Inspiration for Travel Agencies from Creativity, Innovation and the Orange Economy worldwide

ANATO. Medellín, Colombia

01 August 2019

David Parrish **MBA, MCMI, MIC, FCIM, FInstLM, FRSA, Chartered Marketer**

Abu Dhabi in the UAE

The Lake District in England

Vanuatu in the South Pacific

Albuquerque, New Mexico, USA

On a ship in the South China Sea

A sporting event in Mexico City

Two Art Galleries in Ho Chi Minh City, Vietnam

On a road trip to New Orleans

Help a small business in the Philippines

PETERS WORLD MAP
CANADA
UNITED STATES (USA)
MEXICO
BRAZIL
RUSSIA
CHINA
INDIA
ALGERIA
LIBYA
EGYPT
NIGER
CHAD
SUDAN
ETHIOPIA
KENYA
ANGOLA
ZAMBIA
INDONESIA
AUSTRALIA
ATLANTIC OCEAN
PACIFIC OCEAN
INDIAN OCEAN
SOUTHERN OCEAN
ANTARCTICA

LA ECONOMÍA NARANJA
• UNA OPORTUNIDAD INFINITA •

Our journey...

What is 'Creativity' and how can we use it?

What we can learn from other business sectors

What Customers *really* want

Marketing: Strategy before Communications

How to survive and thrive in a changing world

Creativity?

a-Creativity

= artistic creativity

i-Creativity

= ingenuity

The “Fosbury Flop”

Containerisation

Kiva.org: Crowdfunded Microfinance

Techniques for Creative Thinking

Learn from other industries

The ‘Orange Economy’

- No clear definition

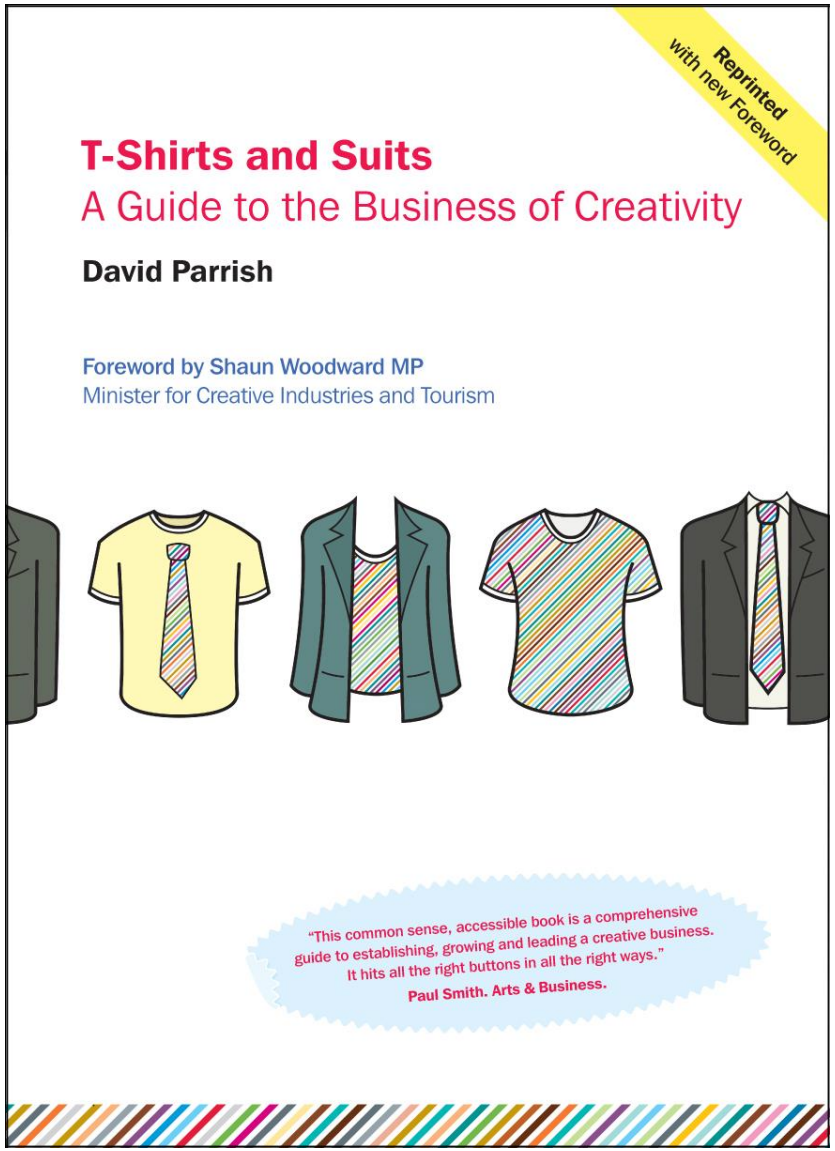
- A term that includes the ‘Creative and Digital Industries’

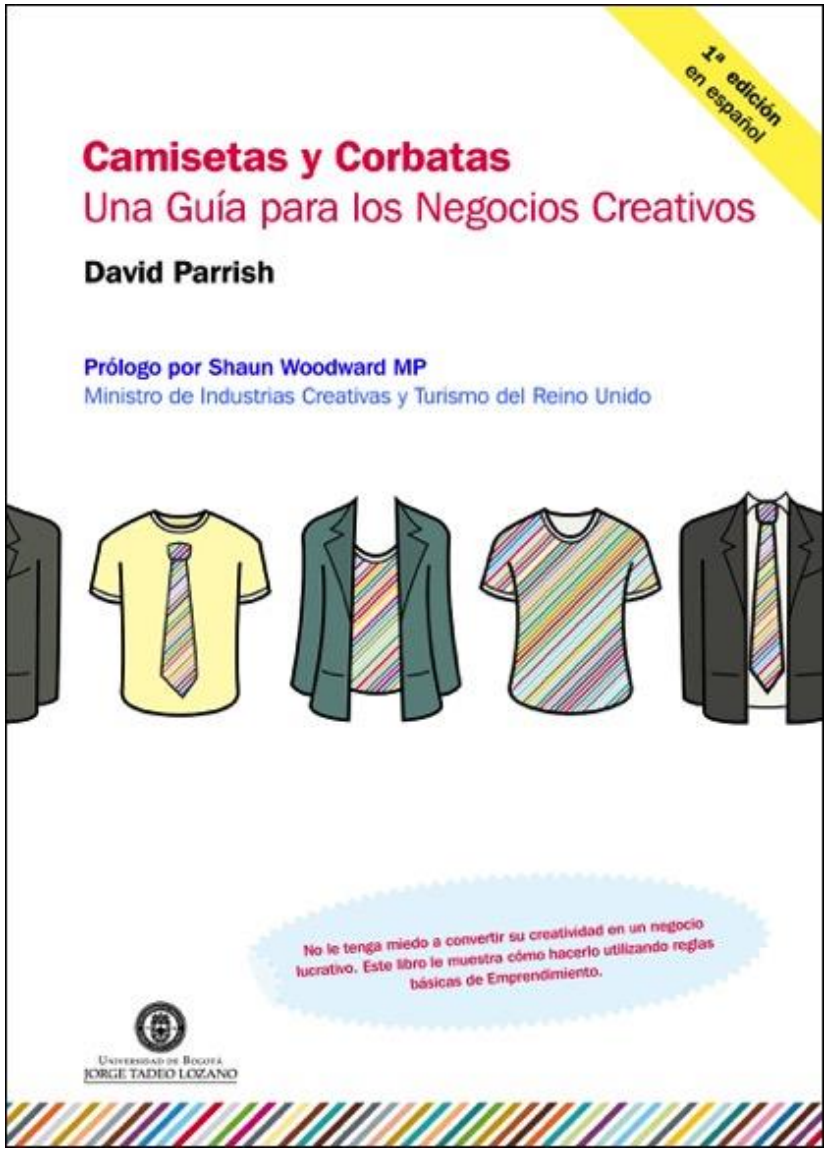
- These are: advertising; architecture; arts and crafts; design; designer fashion; film and video; interactive leisure software; music; the performing arts; publishing; software and computer games; television and radio.

- Creative Economy

- Cultural Economy

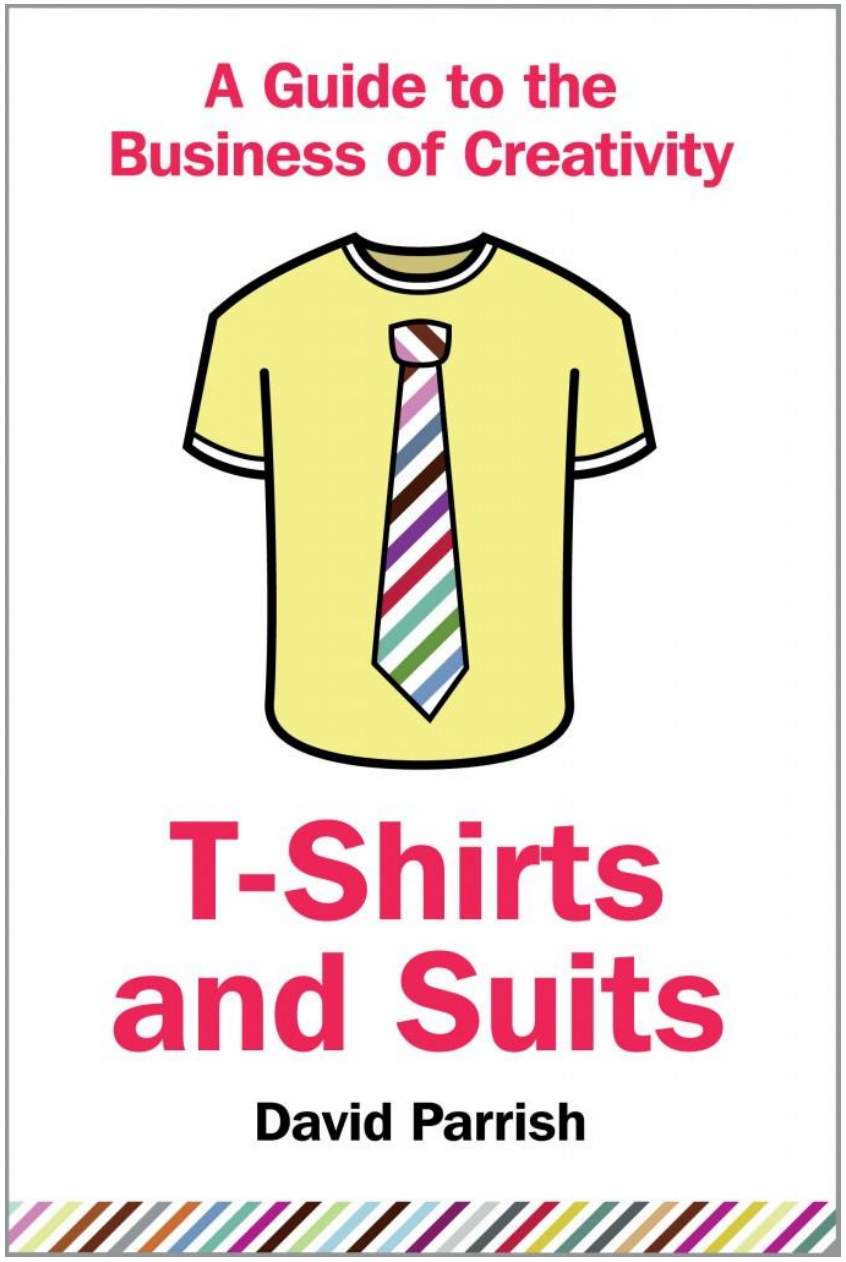
- Experience Economy





"Camisetas y Corbatas"

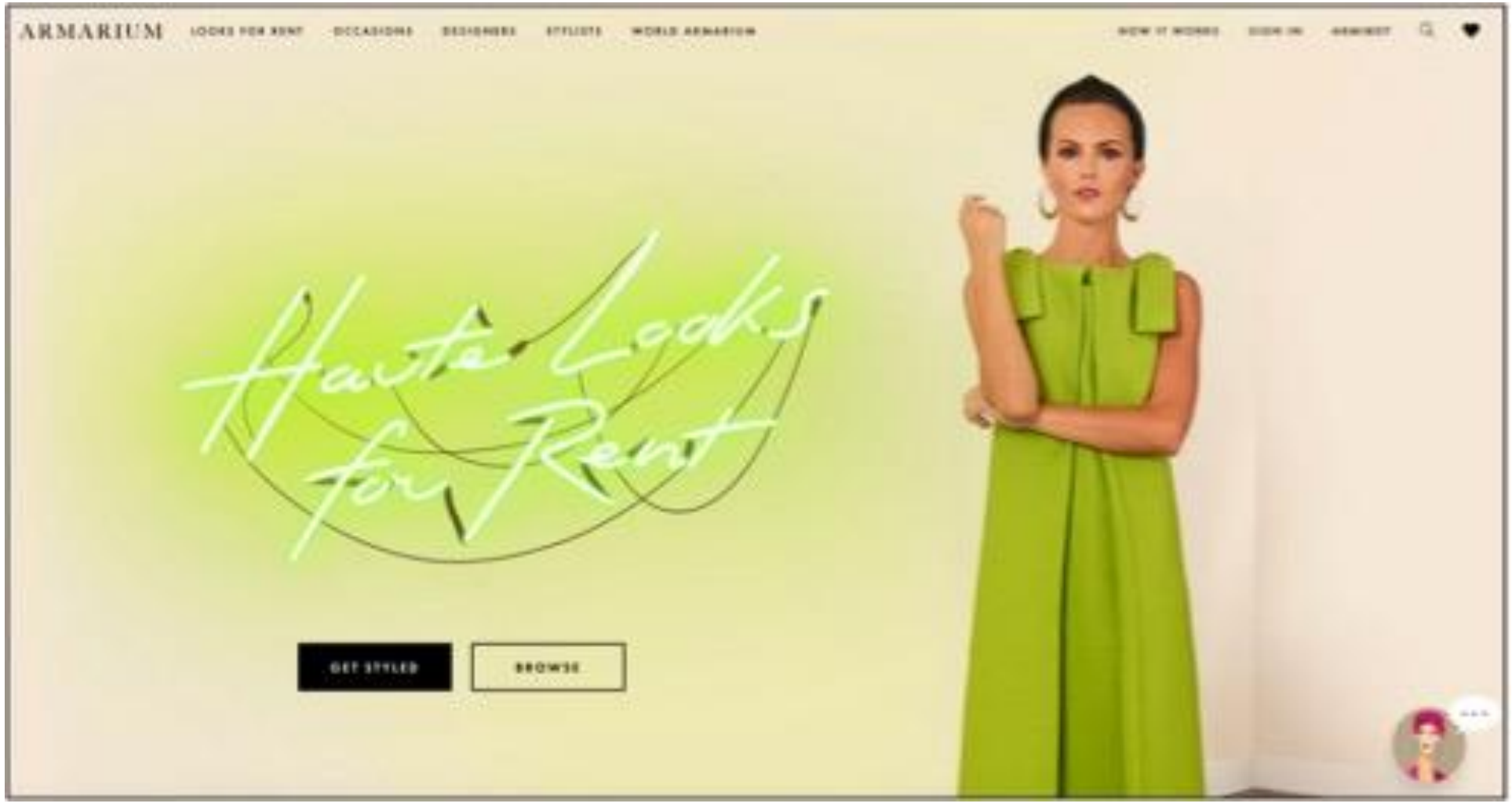
“Freemium"


A Guide to the
Business of Creativity
T-Shirts
and Suits
David Parrish

“Co-opetition"

Making Money While You Sleep

Connecting People:
The 'Sharing Economy'



airbnb

Uber

JustPark

airbnb

Uber

JustPark

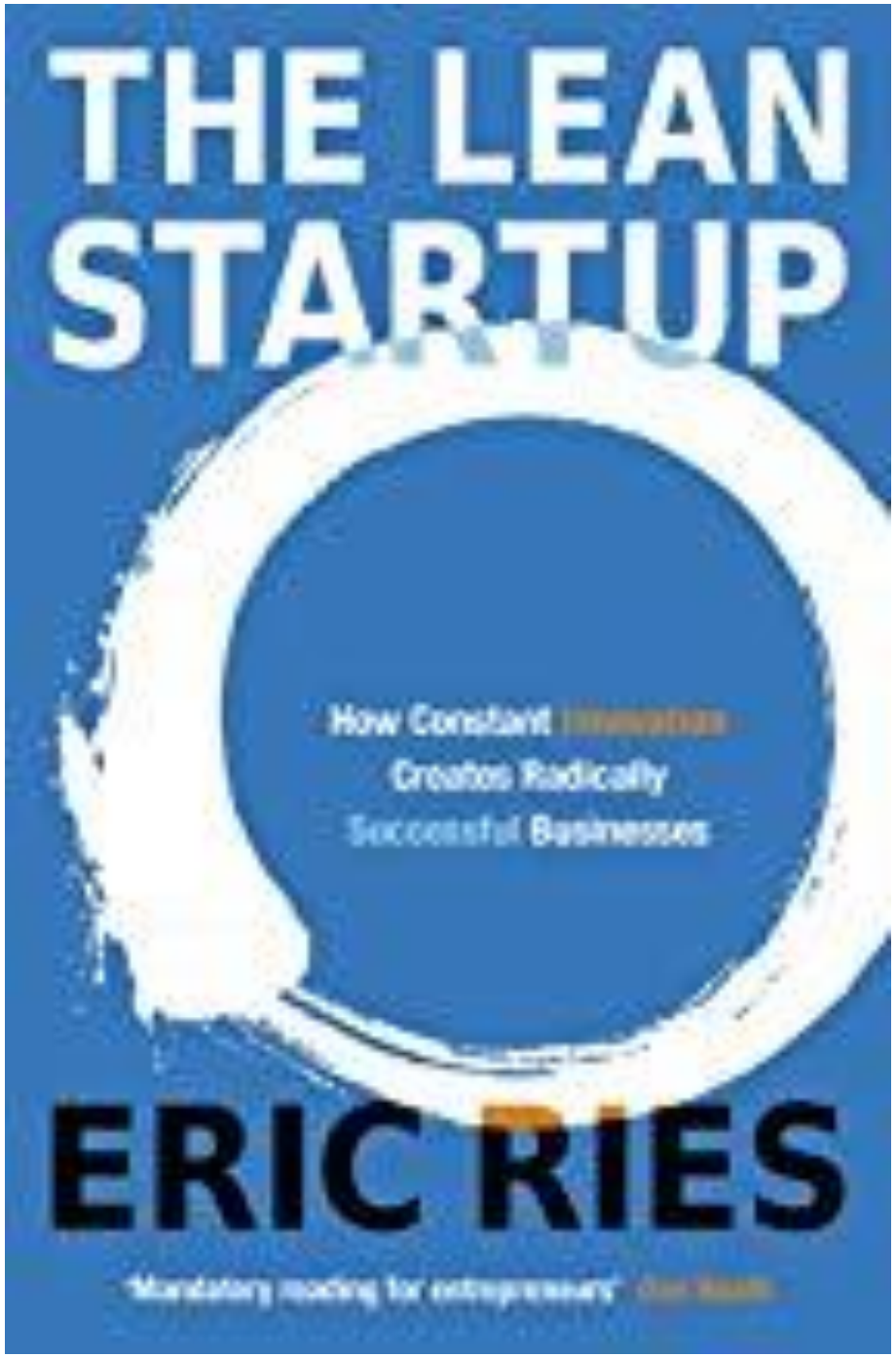
Rome2rio

Revolut

trainline

Booking.com

skyscanner



- Innovation
- Minimum Viable Product (MVP)
- Traction
- Pivot
- Fail Fast

Customers

What do they want?

What are they buying, really?

My Aunty

Customers have changed

Customers are powerful

Customers talk

We can choose…

Personalisation:
It’s all about ‘me’

Harley Davidson: “What we sell is … “

Customers want to participate

We want Stories

Marketing

“Marketing Myopia” – Theodore Levitt

Marketing is primarily Strategy, not Comms

Understand the customer’s point of view

Find a niche and make it your own

"Chase One Rabbit”

Marketing
Estratégico
para el Éxito
en los Negocios
David
Parrish
Chase One Rabbit

Comment
Utiliser
Le Marketing
Stratégique
pour Réussir
David
Parrish
Courir Un Lièvre à la Fois

Strategic
Marketing
for Business
Success
David
Parrish
Chase One Rabbit

Be Creative !

Reframe the Question

Learn from other Industry Sectors

Find a problem – then solve it!

Listen to Customers

Serve Customers' Changing Needs

CANADA
UNITED STATES (USA)
MEXICO
BRAZIL
RUSSIA
CHINA
INDIA
AUSTRALIA
INDONESIA
ALGERIA
LIBYA
NIGER
CHAD
SUDAN
ANGOLA
ZAMBIA
MONGOLIA
KAZAKHSTAN
MALAYSIA
PACIFIC OCEAN
ATLANTIC OCEAN
INDIAN OCEAN
SOUTHERN OCEAN
PETERS WORLD MAP

Inspiration for Travel Agencies from Creativity, Innovation and the Orange Economy worldwide

www.davidparrish.com