



Tobago

beyond ordinary...

Links to view

Website

<https://www.visittobago.gov.tt>

Launch Film

<https://www.youtube.com/watch?v=NX4C2ji9svs>

Industry event Canada

<https://www.facebook.com/watch/?v=1607826332687966>

Brand launch at WTM

<https://www.facebook.com/watch/?v=550591448714347>

Tourism Mission at ITB Berlin

<https://www.facebook.com/watch/?v=614931352268101>

Case Study

Tobago: Revitalising Tourism

Summary

A newly government appointed department, Tobago Tourism Agency, was initiated to promote and reinvigorate international tourism previously relying predominantly on oil revenues and local tourism from Trinidad. A global pitch resulted in Gravity appointed in May 2018.

The task was to market to and engage a geographically diverse sales channel, the travel trade over 9 countries – Canada, Denmark, Finland, Germany, Norway, Sweden, UK & Ireland, USA.

Also, to ensure businesses on Tobago, engaged, amplified and delivered the strategy through their own activities. This was to ensure the customer experience was authentic to the promise being made to the travel trade and their customers.

The key to success was raising awareness and educating the sales channel that Tobago had a distinct proposition and specific market opportunity, supported by a willingness of the Government of Tobago to invest in a marketing campaign to stimulate demand.

Gravity developed a 10-point plan including a brand proposition, exhibiting at international travel shows, creating a Tobago tour bus, events, education and training on island together with a paid, owned and earned communications campaign.

This programme transformed engagement of the international travel trade and businesses on island – driving Tobago ‘arrivals’ to a record high.





Tobago

beyond ordinary...

...Explore the extraordinary Caribbean island.
Unspoilt, untouched, undiscovered Tobago

TobagoBeyond.com | [#101ReasonsTobago](https://twitter.com/101ReasonsTobago)

Tobago
beyond

Strategy

Gravity research showed Tobago had low awareness amongst the trade and traveller market – not making it into the top 10 for awareness amongst Caribbean Islands (ranked 14th). Understanding about ‘why visit’ and ‘what’s different’ about the island was unclear.

Content online incorrectly positioned Tobago as ‘Cheap’ and ‘Luxury’, at odds with each other. This was being driven by businesses on island telling own stories.

Travel agents were not spending their time to understand and recommend Tobago holidays as travellers were not asking for it, making other islands easier to sell. To change this situation, Gravity recommended two parallel activities:

1) Enthuse and educate the travel trade with a campaign identifying what type of travellers the island appeals to.

2) Enthuse and educate tourism businesses in Tobago to ensure the island had one voice and delivered a customer experience to match.

Research amongst visitors overwhelmingly showed the most highly rated aspects are the unspoilt natural environment and lack of commercialisation.

Also scoring highly: the sheer number of experiences beyond the beach and friendly/vibrant people. Mintel research highlighted long haul travellers –

broadly described as Superboomers and DINKYs as the largest opportunity. An audience that require more than a beach but also experiences that keeps minds and bodies active.

Gravity created the brand theme: **Tobago – Unspoilt, untouched, undiscovered.**

Reflecting the main reason why visitors returned to Tobago and what was special, different and authentic about Tobago.

Specialist content was created appealing to four travel segments: **Eco/Nature, Sea and Beach, Romance, Wellness and Culture** helping the travel trade identify aspects of Tobago with traveller needs.

Travel Trade Engagement: Exhibiting at international travel shows was the main launch pad, including the World Travel Market at ExCel in London and ITB in Berlin, the world’s largest travel trade show.

Travel trade specialising in Caribbean destinations were invited to Tobago’s exhibition stand and then hosted at dinners.

Press events were held at the trade shows to present the campaign to the travel trade and media.



Taxi branding with the new brand identity to pick-up VIP travel trade guests was also part of focus on key targets.

Press and online activity in key high-profile travel media was timed to appear during the shows.

A programme of roadshows to augment the trade push followed, including Tobago's own branded tour bus.

A new website was launched to tell full story.

Familiarisation trips to Tobago for travel agents and operators.

On island engagement: All the islanders involved in tourism received a full briefing by Gravity and specialist training from the Tobago Tourism Agency.

1) Tobago House of Assembly – Government body:
Including the Chief Secretary – Kelvin Charles and Secretary of Tourism, Culture and Transportation – Nadine Stewart Philips.

2) Tobago Tourism Agency:
Including Chairman, Dr Sherma Roberts, Deputy Chairman, Dr Acolla Lewis-Cameron and CEO Louis Lewis.

3) Tobago businesses: including: hoteliers/tour operators/transport companies attended. Businesses were also invited to take part in the social media campaign – **#101 reasons Tobago** – and to get their businesses featured in the campaign among the great experiences on island.

4) Education programmes:
Education and training programmes were implemented on how to target specific audiences i.e. Nature – Birding, Romance and weddings, etc.

Government commitment – supporting the island:
Demonstrating that the Tobago Tourism Agency were committed to supporting the activity with an advertising campaign was a key requirement. Without this, local businesses would not engage.



The entire process followed a robust methodology: (See below)



1 Discovery

Steps

1. Due Dilligence
2. Discovery Workshop
3. Leadership Interviews
4. Online Sentiment Analysis
5. Market Research:
Agents and Operators - online /
phone interviews
Tourist focus groups
6. Brand Opportunity Workshop
7. Brand Opportunities

2 Development

Steps

1. Tobago Brand Positioning
2. Campaign Messaging
3. Positioning Validation Study
4. Refined Messaging
5. Theme Line
6. Positioning Presentation
7. Messaging Matrix

3 Deployment

Steps

1. Campaign look and feel
2. Internal Adoption and Briefing
3. External Launch Plan
4. Marketing Implementation
5. Create and book advertising plan
6. Produce all collateral, including videos
for distribution on Tobago's own
websites, with travel agents and via
social media channels (instagram,
twitter, facebook, youtube, linkedin
(travel agent groups only)

Objectives of the Campaign

We needed to:

- Develop a brand positioning, proposition and personality
- Enthuse and educate travel trade with a new brand initiative
- Increase brand recall amongst the travel trade
- Increase web presence with a rich content strategy telling the full brand story
- Enthuse and engage Tobagonians on island with the new branding
- Grow international arrivals by 10%.

About the Brand

Tobago is an autonomous island within the Republic of Trinidad and Tobago. Tobago Tourism Agency is a new organisation with the mission of revitalising tourism in Tobago. Tourism had declined, with big names such as Jamaica, Barbados and Bahamas dominating tourism in the region – Tobago was ranked 14th. Even Tobago's sister island Trinidad was drowning it out, and confusing its distinct differences and advantages.



#101ReasonsTobago

#101ReasonsTobago

1
Grafton Caledonia Wildlife Sanctuary
A lovely quiet, tranquil place. It is pleasant to just sit or gently explore the impressive view and see different bird species up close.

2
Little Tobago
Considered one of the most important Caribbean seabird sanctuaries it is well worth a visit for spectacular bird watching experience. Off shore vantage points and well-marked trails.

3
Japanese Gardens
Off Speyside, the sea whipped conals on this steep slope resemble banyan trees. There is a crossover between two boulders called Kumbakon Gub, which creates a fun mini-drift.

4
King Peters' Bay
This is a true adventurer's beach and you can almost guarantee that it will be deserted when you arrive.

5
Curried Crab and Dumplings
Considered as one of Tobago's national dishes, this signature dish is a must-try when visiting the island! Tobago's cuisine is a unique blend of African, Indian, Chinese, European and Latin American influences, married with countries as diverse as Turkey, Lebanon and Italy.

6
Tobago's International Cycling Classic
The event has been taking place for more than 30 years, billed as the Caribbean's answer to the Tour De France. It invites both world-class affiliates and amateur riders to take part.

7
Genesis Nature Park and Art Gallery
Family-owned and operated (having 200 set in a beautiful tropical garden with an in-house Art Gallery featuring pieces by the owner).

8
Climate
Tobago boasts a warm tropical climate with constant cool breezes from the North East trade winds and year-round temperatures ranging from 23 degrees to 29 degrees Celsius.

9
Explore many hidden bays
No other Caribbean island boasts quite as many deserted beaches as Tobago. On the Atlantic side you'll find dark, volcanic beaches, mostly deserted, these too are perfect for sunbathing and seasonal surfing.

10
Parlatuvier Bay
Small fishing boats are anchored in the bay, this place really is a working village and not just a beach retreat.

11
Fish Broth
Claimed to be the best "fish" for a hangover. One up and I will take back to the age of 8 or 7.

12
Tobago by "Two"
Tobago is renowned for its stunning natural beauty, with pristine beaches, verdant rainforests and beautiful coral reefs all waiting to be discovered hand-in-hand. A couple's tour (picnicking, picnic, snorkelling or at least well-made for the ideal lovers' experience).

13
Self-guided Island Tour
You can do this alone or with a crew, set out on an adventure to tick off as many island landmarks as possible in one full sweep! Stick up on your smartphone, get a rental and let a map/GPS guide you to Mt. Oliban, the Caudenberg Monument, Flagstaff Hill, Speyside, Waterfall and two or three of our many old battle forts. It's ensure your battery life is solid for those Instagram posts!

14
Butterfly Species
Home to 23 species of butterflies, including the Blue Emperor, along with the many other fauna and flora, it's no wonder that Tobago is considered a haven for nature lovers.

15
Sea to Sea Marathon
Picture a route from the Caribbean and Atlantic shorelines starting near Bloody Bay, winding through ancient rainforests and villages before finishing near Lambeau village at Petit Trou.

16
Man O'war Bay
One of the quieter, less populated beaches on the island. Part of a significant, often selling bouillabaisse their freshly caught and cleaned fish.

17
Oil Down
A signature and delectably thick dish which consists of breadfruit and salted meat cooked to perfection in coconut milk.

18
Nylon Pool
The snorkelling in this location is outstanding with the colourful reefs teeming with marine life - seeing this with your partner is a wonderful experience to share.

19
Buccoo Reef Marine Park
Picturesque colours and many types of fish and coral reef under the clear blue waters of Buccoo Reef are there for everyone to see.

20
Turtle Species
5 marine turtle species including the giant leatherback turtle, hawksbill, olive ridley, loggerhead and green sea turtles frequent nesting beaches along the west coast at Great Courland Bay/Turtle Beach and Somershead can be found in and around Tobago.

21
No Man's Land
Whether from short boat ride from Gibson Jetty in Bon Accord or as part of a Buccoo Reef/Nylon Pool tour, the unspoiled & exquisite sandy beach is perfect for sunbathing and beach barbecues!

34
Underwater Magnificence
For those who love underwater exploring, the seas around Tobago offer a number of dive sites that are home to a wide variety of marine life, rich reefs with farming corals, steep rock walls covered in sponges and a myriad of creatures from delicate angelfish to sharks, turtles and even dolphins - the variety of marine life and underwater scenery is remarkable.

35
Store Bay
Beautiful beach and crystal clear water. Restaurants nearby offer a variety of cuisine dishes and there are souvenir shops with local crafts too.

36
Castara Bay
Needed in a community famous for extraordinary hospitality, be sure to visit for the Thursday night bonfire or to 'jail' some' in the morning with the local fishermen.

37
Natural Treasures Day
Enjoy a village trek which highlights traditional elements of life as it was in Tobago including Cocoa Drying & the Batty Hill. The trek is made lighter as it is accompanied by one of the few remaining bamboo bamboo bands. The rhythms in the bands are produced by banging bamboo on the ground.

38
Local Cuisine
Choose from a variety of local restaurants for an ideal place for a romantic dinner for two.

39
Eden's Door
Enjoy one of the rigorous yet beautiful trails, savor a delicious farm to table meal, or meditate under the stars - this nature sanctuary has something for everyone.

40
Flagstaff Hill
Breathtaking view overlooking the turquoise waters of the ocean of Tobago's Eastern coastline.

41
Diving- Wendy's R & Sea
Operated from the Shepherd's Inn in Crown Point, where a classroom and pool helps novices gain certification. A small centre at Pigeon Point houses the dive boat with all relevant equipment available for rent.

42
Batteaux Bay
A lovely beach, and the nearby resort offers glass bottom boat tours.

32
Black Rock/Courland Heritage Park
Framed by the picturesque Turtle Beach, this space is perfect to enjoy a family day out. The nearby Turtle Beach is also perfect for a fun game of beach volleyball or beach soccer.

33
Superstitions in Les Coteaux
An evening of mystery, history and wit/out highlights the cultural traditions of this village through stories, song and dance surrounding folklore and superstitions during the Tobago Heritage Festival.

34
Buccoo Bay
The snorkelling in this location is outstanding, with the colourful reefs teeming with marine life - seeing this with your partner is a wonderful experience to share.

35
Corbin Local Wildlife
Corbin's Local Wildlife is a hidden gem. Fruit trees and flowers attract all kinds of native wildlife, the park is a treasure-trove for birdwatchers.

36
Nylon Pool
A shallow pool of crystal clear water in the middle of ocean, simply nature at its finest. Breathtaking views with lots of fun and soul healing, just don't miss it if you happen to visit Tobago.

37
Adventure and Wildlife Exploration
24 non-poisonous snake species, 35 local species, 14 frog species and more - eco-enthusiasts will certainly enjoy.

38
Stonehaven Bay
Beautiful Beach, totally unspoiled and uncrowded.

39
Pirates Bay
This bay in Tobago is as picturesque in real life as depicted in photos, like a scene from the nearby fishing village or make the drive/hike up the hill. Either way it will be an unforgettable experience.

40
Salaka Feast
Centuries of history and heritage through a dynamic celebration with music, movement, storytelling and food.

41
Pigeon Point
A stunning location to host your upcoming nuptials. Beautifully scenic and the picturesque landscape is the perfect backdrop for your special day.

42
Goat Island
This island off the coast of Tobago serves as a wonderful diving site for viewing coral and beautiful ocean landscapes.

43
Adventure Farm & Nature Reserve
If you're an avid bird-watcher, photographer or just love the outdoors, consider visiting. Home to a variety of hummingbirds like the ruby-tailed, copper-crowned, black-throated mango, and a host of other species of birds.

43
Tobago Heritage Festival
Created to preserve the unique cultural traditions of Tobago. Visit the many quaint and friendly villages and experience their way of life, language, varied arts traditions, culture, dances, music and, of course, their culinary delights.

44
Language
Creole Dialect is an intriguing mélange of patois and extracts from our European colonisers.

45
Stonehaven Bay
Usually empty seaside spots where you can soak up the sun with your loved one while enjoying the pristine beach without another soul in sight.

46
Pigeon Point Heritage Park
One of the most recognizable beaches in Tobago. Pigeon Point features a long stretch of white sand beach with warm aquamarine waters and excellent beach facilities.

47
Botanical Gardens
Picture a display, in the heart of our capital, offering a very peaceful and romantic setting. Great for night photography with a variety of colours and designs. It's a perfect gateway to spend time surrounded by nature.

48
Karivak Reef
The water is shallow, but one could still see a money ray, octopus, small turtle or tropical fish - good spot for night diving.

49
Bloody Bay Beach
Bloody Bay is a glorious sheltered bay with golden sands and clear blue waters.

50
Local Food at Store Bay
Store Bay has a lot to offer, you can simply 'taste' all day if you choose. It's also where you go for Tobago crab and dumpling and some of the best homemade ice cream on the island.

51
Buccoo
Steel pan bands and locals 'wining and dining' under the stars as well as horse riding and free diving are some of the activities that await you in this beautiful seaside village.

52
Petit Trou Lagoon
The Petit Trou Lagoon features an interwoven complex of mangrove trees. A stroll on the boardwalk, through the mangrove forest, from nearby Lambeau via the 'Tobago Plantations' is a must on your list of romantic things to do in Tobago.

53
Main Ridge Forest Reserve
This is a 'must' while in Tobago. This is a truly extraordinary place to visit, but please don't expect coffee or souvenir shops. It's a pristine rainforest, 2007 & 2009 'World's Leading Green Destination' - World Travel Awards.

54
Old Milford Road
Cuts a winding and scenic route along the coast in the capital as well as horse riding and free diving are some of the activities that await you in this beautiful seaside village.

43

Tobago Heritage Festival

Created to preserve the unique cultural traditions of Tobago, this festival celebrates the many aspects and experiences that make up the language, varied food traditions, culture, dance, music and, of course, their culinary delights.

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Stonehaven Bay

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Karivak Reef

The water is shallow, but one could still see a moray eel, octopus, small turtle or tropical fish - good spot for night diving.

51

Buccoo

Swim past turtles and locals 'swimming and timing' under the stars as well as home riding and fire dancing are some of the activities that await you in this beautiful, seaside village.

54

Old Millford Road

Guts a winding and scenic route along the coast in the capital all the way to L'Anse au Loup. With lovely views of the wind-swept islands, passing between the palms and houses, tall spring cranes or the Lament, thanks to the constant ocean breeze.

55

Mount Irvine Wall

The 'wall' has lots of crevices that are home to spiny crabs, crabs and queen angelfish. Eagle rays and turtles are also common sightings here.

58

Yachting World Regatta

One of the most celebrated events in Tobago. Watch a host of race yachts, indigenous sailing boats, windsurfers and kite boarders fill the sparkling sea.

61

Water Sports

Plenty of opportunities in Tobago to get active. With kitesurfing, windsurfing and kitesurfing, they're all guaranteed to get your pulse going.

56

Cotton Bay

On the island's north-western coast, this beautiful bay is only accessible by boat. Here you can snorkel, kayak or simply swim in the turquoise blue water. Swim with those who back the boat ride with you and possibly some dolphins as well.

59

Sea and Beaches

62

MV Maverick

300ft former ferry was deliberately sunk in 1997 to create an artificial reef. Although it hull sits on the seabed at 30m (99ft), the top deck, at 15m (49ft), is within reach of all qualified divers and attracts large schools of fish including rainbow runners, kingfish and barracudas.

57

Scarborough

With a population of just over 15,000. The capital is a hybrid of activity and worth a visit to truly experience Tobago life.

60

Bird Watching with Newton George

It is hardly surprising that tours with Newton, the Birding Expert, have become so popular - he is world renowned after all. A tour with him is considered an essential part of any visit to the beautiful island of Tobago.

63

Turtle Beach

A nesting site for endangered leatherback turtles. TSP Nesting season is typically from March-July each year. Also a good spot for photographs, beach soccer and beach volleyball outside of nesting season.

64

Fort Finding

Tobago has a turbulent history, because she is a gem it is obvious why in the colonial era, she changed hands more than 30 times. Many influences remain today in traditions, songs, dance, archaeological finds and the disproportionately high number of historical military fortifications for its size. A Fort Finding tour will reveal a rich history and many fantastic views for the perfect vacation photos.

65

Bago Sports Beach Soccer Championship

Held over 3 days, The Beach Soccer Championships draw competition from across the world to compete on a world-class pitch in the sands of Turtle Beach. Even FC Barcelona's beach soccer team has taken part.

66

Stand-up-Paddle Bioluminescence Tour

This is a once in a lifetime opportunity. Seeing the bioluminescence at night is something hard to describe, but something you'll always remember!

67

Birding

Wildlife including over 250 species of birds, close proximity to the mainland it's only 20 miles off the coast of Venezuela makes Tobago the ideal stopover point for migratory birds.

68

Arnos Vale

The profusion of juvenile fish at this relatively calm site makes it great for underwater photography. There are also outstanding coral and rock formations to be explored.

69

Angel Reef

Great variety of fish and coral in the reef. TSP Take along an underwater camera!

70

Sunday School

Easy introduction to Tobago nightlife, fun, clean, easy and FUN! All ages and a mixture of visitors and locals, it's a great way to spend your Sunday evening when on island.

71

Bago Carnival

It's a cascade of colour as the streets are filled with masquerade bands and shimmering outfits swaying to the calypso and soca rhythms that pulse in the air.

72

Argyle Waterfall

This is a 'must do' if you are a nature lover. Walk through the cocoa plantation and then trek through a lush tropical forest to climb the 100 falls.

73

Diving

Swimming coral reefs with 44 coral species providing divers a submerged fantasy world, including the world's largest brain coral. Found in the waters of 'Spinydel'.

74

Cove Crack

A nursery for baby fish, there are interesting ledges and nurse sharks can also be found here.

75

Englishman's Bay

A must visit beach, rent a car and drive around the island, the view is just breathtaking. The water at the bay is calm and relaxing. Tobagonians are very friendly and will help with directions should you get lost.

80

Tobago Jazz Experience

TJE promises a marvellous experience which combines beautiful landscape and a marvellous atmosphere made perfect by unique musical performances from the best international, regional & local artists.

81

Biodiversity

The oldest legally protected natural preserve in the western world features a vast collection of rarest biodiversity.

82

Fisherman's Festival at Charlotteville

Village lying on the Northwestern tip of Tobago on Main-a-vie Bay. Fisherman's Festivals are a celebration of this way of life for many Tobagonians who make their living from the sea. The festival can also be found in other fishing villages across the island.

83

Diver's Dream

Intricate gorgonian corals, black-tip reef sharks, eagle rays, many reef fish and large barrel sponges too, some of these off-tail can be seen in the aptly named Diver's Dream area of Tobago.

84

Dragon Boat Festival

Inspired by the traditional Chinese practice, this two-day event sees the clear blue waters of Pigeon Point host a series of intense full-paddling races.

85

Jet Ski around Bon Accord Lagoon

Experience the excitement of speed also the clear, calm Caribbean sea - full throttle, the warm sun melting down from on high as you jet ski around Bon Accord Lagoon.

86

Kellettford Drain

Kellettford is famed for having what may be the world's largest brain coral - about 500 acres. Nurse and reef sharks also patrol the area.

87

Orange Beach

One can relax or soak the beach, its Great for watching the sunset.

88

Black Rock

Known for its large black rocks surrounding the beach, Black Rock is a great spot for swimming, sunbathing, kayaking, surfing and sun bathing.

89

Diving in Speyside

Thriving currents take you on a journey back in time, where you can experience Caribbean reefs in a pristine, balanced state of grace.

90

Little Rockley Bay

The western side gets along quite well with the ocean making this a good beach for kite surfing and other kinds of water sports. There is also good shade on this beach in the afternoon.

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76

Moriah Ole Time Wedding

Festivities take over the streets of Moriah at the height of the two-week long Tobago Heritage Festival celebrations.

77

Mud Mas

Musicians and dancers cover themselves in pre-prepared mud, colourful mud before forming an energetic street procession.

78

Tobago Plantations Golf and Country Club

The Par 73, 18-hole course has been woven into the landscape of an old coconut plantation. The landscape varies greatly throughout the course and is a good test of the game for golfers of all levels.

79

A Hiker's Paradise

With multiple trails at varying levels of difficulty for hikers and mountain bikers, destination Tobago uniquely offers a variety of activities for eco-lovers to enjoy.

80

Flying Reef

A short boat ride from Pigeon Point, both wind and electric kites glide across the sand - the glide cars are also absolutely striking.

81

Arnos Vale Reef

An incredible array of fish and great coral formations - 'Moray eels, barracudas, squid, pink sea anemones' - a trip to snorkel heaven!

82

Miss Heritage Personality

The Miss Heritage Personality competition is more than a beauty pageant. It celebrates the island's women, their creativity and natural ability. The annual event keeps evolving & helps young women grow in the creative industries.

83

Buccoo Goat & Crab Races

Although Easter Tuesday is 'officially' Goat Race Day in Tobago, the activity now occurs more regularly on the entertainment calendar at events such as the Tobago Heritage Festival. The annual Goat & Crab Race Festival has now become a major event in Tobago's tourism calendar and has evolved into a truly family affair where generations meet through tradition and visitors caught up in the festive atmosphere become honorary Tobagonians for a day.

84

St Giles Islands

These tiny islands off the northern coast of Tobago are an important breeding area for several bird species including the Regent, and Sooty terns and noddy tern. TSP - Also known for their spectacular underwater scenery for divers.

85

Healing with Horses

Provides horsemanship tours through a scenic, seaside village and in the water too as well as an integrated and inspiring space for differently-abled children and adults to be embraced and empowered through therapeutic interactions.

86

The Sisters

Off Englishman's Bay, these rock pinnacles rooted to the ocean floor attract marlin rays, turtles, lobsters and all manner of fish.

87

Pigeon Point Beach

A beautiful beach, a lot of friendly people and good places to eat. Perfect location to hop on a glass bottom boat and take a trip to the Nylon pool.

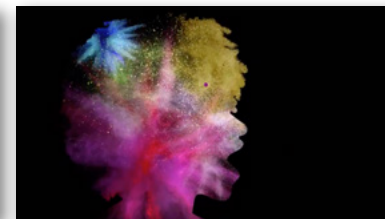
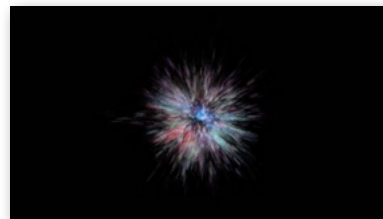
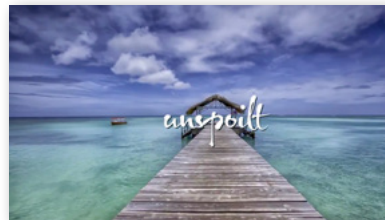
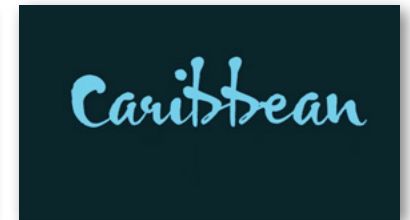
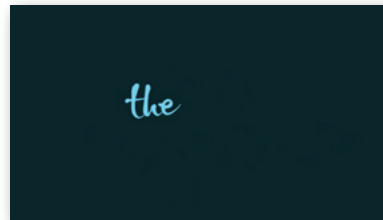
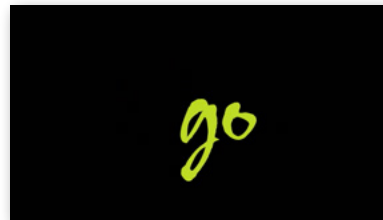
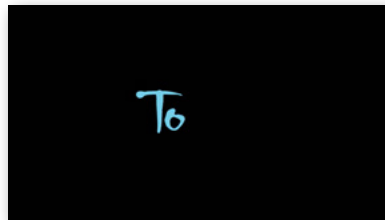
L'Anse Fourmi

Most remote village on the island of Tobago, the abandoned road and the interesting rock formations make it a rather intriguing location. The area is peaceful, and perfect for families.

Blue Food Festival

The festival focuses on the root tuber and dasheen, which take on a blue tint when cooked. The Blue Food Festival gives local chefs license to create innovative Caribbean dishes that feature the ingredient.

Go Beyond Launch Film





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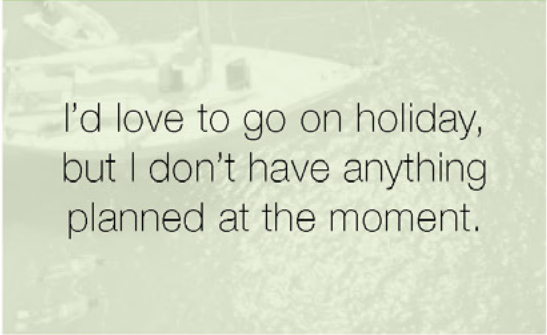
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Overview – Campaign targeting strategy

AWARENESS

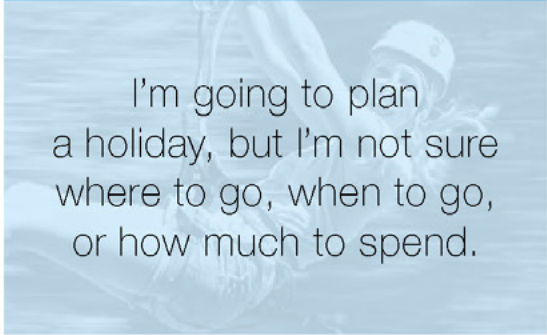


I'd love to go on holiday, but I don't have anything planned at the moment.

“The Great Undecided”

- Over 2.7 million global Caribbean Holiday conversation in 2016 did not include a specific island name. That's 27.2% of all conversations
- Multi-channel across all demographics, with a specific focus on SuperBoomers and DINKYs...

RESEARCH



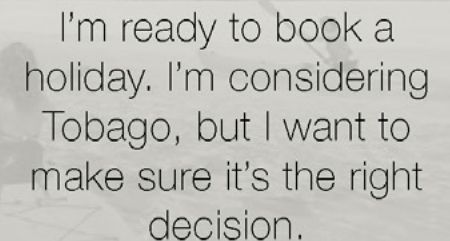
I'm going to plan a holiday, but I'm not sure where to go, when to go, or how much to spend.

Right Time, Right Place

Reach people when they are researching destinations and packages, across all channels (Social, News, Forums, Reviews)

- Increase UK Share of Voice (SOV) currently 11% (Trinidad & Tobago)
- Increase UK Share of Audience (SOA) currently 4.6% (Trinidad & Tobago)

CONSIDERATION



I'm ready to book a holiday. I'm considering Tobago, but I want to make sure it's the right decision.

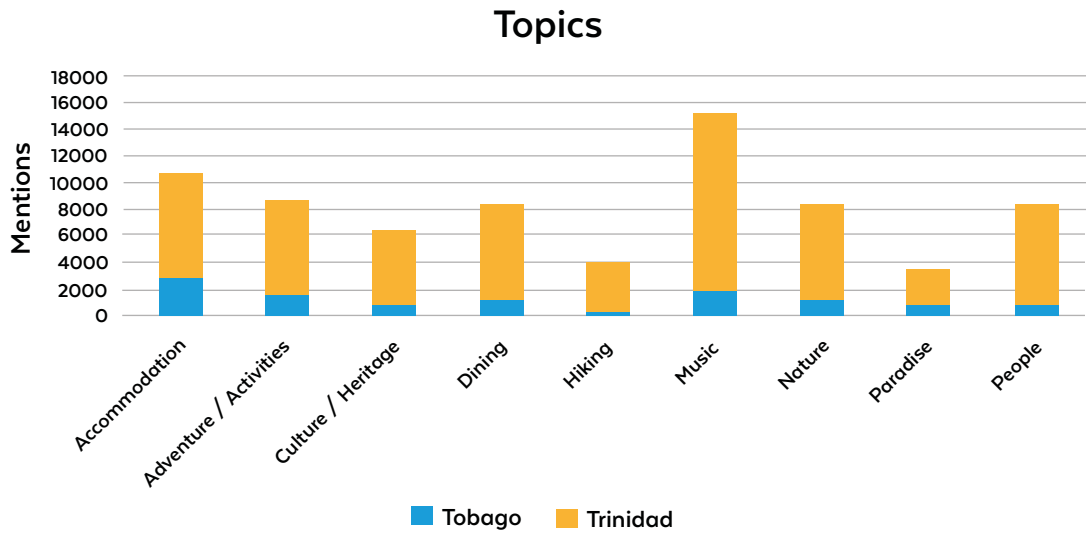
Right Message

Using a data-led approach we can tailor the customer journey by seeding the most relevant content to the users e.g. activities, relaxation, packages.

- Position Tobago in their top 3 choice set
- Communicate a clear point of difference

Trinidad vs Tobago

We compared the volumes of online conversations of Tobago and Trinidad. Trinidad tends to dominate, but the table on the right shows the difference in Net Sentiment by topic, which suggests ‘Tobago’ should be the jewel in the crown – specifically for Beaches, Culture, Diving, Nature etc.



Topic	Tobago	Trinidad	Sentiment Diff +/-
Accommodation	88	78	-10
Adventure Activities	91	69	-22
Beach	95	57	-38
Culture / Heritage	97	77	-20
Diving	100	60	-40
Dining	66	69	3
Hiking	84	69	-15
Music	66	37	-29
Nature	98	63	-35
Paradise	100	59	-41
People	19	54	35
Romance	100	45	-55
Sailing	100	33	-67
Yachting	71	85	14

[illegible]

The Daily Telegraph Magazine on Thursday 26 October 2017

20 FOR 2019

OSAKA, JAPAN

'Osaka has long been famed as a haven for food lovers'

BY MICHELLE JOHNSON

Osaka is the first Japanese city to be named the world's most food-friendly city, according to a new survey.

The survey, which was conducted by the Japanese Ministry of Economy, Trade and Industry, found that Osaka was the most food-friendly city in the world, followed by Tokyo and Kyoto. The survey also found that Osaka was the most food-friendly city in Asia, followed by Tokyo and Kyoto.

Osaka is a city of food lovers. It is a city where you can find everything from traditional Japanese cuisine to the latest international trends. Osaka is a city where you can find everything from traditional Japanese cuisine to the latest international trends.

IL SALTARE E LA PASTA

'On a drive to a restaurant, the track was suddenly swarming with land crabs'

DE ANTHONY POTTIS

ANTHONY POTTIS

On a drive to a restaurant, the track was suddenly swarming with land crabs. The crabs were everywhere, on the road, on the grass, and even on the car.

The crab was a masterpiece of art. It was made of many small pieces of material, and it was so detailed that it looked like a real crab. The artist had spent a lot of time on it, and it was a true work of art.

EL CARIBBELO

'A slew of new hotels will open up some less explored regions of the country'

BY MICHELLE JOHNSON

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Exhibition Design



Results

Results

- All international markets have seen above target double-digit growth in arrivals in the last 8 months. Achieving **22%**, **29%** and **40%** in the past 3 months respectively
- Caribbean Island with the largest online share of voice increase YoY (source Netbase)
- **200%** increase YoY for positive mentions
- **515.9m** total reach (**111%** YoY increase)
- **252%** increase in content authors – i.e. more people talking about Tobago
- Drove **97,780** visitors to Tobago website.



go



beyond



ordinary

Verbatim research comments:

“Authentic feel, different from other tourist boards.”

“The approach is spot on. The branding stands out for me more than any other island.”

“I really do think it offers something different to many of the other islands.”

“Especially incorporating the silhouette, which I have not seen before.”


“I think the new branding is fantastic as it highlights how diverse Tobago is and the #101Reasons shows how much the island has so much to offer.”

“We usually have to suggest Tobago as a destination but lately Clients are asking for it specifically.”


Paul Rice – Off Broadway Travel (travelled to Tobago July 17)

“I have had a few clients lately who have mentioned the Caribbean and more specifically Tobago so I would say that the new branding is obviously working, it’s more colourful and is definitely catching people’s attention.

We usually have to suggest Tobago as a destination but of late clients are asking for it specifically.”

A green circle with a blue border containing the text 'Clients are lately asking for Tobago specifically'.

Clients are lately asking for Tobago specifically

A green circle with a blue border containing the text 'New branding is fantastic, highlights how diverse Tobago is'.

New branding is fantastic, highlights how diverse Tobago is

Michelle Starkey – Thomas Cook Travel (travelled to Tobago Nov 18)

“I think the new branding is fantastic as it highlights how diverse Tobago is and #101Reasons shows that the island has so much to offer.

I think that my visit will help me promote what is quite a relatively unknown destination.

I think the island would be perfect for eco-friendly, yoga loving holiday makers looking for something different like Castara Retreats but it is also perfect for people looking for a beach holiday that’s not commercialised.”

Juliet Fletcher – Caribtours (travelled to Tobago Nov 18)

“A few comments below regarding the new Tobago branding:

The branding is lovely, it has an authentic feel and is quite different from a lot of the other tourist boards, especially incorporating the profile silhouette, which I haven’t seen before. I saw a lovely dps in travel weekly recently with the bold pink colour, it definitely stood out and I liked how there was a small amount of copy but mainly image led, simple but effective.

I like the bold colours, reflecting how colourful and vibrant the island is. The experiential and nature focus is great and really comes through in the branding, it’s what stands out the most.”



The approach is
spot on
The branding
stands out for me
more than any
other island



Authentic feel -
different from
other tourist
boards

Rachael Quinton – Quinton Travel (travelled to Tobago Nov 18)

“I personally think that the approach is spot on, in that you focus on nature, the birds, the beauty. The branding stands out for me more than any other island. This maybe because I have been on your fam, so my mind is more aware of it? But I don’t think that’s the case. Having been lucky enough to visit Tobago I really do think it offers something different to many of the other islands, so you are right to market it heavily to increase awareness – I know I have been!”

Target Audience

Travel trade – Caribbean specialists.

Superboomers – active online in travel (60% age 45-55/55% age 56-64),
Active on social media (66% age 45-55/51% age 56-64).

DINKYs – Research and decide online (61% age 25-34/very active on
social media (89% age 25-34).

The great undecided – over 2.7m searches on Caribbean have
no destination.

Tobagonians – local residents and businesses.

Media, channels and techniques used

Channels tactics were chosen using data to 'touch' travel audiences
across social, mobile, video and display channels.

Programmatic, display, paid social, paid search and retargeting.

OOH to support attendance at key travel shows.

Print – national press and travel titles.

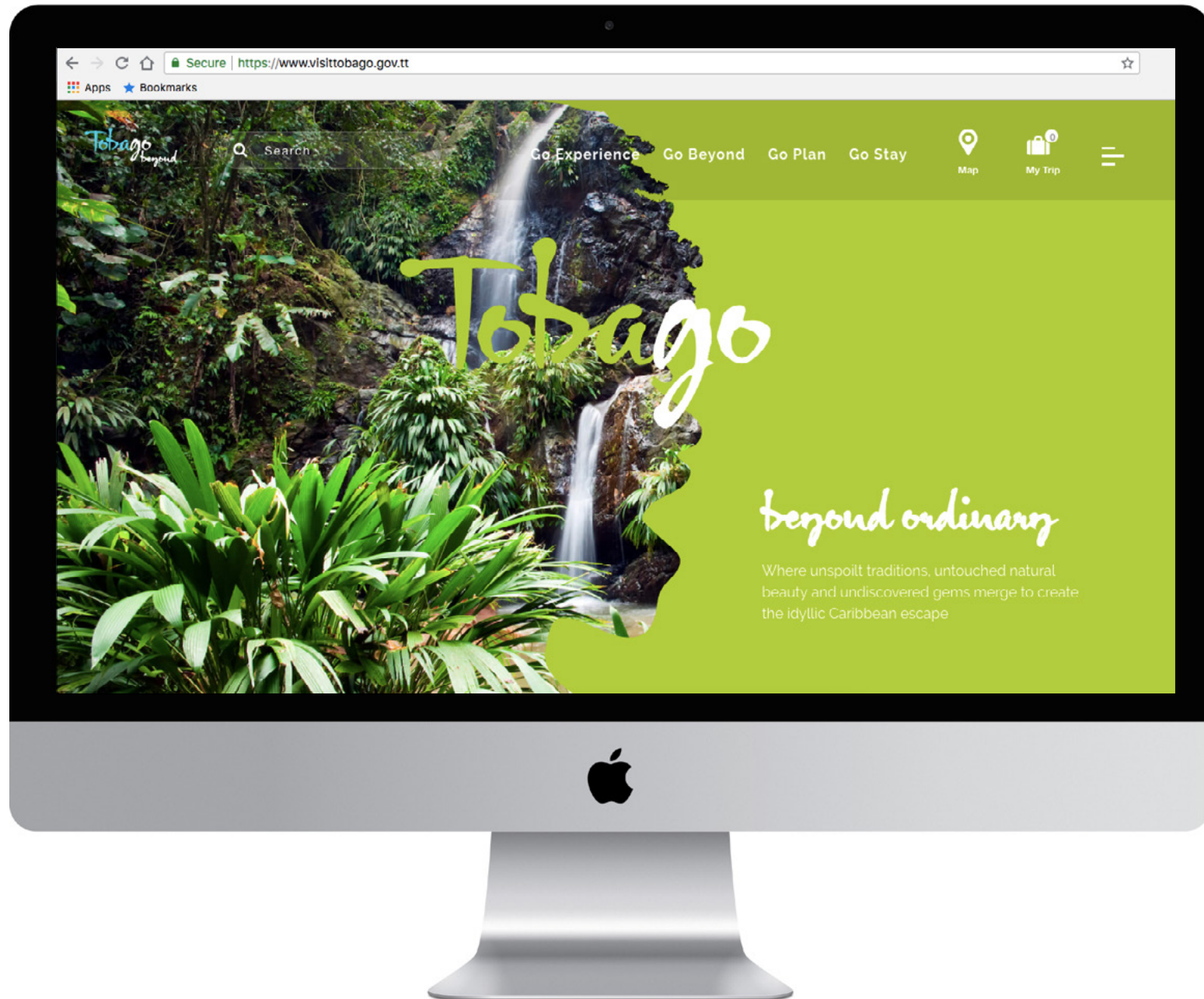
Organic Social.

PR, media relations and influencer campaigns.

Focused on driving business to the travel trade.



Website





Any questions?

Where's Tobago?

Tobago lies south of the hurricane belt just off the coast of South America, resting 22 miles (33km) northeast of Trinidad. The tranquil Caribbean Sea laps the island's north coast, while the dramatic Atlantic Ocean lies on the island's southern and western side.

What's the weather like?

Tobago boasts a warm, tropical marine climate with constant cool breezes. Year-round temperatures range from 23°C (73°F) to 32°C (89°F). The dry season runs for the first six months of the year, while July to December is considered the rainy season with 200cm (40in) average rainfall.

What's the capital?

Scarborough is Tobago's capital, though the island's southwestern tip is the busiest, fastest developing area with all of the major facilities and amenities of the capital.

How big is the island?

Tobago has an area of 1126 sq. miles (300 sq. km) and a population of 60,874 (as per the 2011 census).

What time is it in Tobago?

Tobago's timezone (Atlantic Standard Time) is one hour ahead of Eastern Standard Time and four behind Greenwich Mean Time. Daylight Savings Time is not observed.

What's the landscape like?

Tobago is an undulating mass of coral and volcanic rock. The Main Ridge Forest Reserve is the island's hilly forest backbone, covering over 60% of the island, while sandy beaches and clear blue waters frame the island.

What's the currency?

The Trinidad and Tobago Dollar, or TT Dollar, is the island's official currency. Generally US\$1 will buy you TT\$6.80.

What's the language?

English is spoken everywhere, with a Creole dialect taking elements from the island's European colonisers, especially the French, Dutch and British.

How can you get there...

...by sea?

Cruise ships call into the heart of Scarborough.

...by air?

Several major airlines make direct scheduled stops to the island from the UK, Germany, Canada and the USA.

...from Trinidad?

Take a cruise on the fast ferry (3-4 hours) or fly with Caribbean Airlines (20 minutes).



CREATIVE SNAPSHOTS



Launch Events and Exhibitions



The Tobagolator – The Concept

Bringing the senses of Tobago to the market: **see • hear • touch • taste • smell**

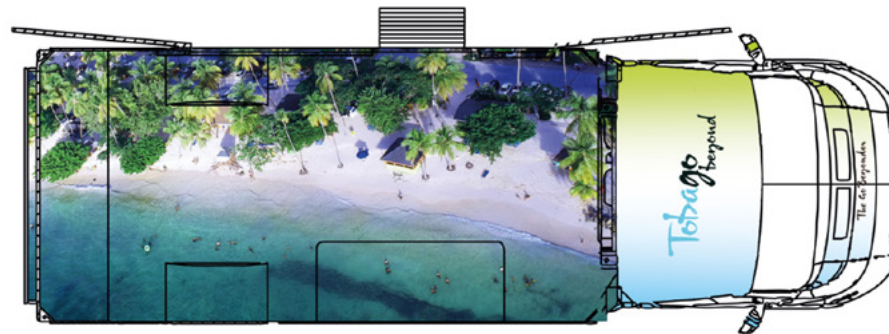
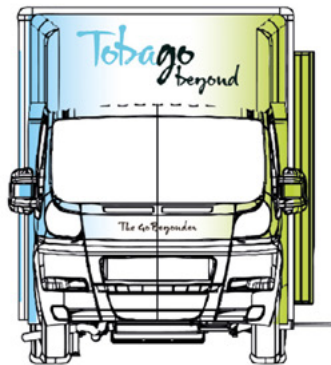
The Tobagolator gives us a perfect canvas to host events, UK wide, to showcase all that Tobago has to offer, to Trade and Consumers alike.

The idea is to bring the senses of Tobago in an experiential environment, to entice the audience to find out more and make bookings.

The design is based around the two well-known aspects of the island – Eco Adventure & Nature and Sea & Beaches.

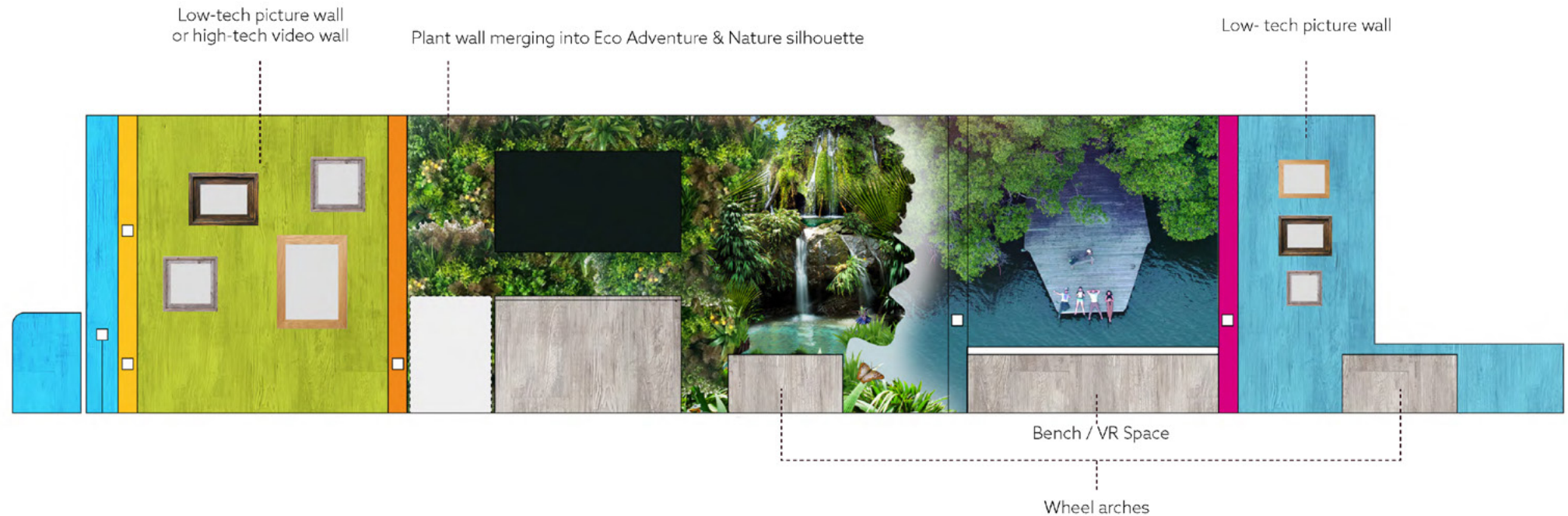
However, customisable elements are included so that the experience can be tailored as required to the particular event/ audience attending – e.g. the customisable wall is suggested through either picture frames or printed canvases, and will extend to a full digital media wall in future – moving pictures and sound, to increase sensory experience. An immersive VR experience is being planned to really bring the island to life within the Tobagolator.

The ultimate objective of the van is to increase knowledge and appreciation of the island, and to encourage an increase in bookings.



The Tobagolator – The Concept

Interior Design & Experience



Low-tech picture wall

For the low-tech version, there are a few options including picture frames or printed canvases available, so that the experience can be customized depending on the nature of the event, the people involved, and the segments being promoted.

High-tech video wall

For the high-tech version, there could be a built-in video wall, featuring a montage of imagery specific to the type of event and people involved. Advantages of this are: the ability to highly customize the space, having moving images and sound to create a more sensory experience, and replacing the need for the TV and enabling the full Eco Nature & Adventure splendor of the island to be shared.

Seating

Inside there are 3 seating areas – the bench and two wheel arches. The cushion on the bench is currently dark green.

Fridge

A fridge may be installed in the van to serve food and drinks at certain events.

Awning

The awning is a light blue and AMG have noted this cannot be changed.

VR experience

To add to the experience, we highly recommend an immersive VR experience that can be enjoyed safely within the van.

Power Sockets

There are 4 power sockets inside the van – one in each corner.

The Tobagolator – The Reality



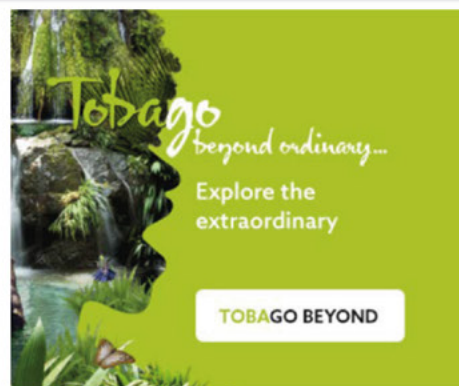
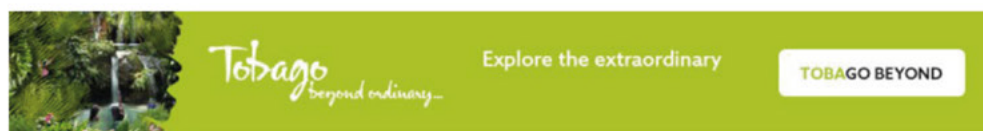
The Tobagolator – The Reality

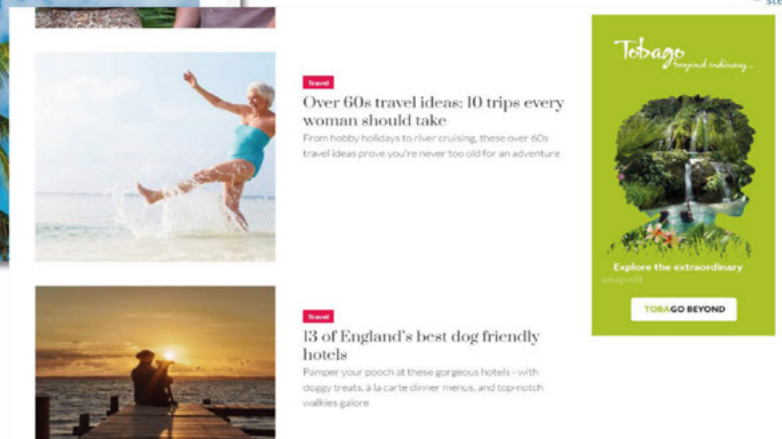
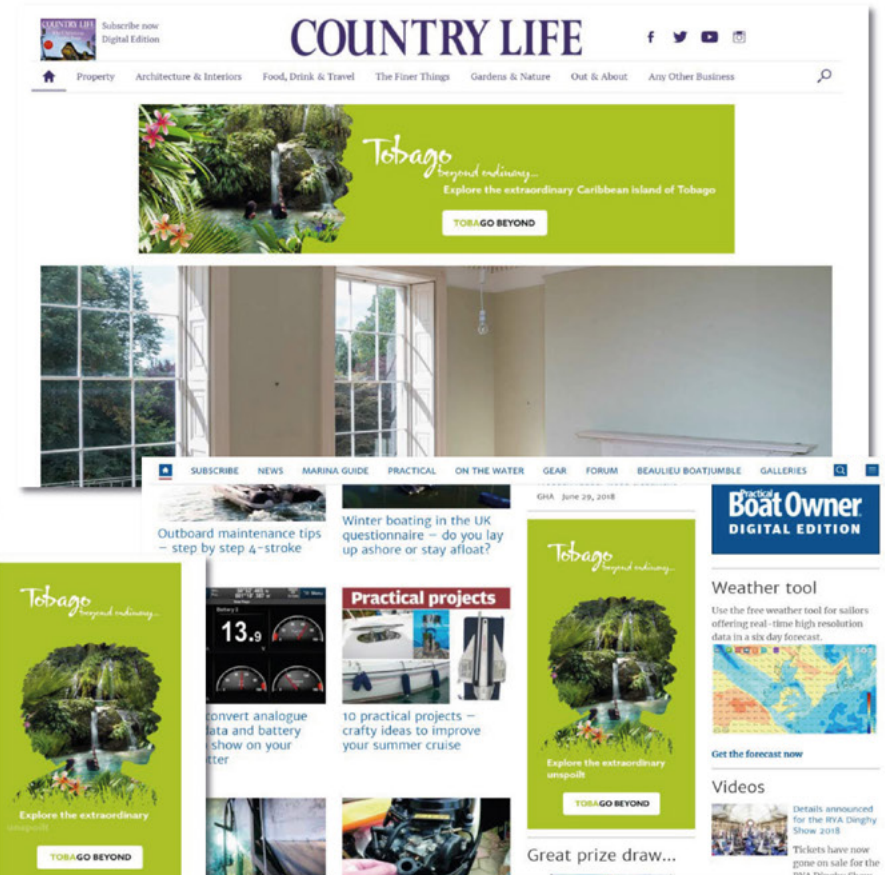
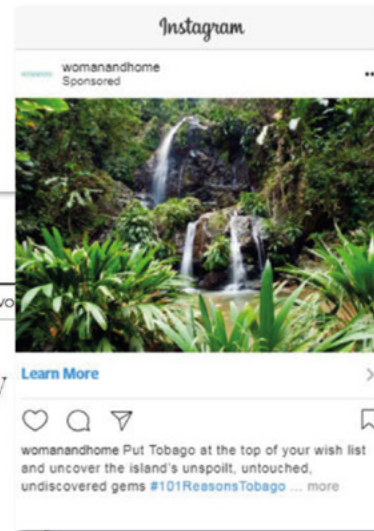



Digital



CREATIVE SNAPSHOTS








Bored of the Balearics? Why not try a holiday to a destination that has a bit more 'edge'? Here's our guide to the holiday spots that you thought were too dangerous to visit.

12 comments 13 shares


The solution to British boorishness? Mais oui! At last, an adventure holiday in France that leaves you (and the kids) actually speaking French



Jake Wallis Simons visited ski resort Morzine, which is home to a brilliant French school in the summer. His kids had fun classes in the morning and were then taken on adventure activities.

1 comment 3 shares


My boy's own adventure: As a member of Boyzone Ronan Keating fell in love with Thailand - and now he's introducing his son to this magical country




Ronan Keating got engaged to his wife, Storm, on Koh Yeh Noi island in 2015. Now he's back with his youngest son, Cooper, at the Layan Residences in Phuket.

2 comments 1 video 24 shares

From the mountains of Japan to New York state via Canada's chilliest spots: The top 10 snowiest cities in the world revealed




TOYAMA, JAPAN




AOMORI CITY, JAPAN

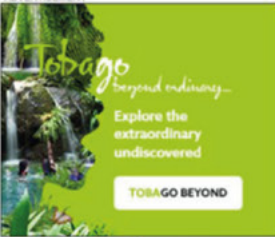
trampolines and the splendour of Snowdonia keep a family of five entertained at a Haven holiday park



All aboard (except 'glitzy influencers')! US residents have just days left to enter an Andrax competition to win a trip by train and the chance to tell 'real people' travel stories




ADVERTISEMENT



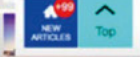
Explore the extraordinary undiscovered

TOBAGO BEYOND

From Nordic-style 'mindful' skiing to snowshoeing in the Italian Dolomites, these trendy madcap winter sports will change alpine holidays forever



Exclusive for MoS readers: See Andrea Bocelli and Joseph



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Free Shipping

30-day Returns

Seller information

world4263 (7349 W)

95.4% Positive feedback

Save this Seller

Contact seller

Visit store

See other items

Shipping: FREE Economy International Shipping (See details)


Delivery: Estimated between Wed, Dec. 25 and Wed, Feb. 6


Payments: PayPal VISA MasterCard American Express

Returns: 30 day returns. Buyer pays for return shipping (See details)

Guarantee: eBay MONEY BACK GUARANTEE (See details)

Get the item you ordered or get your money back. Covers your purchase price and original shipping.





Explore the extraordinary undiscovered

TOBAGO BEYOND

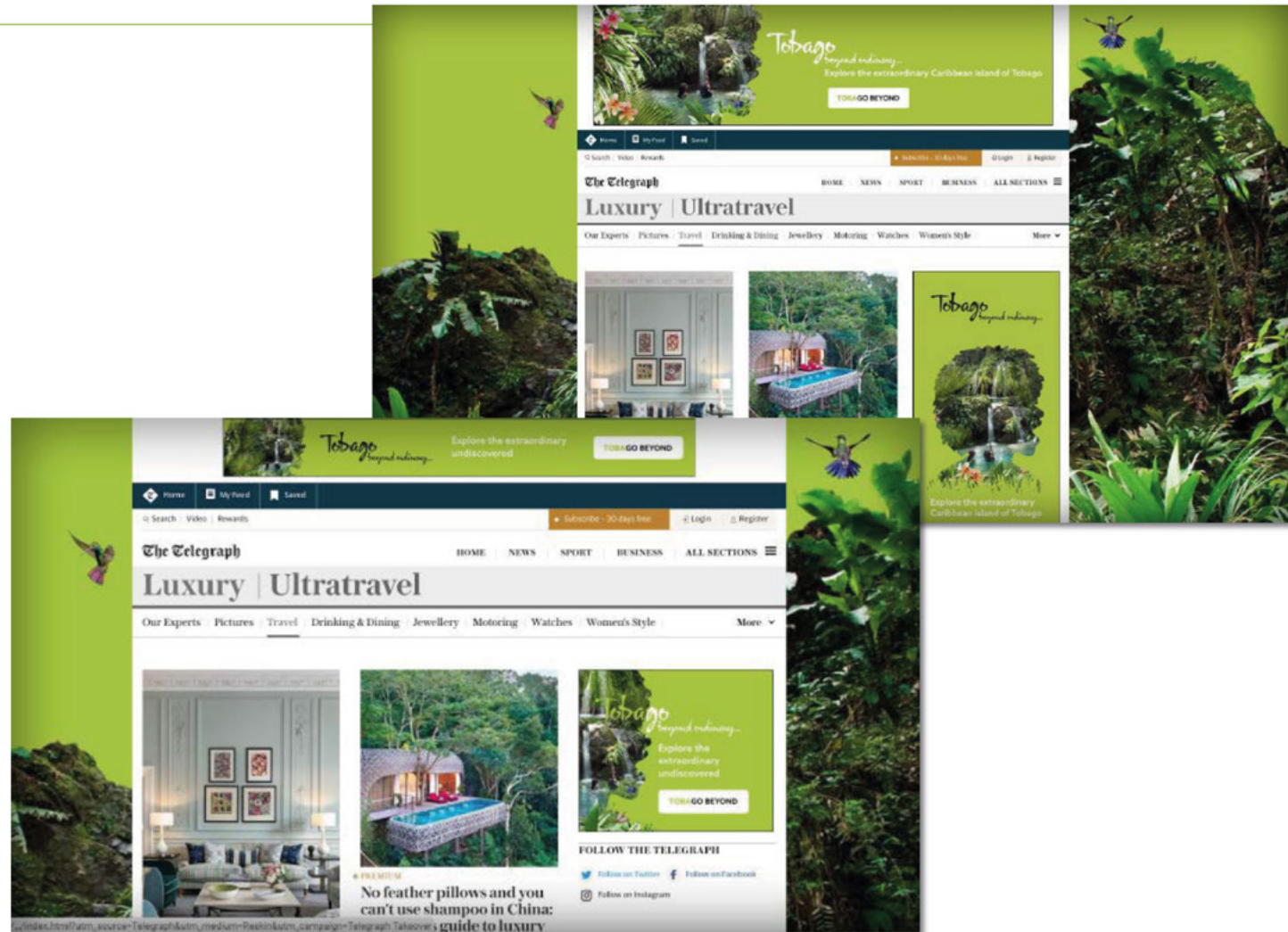
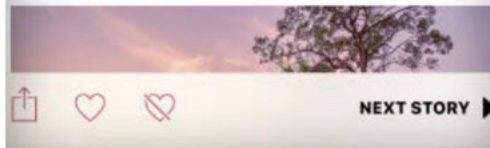
Tobago
beyond

CREATIVE SNAPSHOTS

the Ganges and reaching the Bay of Bengal. Week-long itineraries sail between the Indian cities of Guwahati and Jorhat, passing through tea plantations, dense jungle and the Kaziranga National Park, home to greater one-horned rhinos, pied kingfishers, eagles, water buffalo and river dolphins. Best for November to April departures.



The Brahmaputra cruise departs November to March from US\$2,890 (£2,250) for seven nights full-board on RV Indo-China Pandaw, excluding flights and transfers. Pandaw (pandaw.com).



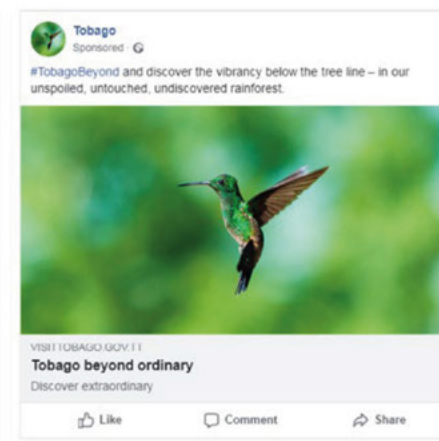
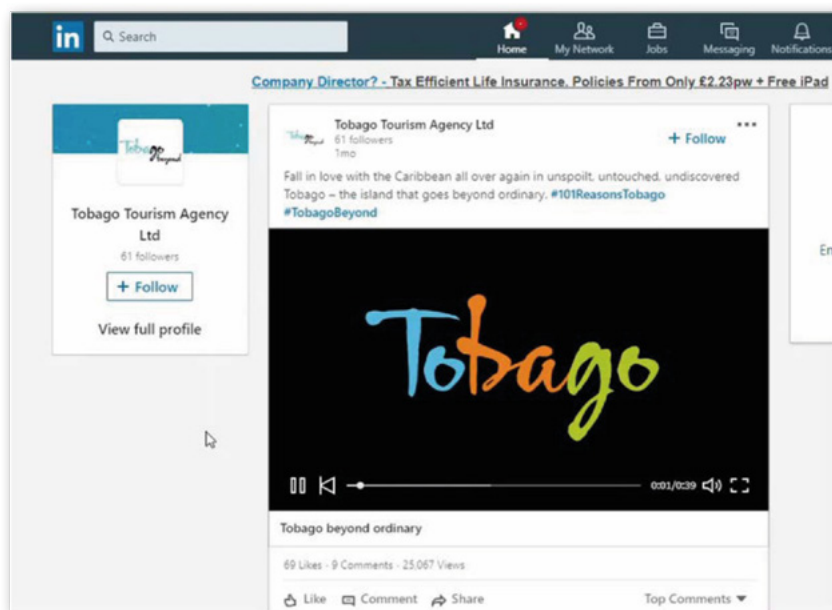
Social Media



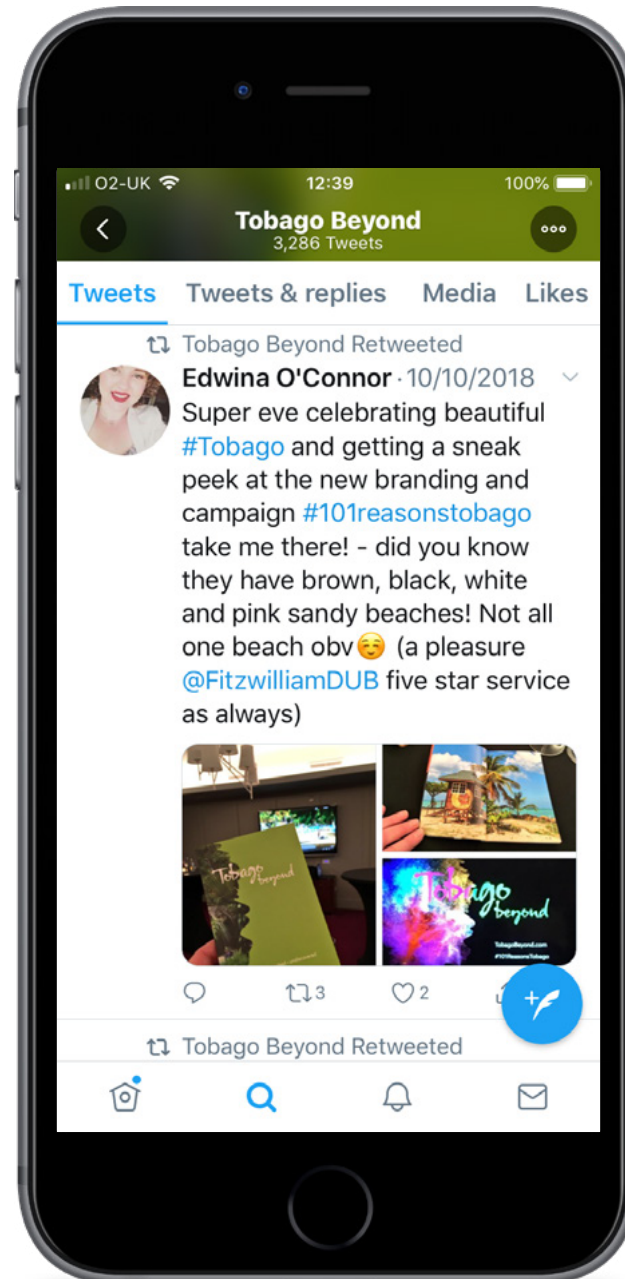




CREATIVE SNAPSHOTS








Social

Gravity Global shared a post.
Published by Mark Lethbridge [?] · 16 November at 07:17 ·

Gravity destination branding!



Nadine Rankin
Joint CEO, AMG Ltd

1,530 Views


Tobago Tourism Agency
15 November at 13:18 ·

There was never a dull moment at destination Tobago's stand during WTM 2018. Stakeholder displays, destination information, and live cultural entertainment were all part of the appeal that kept the stand buzzing with activity during the three day event, attracting scores of visitors from the international travel trade.

Check out some highlights from our stand activity - including a peek at our branded London cab in action - and interviews with some of Tobago's representatives and visitors in attendance.
#TBT #TobagoBeyond #WTM2018

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#TBT #TobagoBeyond #WTM2018

Tobago Tourism Agency
20 May at 16:31 ·

TTAL recorded a 17.7 per cent increase in international arrivals between January and March and is now focusing on achieving 25 per cent growth for the remainder of 2019.

[CEO Mr. Louis Lewis] said, "That hasn't happened by magic, but it really is testimony to the fact that our strategy that we have implemented is really showing signs of success. We have set ourselves a very ambitious goal and target for this year, which is to grow by 25 per cent for our international [stay-over] arrivals, and I am happy we are on course to attain that target."

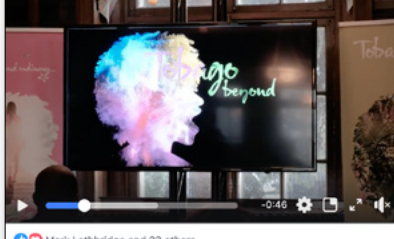
Read more in this article coming out of a press conference hosted by the Tobago Tourism Agency on May 16, 2019.



Tobago Tourism Agency
15 May at 15:56 ·

From April 30th to May 3rd, 2019, representatives from the Tobago Tourism Agency Limited and the Division of Tourism, Culture and Transportation met with key media and travel trade influencers as they launched the Tobago Beyond brand in Canada and created awareness of TTAL's "Go to Market Strategy".

Launching the brand in the Canadian market allows the destination to reenergize and refocus efforts in the marketplace, while developing relationships that will lead to collaborat... See more



Mark Lethbridge and 22 others

Tobago Tourism Agency
21 May at 15:30 ·

The Tobago Tourism Agency gave an update on a recent mission to Canada, where Tobago's tourism officials launched the "Tobago Beyond" brand, and met with key travel trade partners, including Sunwing Airlines.

TTAL CEO Louis Lewis revealed that the Toronto-based airline has committed to recommence their direct service from Canada to Tobago for the 2019/2020 winter season.

Marketing Coordinator Sheena Des Vignes noted that Agency officials were also able to meet with influenti... See more




YOUTUBE.COM
Positive Tourism Outlook For Tobago
Chief Executive Officer of the Tobago Tourism Agency, Louis Lewis, says Tobago can now expect great things in December 2019 after engagement...

16

Like Comment Share

Gravity London
2,291 followers
34m

#Gravity branding hits the streets of #London! <http://bit.ly/2QLDES1>



London cab in Tobago marketing plan
thebigboardcompany.co.uk

Like Comment Share

Tobago Tourism Agency
16 hrs ·

Tobago is well represented at the Caribbean Media Marketplace during CTO Caribbean Week New York.

Caribbean Media Marketplace provides representatives from CTO member countries and private sector exhibitors the opportunity to interact with journalists from the trade, consumer and lifestyle media.

The program is enhanced with broadcast interviews for senior tourism officials and heads of delegations to share information on developments and new product offerings in member destinations.

#TobagoBeyond



Caribbean Tourism Organization
18 hrs ·

Caribbean Media Marketplace Happening Now!

#CWNY2019 #ctotourism #media #nyc #nycevents #travel #caribbean


Like Page

Social

Tobago Tourism Agency
6 May · 🌐

The "Tobago Beyond" brand was officially launched in the Canadian market on May 02, 2019 in an event that saw upwards of 80 tour operators, media personnel, and other travel trade stakeholders in Canada gathering to experience the unveiling of the destination brand. Read more in this release from the Division of Tourism, Culture and Transportation.

Division of Tourism, Culture & Transportation - Tobago House of Assembly
3 May · 🌐



Tobago Beyond Brand Officially Launched in Canada

The Tobago Beyond brand was officially launched last evening (May 02, 2019) to a full house of attendees in Toronto, Canada. The event saw upwards of 80 tour operators, media personnel and members of the diaspora living in Canada gather to experience the unveiling of the destination brand for the first time in Canada.

An elated Secretary of Tourism, Culture and Transportation, Councillor Nadine S...

[See more](#)

Tobago Tourism Agency
18 April · 🌐



[Media Release] Growing romance tourism in Tobago

Thursday April 18, 2019: The Tobago Tourism Agency Limited (TTAL) is making strides to capitalize on global travel trends and position the island as a premier romance destination through targeted marketing initiatives.


One of these initiatives by the Agency is attendance at niche specific trade and consumer shows in source markets to generate viable leads from key stakeholders in the romance travel...

[See more](#)

👍❤️ Mark Lethbridge and 7 others

Tobago Tourism Agency
16 April · 🌐

Destination update: Tobago represented at the National Wedding Show in the United Kingdom



Advantage Management Group is attending The National Wedding Show at ExCel London at ExCel London.
13 April · London · 🌐


First time back at a National Wedding Show for a few years. Looking good Tobago! Tobago Tourism Agency #101ReasonsTobago

👍❤️ 20

Tobago Tourism Agency
10 March · 🌐

The final day of ITB Berlin was a success, with visitors of all ages from around the world engaging with the Tobago stand.

The destination also took part in joint performances on the Caribbean Tourism Organization's stand, with pannist Kersh Ramsey bringing the warmth of the islands to Germany with his engaging performances. Check out our Facebook stories for more video clips and photos, and don't forget to like and follow our page for more content coming out of the world's... [See more](#)



👍❤️ Mark Lethbridge and 23 others

👍 Comment 🔄 Share

Tobago Tourism Agency
29 March · 🌐



[Media Release] Travel agents visit Tobago to boost UK sales

March 29, 2019: The Tobago Tourism Agency hosted seven travel agents from the United Kingdom on a familiarization trip to Tobago from March 17 to 24, 2019. This trip provided the Agency with an ideal opportunity to showcase Tobago's unique and authentic product offerings to UK front-line travel staff, giving them hands-on experiences to sell the destination more effectively.

The fam trip also ser...

[See more](#)

👍❤️ Mark Lethbridge and 29 others


👍 Like 💬 Comment ➦ Share

Tobago Tourism Agency
13 March · 🌐

Industry Update: Tobago back at world's largest tourism and trade show

"CEO of the Tobago Tourism Agency Ltd., Louis Lewis, reinforced the importance of the German market to the Tobago tourism industry. Lewis also apprised the media of the thorough process the agency used to arrive at the new brand identity and positioning of destination Tobago."

In case you missed it, read about the launch of the Tobago Beyond brand at ITB Berlin last week, and stay tuned for more pictures from this milestone event.



CNC3.CO.TT

Tobago back at world's largest tourism and trade show

After being absent from ITB (Internationale Tourismus- Borse) Berlin,...

👍❤️ 26

Tobago Tourism Agency
7 March · 🌐

Tobago's presence is definitely making an impact at ITB Berlin- the world's largest tourism trade fair. The island is prominently showcased in the official publication of the event, "FVW Daily". Check our Facebook stories for ongoing updates of the Tobago delegation at the event!

#TobagoBeyond #ITBBerlin



👍❤️ Mark Lethbridge and 30 others

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Most relevant

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Mark Lethbridge Looking beyond extraordinary

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Tobago Tourism Agency added 11 new photos to the album
Tobago Day Activities — at Shaw Park Complex
10 December 2018 · 🌐

The Tobago Tourism Agency joined in the Tobago Day celebrations yesterday at the Shaw Park Complex, providing pertinent information about the industry to hundreds of attendees, and motivating Tobagonians to do their part to take #TobagoBeyond!

Check out some highlight's from our exhibit, and visit us today at Shaw Park for tourism tidbits, engaging activities and exciting giveaways.

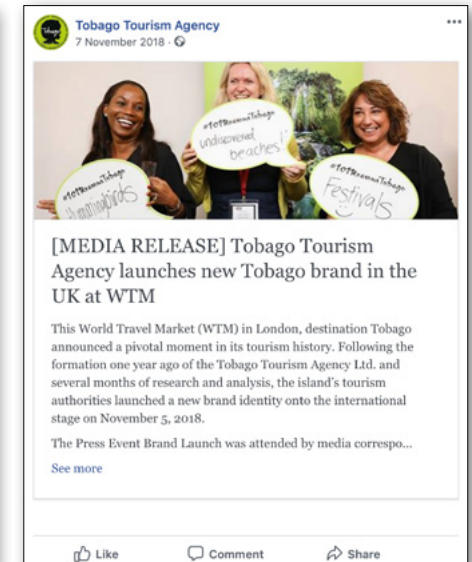
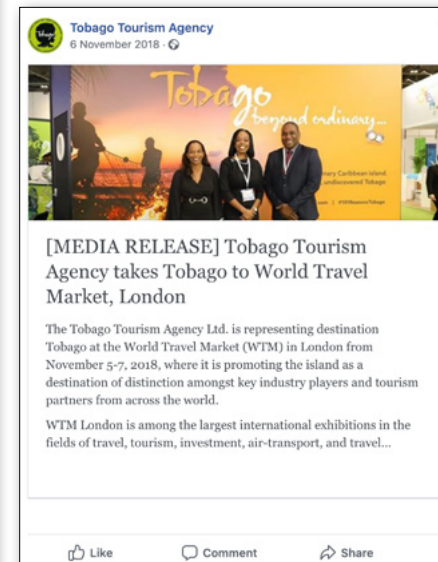
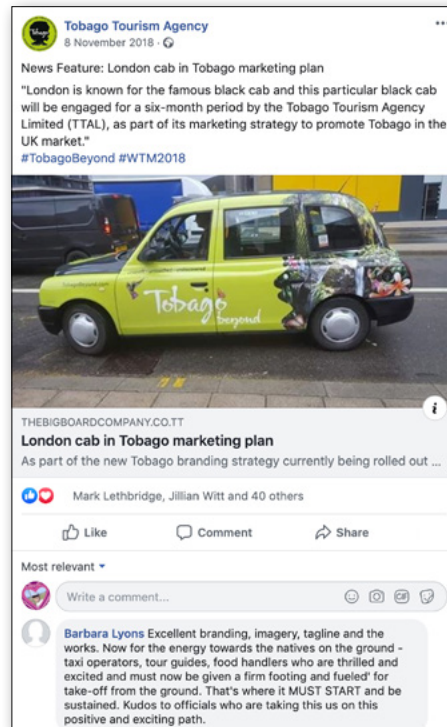
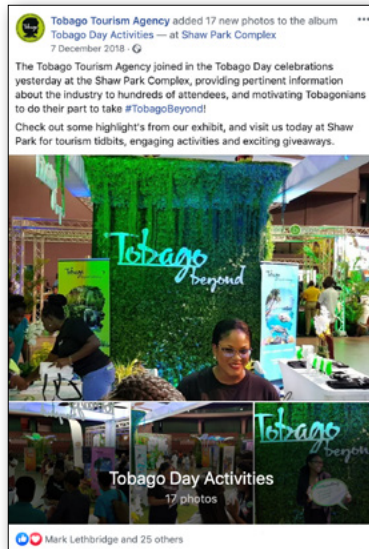


Tobago Day Activities
11 photos

👍❤️ Mark Lethbridge and 25 others

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Social



“The branding has anchored Tobago’s new ‘Go To Market Strategy’. It has given the destination a new fresh and modern look, built of its core tourism assets, and distinguishes itself from the competition. Since its launch in the marketplace we’ve created over 70 million new impressions in 8 months and experienced double-digit growth in visitor arrivals from our international markets, with 22, 29 and 40 per cent in the past 3 months respectively.”



Louis E A Lewis
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Tobago Beyond

Thank you

