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[TOURISM COMPANY] BRAND GUIDELINES

We conducted a series of interviews aboard the [vessel] in February 2019 with the goal of gathering information that will help [Tourism Company] understand its target public and ensure its written communication is speaking directly to the audience that values what [Tourism Company] has to offer.

The interviews were an opportunity to hear about the [vessel] experience from the passenger's perspective, as well as the passengers' different travel styles and their aspirations as they explore the south of Chile. The interviews also provided a chance to learn about what these travelers value most.

The following is a series of recommendations for improving [Tourism Company]'s website text, marketing materials, and other written communication in English, based on insights from these passenger interviews.

It is meant to be a general guide that will help [Tourism Company] better reach travelers who will enjoy traveling via [vessel]. The right words will connect the right audience with the [Tourism Company] story—bringing more people aboard to enjoy this unique voyage in the south of Chile.

WHO IS THE [TOURISM COMPANY] TRAVELER?

In many ways, the [Tourism Company] traveler is characterized by diversity. Passengers come from many different countries, though the bulk are European. There is a wide age range, including college students and recent graduates, young professionals, middle aged travelers, and retirees. There are group, couple, and solo travelers. Passengers value different aspects of the accommodations (windows, bathrooms, privacy) for different reasons. Some book travel far in advance, while others leave room in their itineraries for last-minute decisions.

Nevertheless, there are several shared qualities that define the [Tourism Company] traveler—qualities that also help to define what appeals to the passengers about the [Tourism Company] experience. By keeping these qualities in mind, [Tourism Company] can better communicate what the [vessel] offers—and bring more like-minded people aboard.

[Tourism Company] Travelers are...

- ▶ **Adventurous.** [Tourism Company] passengers like trying new things. They appreciate the outdoors and experiencing new cultures and traditions. They are not afraid of doing something a little different—in fact, they're excited by it.
- ▶ **Well-traveled.** [Tourism Company] passengers have traveled all over the world and frequently embark on journeys of months at a time. They see themselves more as travelers than tourists and like to be immersed in authentic local experiences.
- ▶ **Cost-aware.** [Tourism Company] passengers analyze their travel costs and make decisions that will help them stretch their budgets and get the maximum value out of their money. This is especially important for the passengers traveling for longer periods of time.
- ▶ **[Redacted]**
- ▶ **[Redacted]**

MAIN VALUE PROPOSITIONS

Throughout the interviews, particular qualities of the [vessel] experience came to the forefront as the features [Tourism Company] passengers valued most.

[Tourism Company] should strive to highlight these qualities in all its written communication, speaking directly to its passengers' aspirations for their journey through Patagonia.

- ▶ **Nature.** The Chilean coastline, mountains and glaciers, Patagonian channels, and marine flora and fauna are a major draw for [Tourism Company] travelers. As one of the few alternatives for travelers looking to access this geographical area, [Tourism Company] is well-positioned to offer passengers the unique experience of seeing these natural treasures.
- ▶ **Community.** The community that develops aboard the [vessel] is a special part of the [Tourism Company] experience. Because of the [vessel]'s egalitarian atmosphere, it's also something that sets it apart from other modes of transport.
- ▶ **Adventure.** [Tourism Company] offers a different sort of travel experience: a cargo vessel that takes its passengers across windy gulfs, through narrow channels, and along virgin coastlines. *Patagonia* is synonymous with adventure in the minds of many travelers, and [Tourism Company] offers the adventure that these passengers are looking for.
- ▶ **[Redacted]**
- ▶ **[Redacted]**

WEAKNESSES INTO STRENGTHS

[Tourism Company] offers its passengers a unique experience that is significantly different from the alternatives, which include air travel or a lengthy road trip. Some of the qualities that make it different could be seen as weaknesses. However, it is clear from passenger interviews that in many cases, the [Tourism Company] traveler sees these as strengths.

[Tourism Company] has already begun to turn these “weaknesses” into selling points in its communication materials. Based on interviews with passengers, this has been effective, and it is something that the company should continue to do.

- ▶ **No Internet Access.** Some customers enjoy disconnecting more than others, but all recognize it as one of the things that makes the [Tourism Company] experience different. [Tourism Company] should continue to underscore this as a positive rather than a drawback.
- ▶ **Slow Travel.** The speed of the vessel is a huge part of what makes the [vessel] voyage different. Its slower pace is a throwback to another time. For the right traveler, this is an important part of the [Tourism Company] experience.
- ▶ **[Redacted]**
- ▶ **[Redacted]**
- ▶ **No Frills.** The [vessel] is clean and safe, the meals are hearty, and the staff is friendly, but the experience is not luxurious. For cost-conscious travelers, this is a selling point—they get what they are looking for and what they can pay for, without unnecessary extras that would make [Tourism Company] too expensive for their budget.

STYLE AND TONE

All of [Tourism Company]'s written communication—from the website, to social media, to the confirmation emails—should have a consistent voice. This will help passengers get a sense of the [Tourism Company] experience before they board the [vessel]. It will also help communicate that the company is in control of the situation: [Tourism Company] is confident about the product it's offering, and the [vessel] is staffed by experts in their respective fields who will offer travelers a safe and enjoyable experience.

- ▶ **Expert, yet approachable.** [Tourism Company] should strive to be a good source of information for its passengers, explaining the [vessel] experience and what their time aboard will be like, as well as offering information about the route. [Tourism Company] should continue to speak with a friendly tone, but also make it clear that the company is expert in what it does: managing the tourist experience, prioritizing safety aboard, and teaching passengers about local culture and nature.
- ▶ **Simple and straightforward.** Like the [vessel] experience itself, [Tourism Company]'s communication should be simple and no-frills. To-the-point and easy to understand language will also help non-native speakers of English access this information.
- ▶ **Passionate about hospitality.** Passengers value the staff's friendliness, and this good-natured vibe should come through in all [Tourism Company] communication. It needs to be clear that [Tourism Company] is passionate about taking care of its travelers and making sure they have the best experience possible while aboard.

WORD CHOICE AND PHRASING

Carefully choosing how to talk about [Tourism Company] will help passengers get a better sense of the [vessel] experience. Here are a few examples of how [Tourism Company] can use language to give passengers a sense of what it will be like when they board.

- ▶ **Voyage/Journey > Trip.** [Tourism Company] should use words that highlight the travel experience, rather than the “point-A-to-point-B” nature of words like “trip.” “Voyage” and “journey” are good options.
- ▶ **Non-exclusionary language.** Though [Tourism Company] does have a particular audience in mind, the company should strive not to exclude any potential passengers who might value the experience in its communication.
- ▶ **[Redacted]**
- ▶ **[Redacted]**

FINAL THOUGHTS

This document is just a start to get [Tourism Company] thinking about how best to communicate this unique experience in a way that will resonate with potential passengers.

In all [Tourism Company]'s communication—including web, social, marketing collateral, and any other written interactions with costumers—it's important to remember the intended audience and their needs, hopes, and aspirations for their journey aboard the [vessel].

By keeping the passenger's perspective in mind, [Tourism Company] will ensure that its written content is speaking directly to its intended audience: travelers who value what [Tourism Company] has to offer, who will enjoy their adventure aboard, and who will happily recommend this experience to like-minded friends.