR EM TURISMO PELO CONHECIMENTO E CRIATIVIDADE

INNOVATING IN TOURISM BY KNOWLEDGE AND CREATIVITY

Faro, 07/10/2011

Organização:



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Apoios:



TOURISM INNOVATION IN THE BALEARIC ISLANDS

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Tourism in Spain

- 2010: 53 Mill international arrivals (ranked 4th worldwide)
- 2010: 40.000 Mill € income (ranked 2nd)
- 10 % GDP and 12 % employment
- 2.500.000 employees, 400.000 companies
- 8th position in competitiveness (Travel & Tourism Competitiveness Index)
- “Sun & Beach”/ TTOO: no differentiation, low level of tourists’ knowledge

Tourism in the Balearic Islands

- 11 Mill tourists (80 % international)
- 44 % GDP and 20 % employment
- 2.500 hotels, 420.000 beds (280.000 in Mallorca)
- 4 out of the 5 top Spanish Hotels chains belong to the Balearic Islands

“ ... The Balearic Islands are Tourism ... ”

- “Sun & Beach”/ TTOO
 - High impact on Society, Culture & Environment
 - No product differentiation: pressure on prices
 - Little knowledge of our clients

Challenges in the Balearic Islands' Tourism - Innovation

The Challenge: "... to become unique again to the tourist ..."



Adding up differential value to the tourist experience (at origin and at destination):

- New products aligned to tourist needs
- New and more distribution channels
 - For information providing
 - For purposes purchasing
- Optimal quality of service



... in a sustainable way

Balearic Islands Innovation Ecosystem

Main players in the tourism innovation system:

- Directorate General for R + D + i – Balearic Islands Government
- CIDTUR – R + D + i Centre for Tourism – Public Foundation + Tourism industry (Meliá, Barceló, RIU, Iberostar, Air Berlin, Orizonia, ...)
- Balears.t – Technological Innovation Tourism Cluster – all value chain business needs – 2009
- Turistec – ICT Tourism Cluster – ICT solutions – 2008
- University of the Balearic Islands (UIB)

Organização:



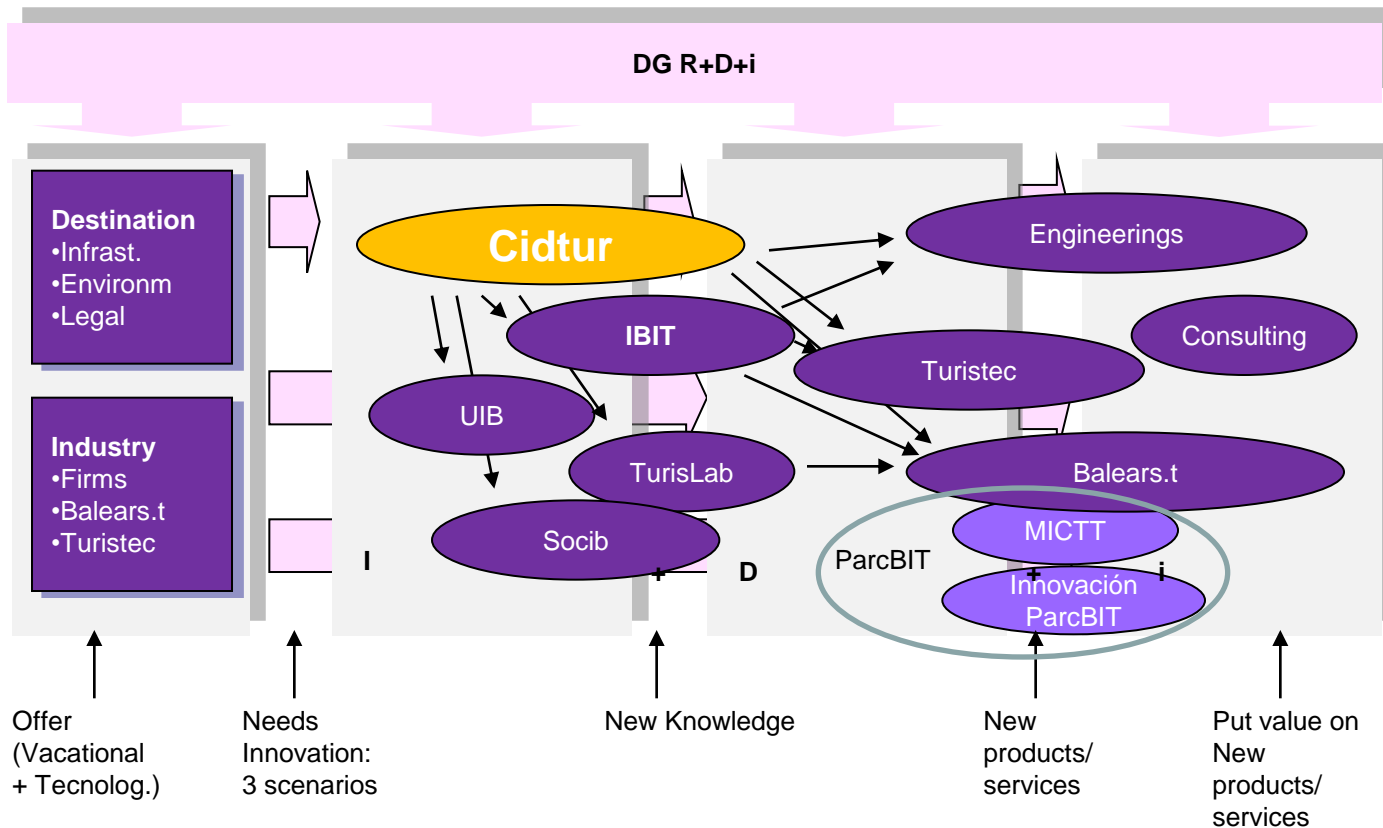
O apoio de empresas juntas de si



Apoios:



Balearic Islands Innovation Ecosystem



CIDTUR's main strands of action in tourism industry are...



Today, CIDTUR is sharing with you an innovative project in new touristic product definition according to one of the mentioned strands...



Project description

Motivation

- Cidtur has identified ‘musical tourism for choirs’ as a innovative product
- This is an unexploited target in Mallorca
- Mallorca, as destination, has an excellent infrastructure and unknown potential related to choral music

Goals

- To define the market and know its trends
- To know Mallorca’s needs in terms of infrastructure, services, HR training, specific needs in choirs support

Project Development

- Analysis of hotelier’s experience around choral groups
- Definition of target profile in Germany
- Identify Mallorca’s main choral infrastructures
- Define&Develop a Pilot Choral Concert in Mallorca

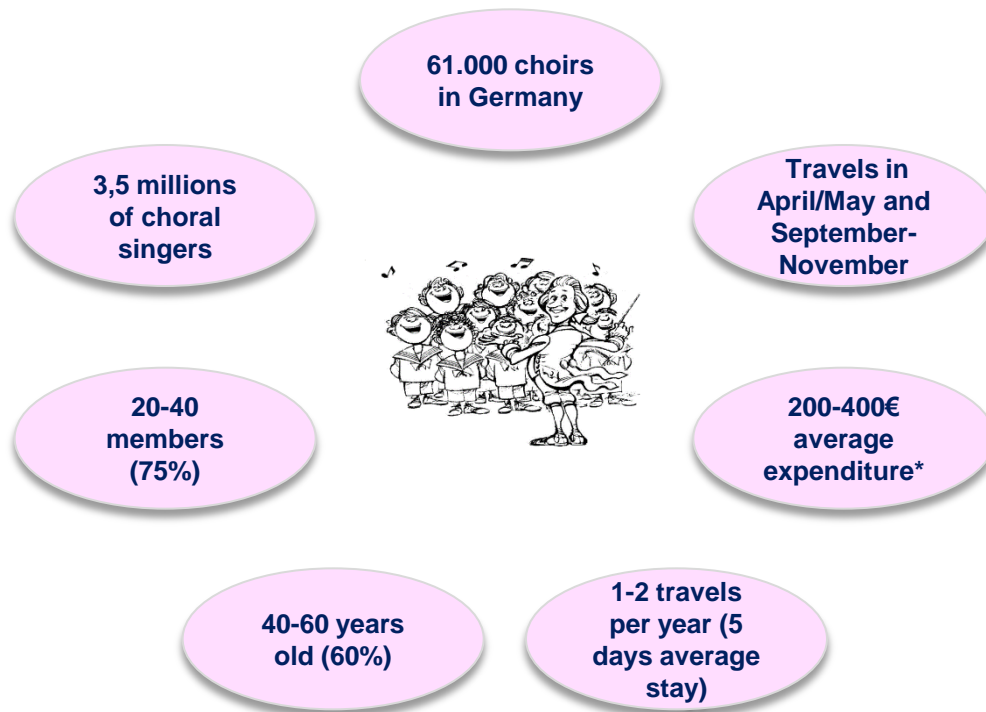
Main Results

- German choral groups target definition (travel motivations, hobbies, behaviour in destination, etc.)
- German choral potential market in Germany
- Hotelier’s experiences and needs around choirs in 3 areas in Mallorca

Industry applications

- Enhance Mallorca as a key destination for choral events organisation
- Put a value on Mallorca’s cultural and musical heritage
- Define a new target niche to achieve destination destationalization.

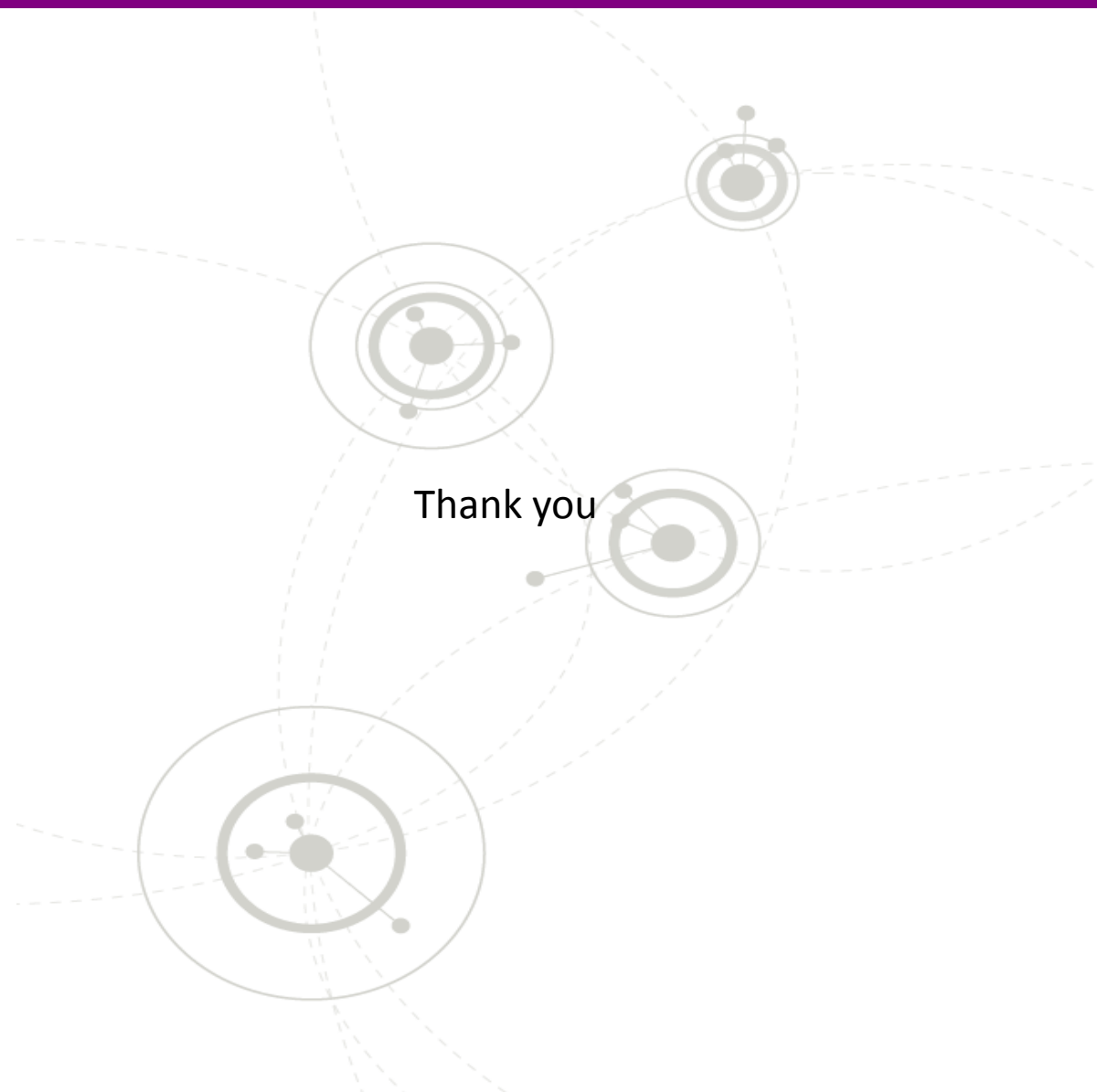
Target description



Destination description

- More than 150 churches and oratories able to welcome a choral concert
- More than 7.000 theatre seating all over the island
- 500 local choirs grouping 4.800 singers
- Almost 1.000 hotels (280.000 beds)
- More than 35.000 Germans permanently living in Mallorca
- Daily connections with more than 25 cities in Germany

* Transportation and personal expenditures in destination non included



Thank you