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HOW TOURISM HAS SHAPED SPAIN'S INTERNATIONAL IMAGE

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SPAIN IS **THE** HOLIDAY
DESTINATION IN THE UK

UK Tourism to Spain

- Spain 4th most visited country in the world and 2nd in terms of tourism revenue
- Spain is the number one holiday destination for UK tourists and the UK is the main market for Spain
- 56.7 million tourists (13.6 from the UK)
- More than 50,000 million € revenue (10.377 from the UK)
- Tourism accounts for 11% of Spain's GDP
- Employs 11% of Spain's workforce
- Covers 23% of Spain's trade deficit

SO, HOW DID THIS HAPPEN?

SPAIN'S EVOLUTION FROM THE 50'S UNTIL NOW

SPAIN'S EVOLUTION FROM THE 50'S UNTIL NOW

1950

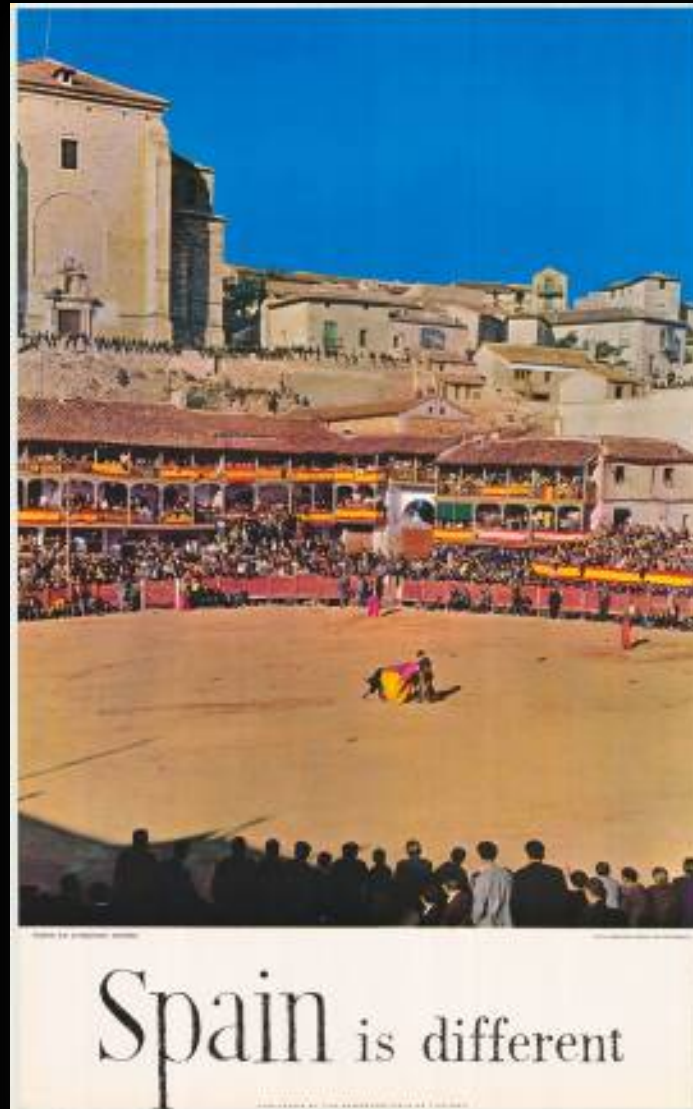
FIRST CAME THE BILLBOARD

... SPAIN IS DIFFERENT

SPAIN WAS EXOTIC

SPAIN'S EVOLUTION FROM THE 50'S UNTIL NOW

1950



SPAIN'S EVOLUTION FROM THE 50'S UNTIL NOW

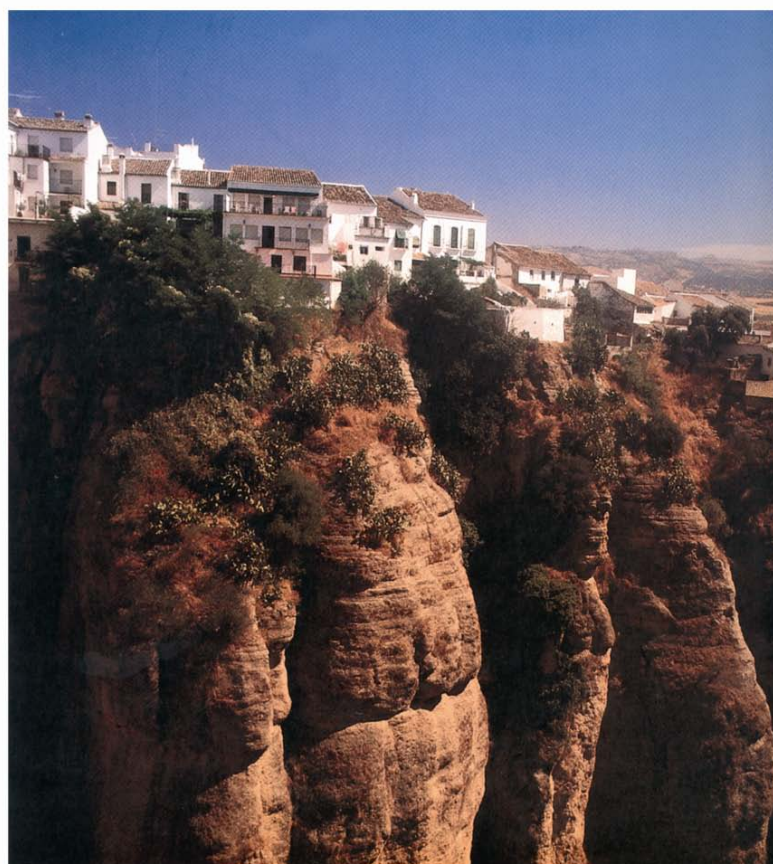
1984

NEXT CAME THE AD....

... SPAIN,
EVERYTHING UNDER THE SUN

SPAIN'S EVOLUTION FROM THE 50'S UNTIL NOW

1984



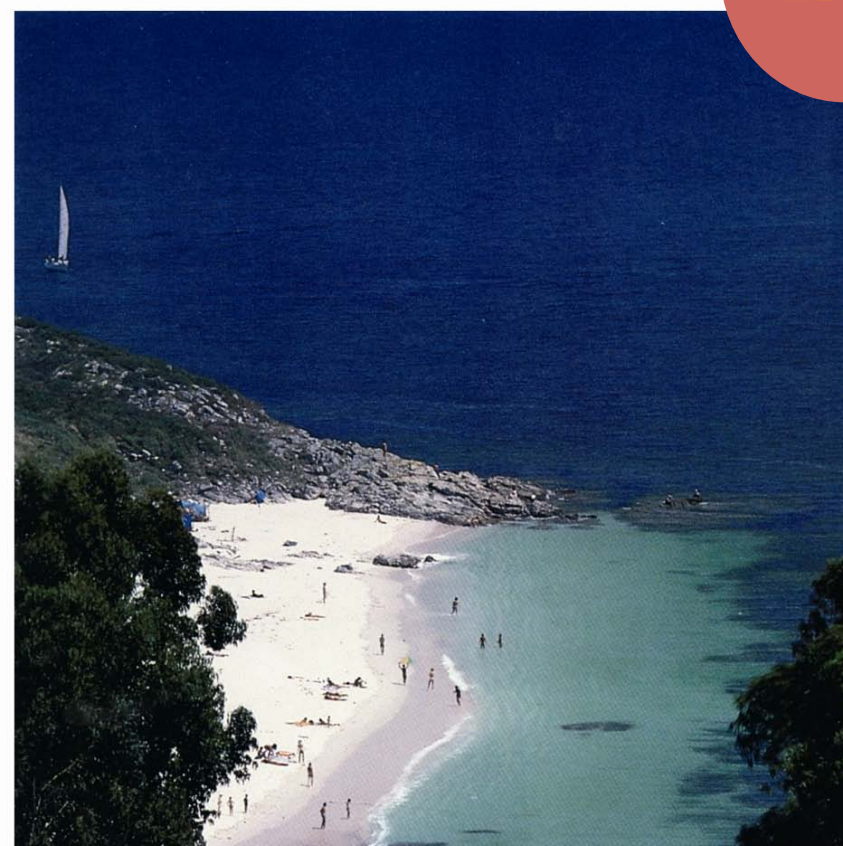
This unchanging place will not leave you unchanged.

Ronda is haunted. A small city, an hour's drive from the Costa del Sol, it sits atop a soaring rock above a gentle, fertile valley. Its principal business is the making of legends. It was in Ronda that the true tragedy of Carmen took place, long before Bizet heard of it, and made it into an opera set in Seville. It was here, at the cliff where the park ends, that an incident took place that inspired Hemingway to write "For Whom the Bell Tolls". And it was here that the classic art of bullfighting on foot with cape and sword was invented by Francisco

Romero more than two centuries ago. The mystery of that art is enshrined in the bull ring of Ronda, one of the oldest in Spain. Ronda is haunted, and you will feel the brush of the spirits' wings at the Moorish Baths and on the ancient bridge that spans a dizzying gorge. Inside the bridge, in an arched stone tavern that once was a prison, you can sit in cool peace and enjoy the famous ham of the town, washed down with a light red wine, but you will still sense the ghosts of the legend makers. And they will not leave you unchanged.



Spain. Everything under the sun.



To discover a new world, set out from a Spanish port.

Columbus sailed with three Spanish ships to find a new world and to prove the Earth was round.

Magellan and Elcano believed him. Their ships sailed from Spain to Spain, taking the long, hard route.

Today, Europe's sporting sailors are going to Spain to make their own discoveries. And they're finding a new world of holiday pleasures.

Along our thousands of kilometers of coastline, the newest and best cruising facilities in Europe can be

found in charming old ports. Some are in quiet, remote little harbors. Others are in lively, smart resorts where restaurants, boutiques and bars beckon the sailor to come ashore.

Best, perhaps, are the secluded coves that offer a solitary anchorage where the clear, warm water laps on a deserted beach of clean, white sand.

The great Spanish sailing tradition lives on. Join it and see how much is still to be discovered in Spain.



Spain. Everything under the sun.

SPAIN'S EVOLUTION FROM THE 50'S UNTIL NOW

1984

SPAIN WAS THE SUN



SPAIN'S EVOLUTION FROM
THE 50'S UNTIL NOW



1992

SPAIN, PASSION FOR LIFE...

... SPAIN WAS EXCITING

SPAIN'S EVOLUTION FROM THE 50'S UNTIL NOW

1992

In 1992 there will be Good Reason for Falling
in Love with Spain.

IT'S INVARIABLY LOVE at first sight. Take the *Romans*. They were so smitten, they stayed for six centuries. The Moors lingered even longer. And now the attraction is stronger than ever. In 1992, where else in the world can you find the Olympic Games, Expo'92 and the Cultural Capital of Europe? As if its *Catalan* charms weren't beguiling enough, Barcelona, city of *Gaudi*, *Picasso* and Art Nouveau was awarded the 1992 Games.

And Sevilla, first city of *Andalucia*, also walks the world stage this year as host to over 100 countries at Expo'92. If that sounds like a hard act to follow, how about Madrid, Cultural Capital of Europe? Barcelona. Sevilla. Madrid. In 1992 there are three more good reasons to add to all the others for falling in love with Spain. But a word of warning. Once you look into her eyes, the love affair could last a lifetime.



SPANISH TOP MODEL INES SASTRE

Barcelona Olympic Games.
Sevilla Expo '92.
Madrid, Cultural Capital of Europe 1992.



1992. The year of the Barcelona Olympic Games. The Universal Exposition in Sevilla. And Madrid Cultural Capital of Europe.



The parador at Cuenca, Castilla La Mancha. There are over 80 paradores in a network covering the whole of Spain, 70% of which are either castles or palaces. They offer a high level of accommodation and excellent value for money. A guide book is available from the Spanish Tourist Board.



Hemingway was never
here

Even the most enthusiastic "honorary" Spaniards find it difficult to cram everything into a single lifetime. The diversity of landscape and culture provide a constant challenge. And the mystique that has long beckoned the Hemingways of this world, is perhaps the reason you too will come. To step back into history and drink from the cup of infinite possibility.



SPAIN'S EVOLUTION FROM THE 50'S UNTIL NOW

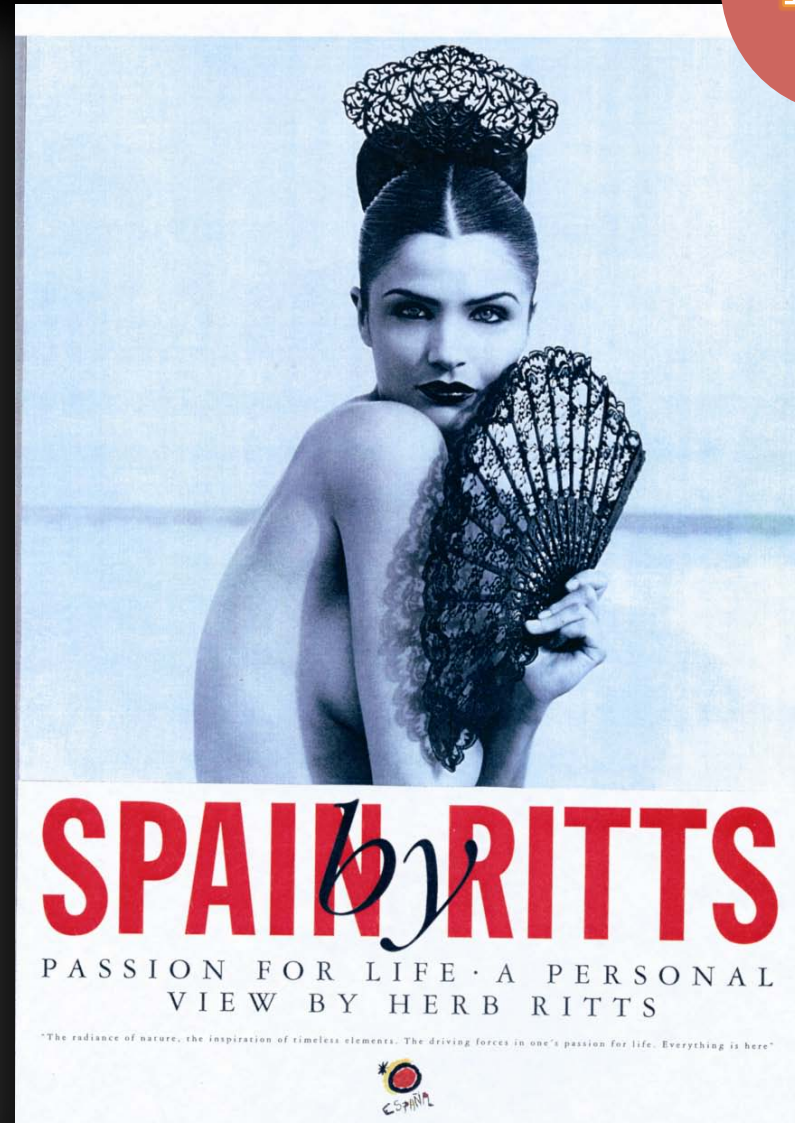
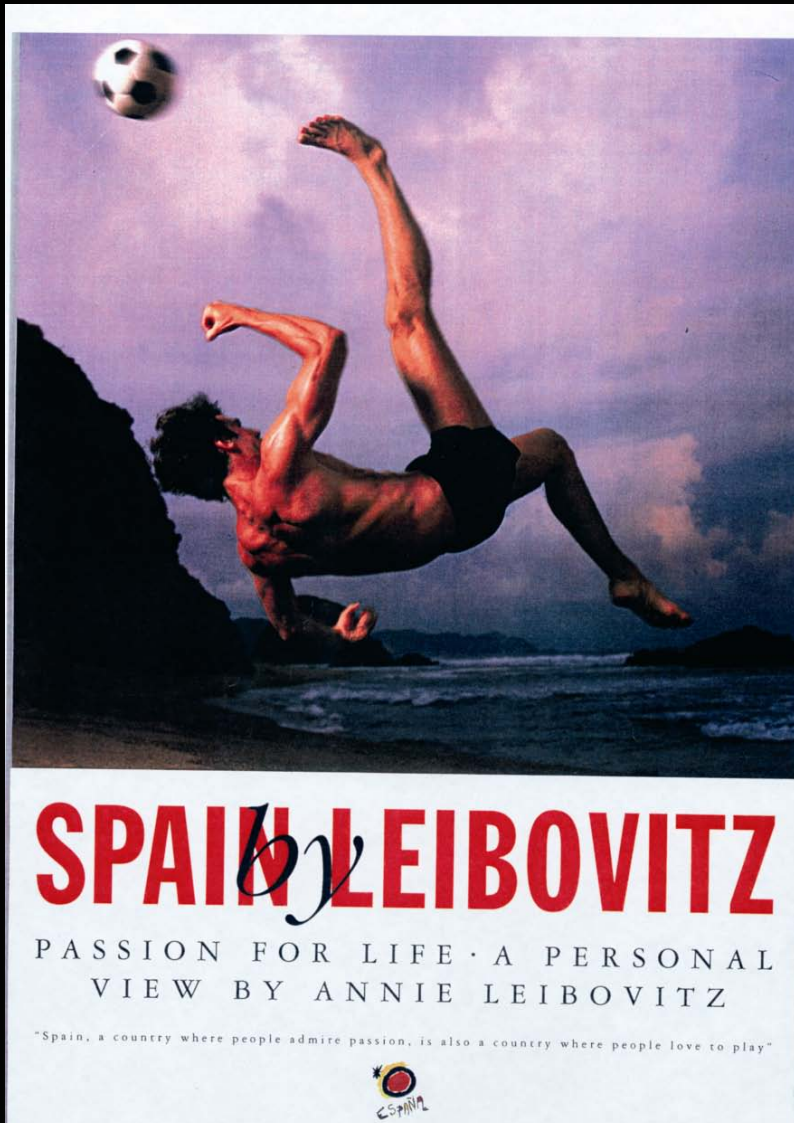
1996

SPAIN BY...

... SPAIN THROUGH THE LENS OF THE
BEST PHOTOGRAPHERS

SPAIN'S EVOLUTION FROM THE 50'S UNTIL NOW

1996



SPAIN'S EVOLUTION FROM
THE 50'S UNTIL NOW

1998

BRAVO SPAIN...

SPANISH,
A UNIVERSAL LANGUAGE

SPAIN'S EVOLUTION FROM THE 50'S UNTIL NOW

1998



BRavo
Spain

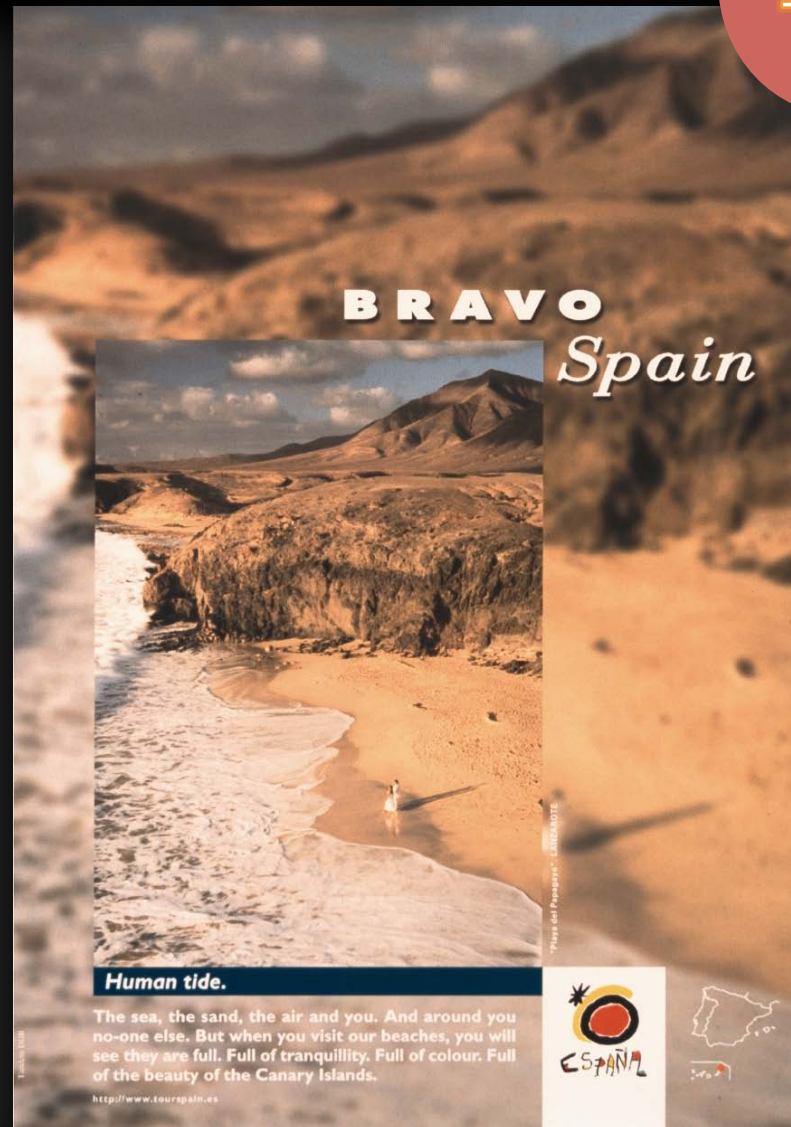
Art outside, Art inside

Come to Bilbao. The Guggenheim has just opened its doors. Discover one of the most important contemporary art museums in the world. The architectural jewel which contains the latest artistic expressions. Don't expect to find a simple museum, here the newest is inside and outside.

Museo Guggenheim, BILBAO

Turkey 1998



BRavo
Spain

Human tide.

The sea, the sand, the air and you. And around you no-one else. But when you visit our beaches, you will see they are full. Full of tranquillity. Full of colour. Full of the beauty of the Canary Islands.

<http://www.tourspain.es>

Turkey 1998

SPAIN'S EVOLUTION FROM THE 50'S UNTIL NOW

2002

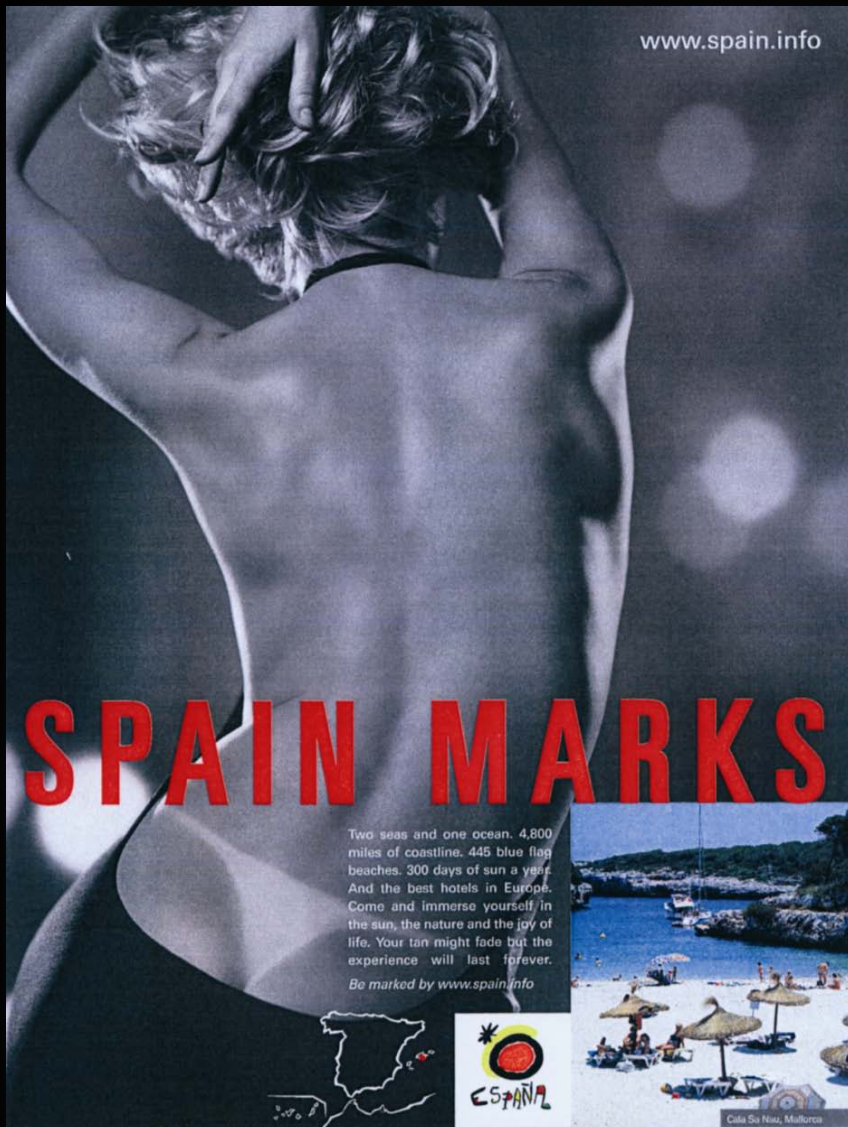
SPAIN MARKS...

.... FOR THE FIRST TIME, THE
CONSUMER TAKES THE LEAD ROLE

SPAIN'S EVOLUTION FROM THE 50'S UNTIL NOW

2002

www.spain.info



SPAIN MARKS

Two seas and one ocean. 4,800 miles of coastline. 445 blue flag beaches. 300 days of sun a year. And the best hotels in Europe. Come and immerse yourself in the sun, the nature and the joy of life. Your tan might fade but the experience will last forever.

Be marked by www.spain.info



Cala Sa Nau, Mallorca

www.spain.info



SPAIN MARKS

If you love art and culture, come to Madrid. Here, Velázquez, Goya and El Greco sit side by side in the Prado, which along with the Thyssen-Bornemisza foundation and the Reina Sofia, have made Madrid the world's art capital. Close by are unique places such as the Escorial Monastery and the Aranjuez Palaces. Madrid has preserved the spirit of Cervantes, Lope de Vega and Calderón in every square and on every street corner. Come and experience their genius.

Be marked by www.spain.info



Velázquez's "Meninas", Del Prado Museum, Madrid

SPAIN'S EVOLUTION FROM
THE 50'S UNTIL NOW



2004

SMILE! YOU'RE IN SPAIN...

... SPAIN IS HAPPINESS

SPAIN'S EVOLUTION FROM THE 50'S UNTIL NOW

2004



SPAIN'S CURRENT CAMPAIGN

SPAIN'S CURRENT MARKETING STRATEGY

2010

STORYTELLING

I NEED SPAIN OUR ADVERTISING CAMPAIGN

2010

I NEED SPAIN

A MESSAGE THAT COMES FROM THE
CONSUMER: IT FOCUSES ON THEIR
PERSONAL EXPERIENCES & STORIES

I NEED SPAIN OUR ADVERTISING CAMPAIGN

2010



I NEED SPAIN OUR ADVERTISING CAMPAIGN

2010

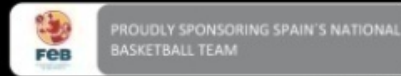




BRAND AMBASSADORS

BRAND AMBASSADORS

2010



www.spain.info

** The way we play
is the way we live*



SPANISH NATIONAL BASKETBALL TEAM

BRAND AMBASSADORS

2010



MOTO GP

BRAND AMBASSADORS

2010



SPANISH NATIONAL FOOTBALL TEAM

BRAND AMBASSADORS

2010



A photograph of Real Madrid C.F. players celebrating on the pitch. The players are wearing white jerseys with blue stripes on the sleeves and white shorts. They are huddled together, with some players having their arms around each other. The background shows a large stadium filled with spectators. In the foreground, there are banners for 'visit MADRID' and 'visit SPAIN'. The Real Madrid logo is visible on the players' jerseys.

Real Madrid C.F.
Best club XX Century, winner of 9 UEFA Champions Leagues.

MADRID about you
iMADRID!
Official sponsors
Real Madrid

www.spain.info
www.turismomadrid.es
www.esmadrid.com

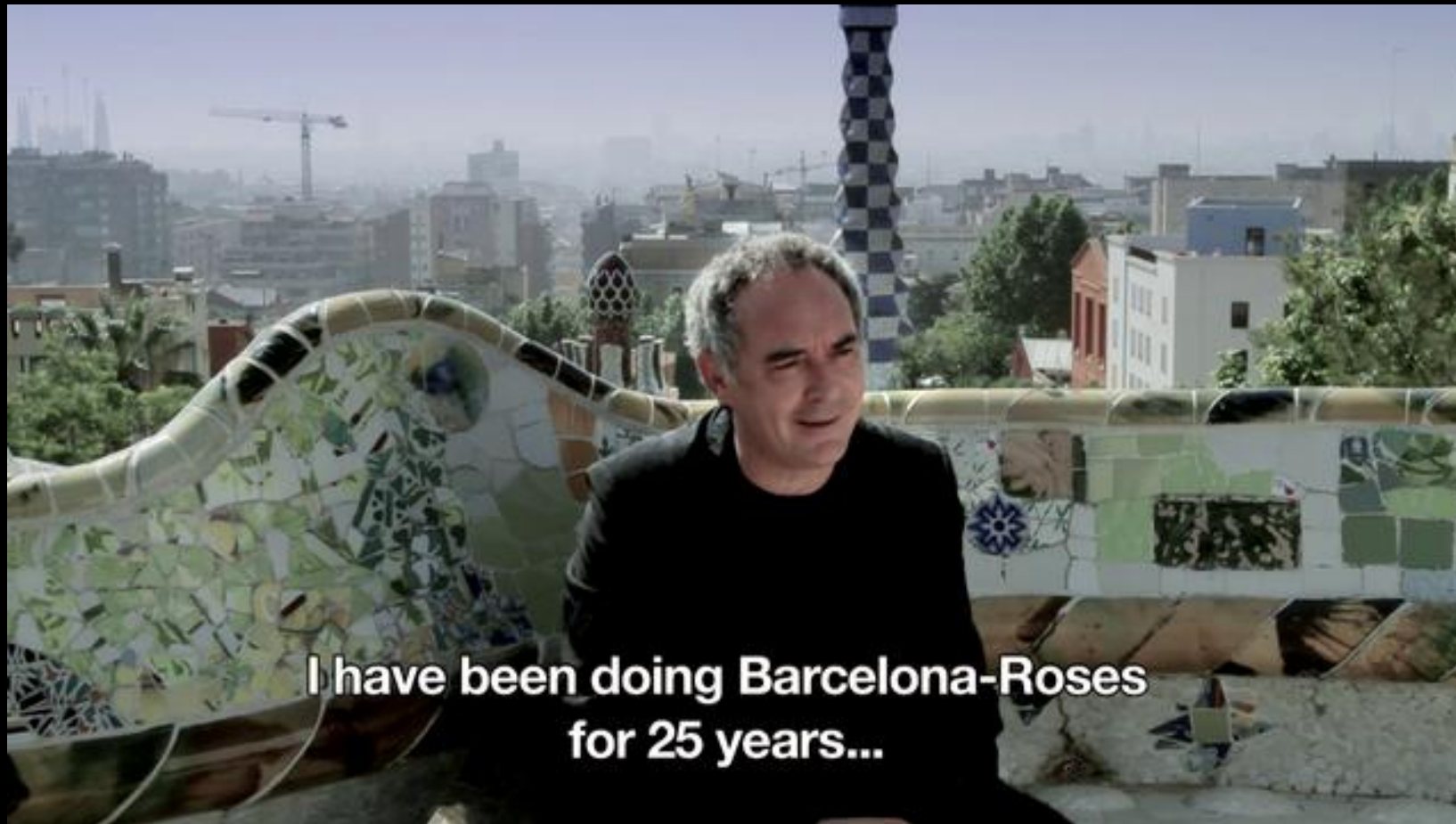
** In Madrid, passion is not just on the pitch*

Spain *I need Spain*

REAL MADRID

BRAND AMBASSADORS

2010



FERRAN ADRIA

ONLINE STRATEGY

ONLINE STRATEGY

2010

USER GENERATED CONTENT

SPAIN ADDICTS

ONLINE STRATEGY

2011

ineedSpain.com: el lugar de los Spain Addicts

http://www.ineedspain.com/ Google

Apple Yahoo! Google

IMÁGENES

IMÁGENES

Spain has children!

OUT OF SONAR 2011

30/06/2011

our hearts

VER MÁS CONTENIDOS RELACIONADOS:

DIVERSIDAD CULTURAL > FESTIVALES

MÚSICA

LIFESTYLE > GAY AMIGOS FIESTA

CLUBS

Tags: sonar, Barcelona, music

¿Te ha gustado? ★★★★★

arabe organizada para recordar el reino arabe en Andalucía. En Sevilla asistí a una corrida y a un espectáculo de flamenco (con cena), visité a la Catedral con la tumba de los Reyes Católicos, el Alcázar y la Torre del Oro. En Jerez de la Frontera fui a una bodega para catar varios tipos distintos de vino tinto típicos y en Plasencia la Torta del Casar. En Madrid visité el Museo del Prado, el Parque del Buen Retiro, la Puerta del Sol, el Palacio Real. En general caminé por el centro dando paseos. En Segovia me

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Granada

orkut

www.ineedspain.com

THE CHALLENGE

THE CHALLENGE

- Spain is the number one holiday destination for UK tourists and the UK is the main market for Spain
- Spain is also the number one choice for Britons to live abroad
- 1 million UK citizens own a property in Spain and roughly 700,000 live in Spain
- BUT...
 - Spain is perceived as a cheap sun&beach destination
 - UK tourism is less profitable than average (89€ per day/person)

THE CHALLENGE

Spain needs to reposition its
tourism brand in the UK to
become a more **aspirational**
destination

TEN COMMANDMENTS OF COUNTRY BRANDING

TEN COMMANDMENTS OF COUNTRY BRANDING



A COUNTRY IS A BRAND...

In fact, people are brands as well

TEN COMMANDMENTS OF COUNTRY BRANDING

2

**...BUT A COUNTRY BRAND
IS OWNED BY CONSUMERS,
NOT GOVERNMENTS**

Surprise, surprise!

**A brand is what your customers
think of you**

TEN COMMANDMENTS OF COUNTRY BRANDING

3

CREATE A LONG TERM STRATEGY

No strategy, no results

TEN COMMANDMENTS
OF COUNTRY BRANDING

4

DIFFERENTIATE
FOCUS ON 1 OR 2
MAIN FEATURES ONLY

Avoid trying to sell
everything to everybody
Segment, Target, Position

TEN COMMANDMENTS OF COUNTRY BRANDING



FOCUS ON EMOTIONS

From USP to ESP*

Become an emotional country Brand
(Brazil, Italy, Spain)

Unique Selling Proposition
Emotional Selling Proposition

*TM Raul Peralba

TEN COMMANDMENTS OF COUNTRY BRANDING

6

CREATE A STORY

Storytelling is the most powerful
way of communication

6.1

TEN COMMANDMENTS OF COUNTRY BRANDING

6

CREATE A STORY

In a visual world words are more
powerful than images

TEN COMMANDMENTS OF COUNTRY BRANDING

6

CREATE A STORY

Forget logos (people don't see logos)
and turn slogans into anthems

TEN COMMANDMENTS OF COUNTRY BRANDING



CONTENT IS KING...

Inspire people to create
your own content:

UGC* are the new ads

*User Generated Contents

TEN COMMANDMENTS
OF COUNTRY BRANDING



**...BUT ONLY RELEVANT
CONTENT IS KING**

Communicate only what interests
your audience

From push to pull strategies

TEN COMMANDMENTS
OF COUNTRY BRANDING

9

**DIGITAL MARKETING IS NOT
AN OPTION, SOCIAL MEDIA
IS NOT A TREND**

Design a 360°, seamless
on-off campaign

TEN COMMANDMENTS
OF COUNTRY BRANDING

10

IN TIMES OF SCARCITY
BIG IDEAS REPLACE
BIG BUDGETS...

THINK OUT OF THE BOX!!

¡GRACIAS!



@spain



Facebook/SeeSpain



Youtube.com/spain



inneedspain.com



spain.info

