

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







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

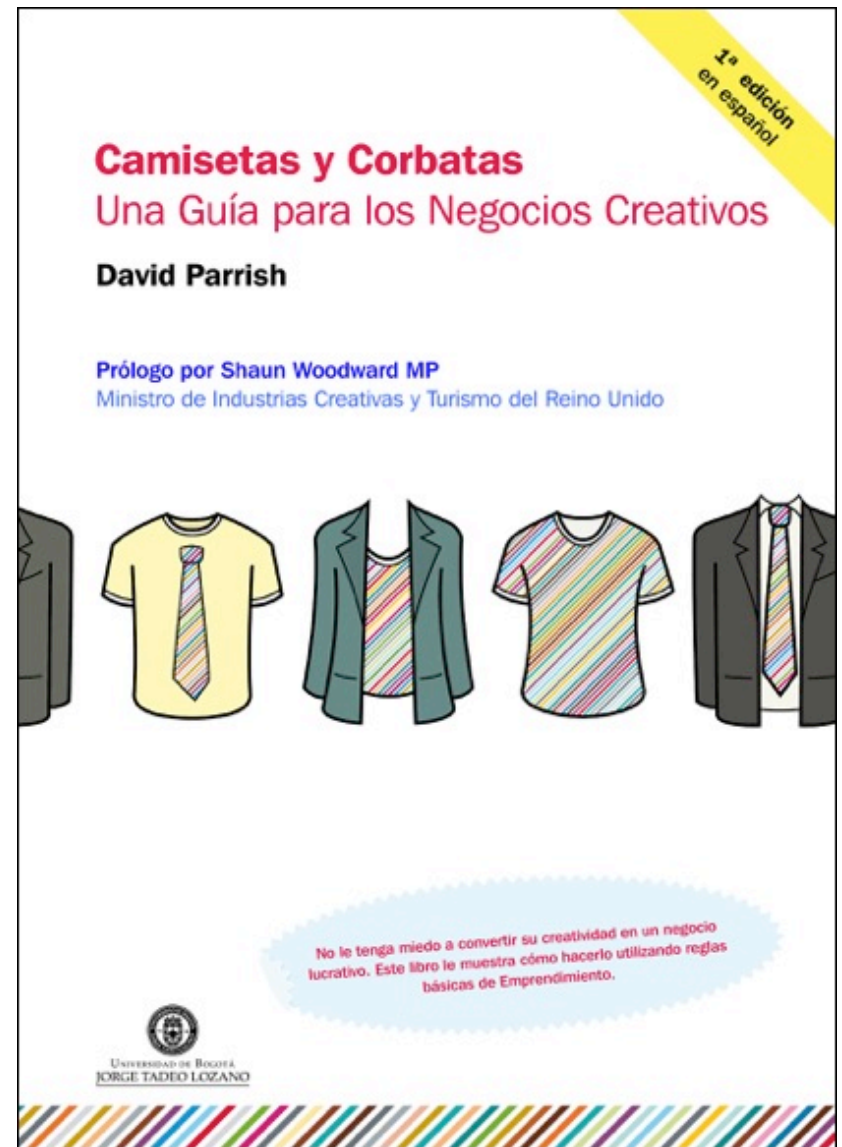
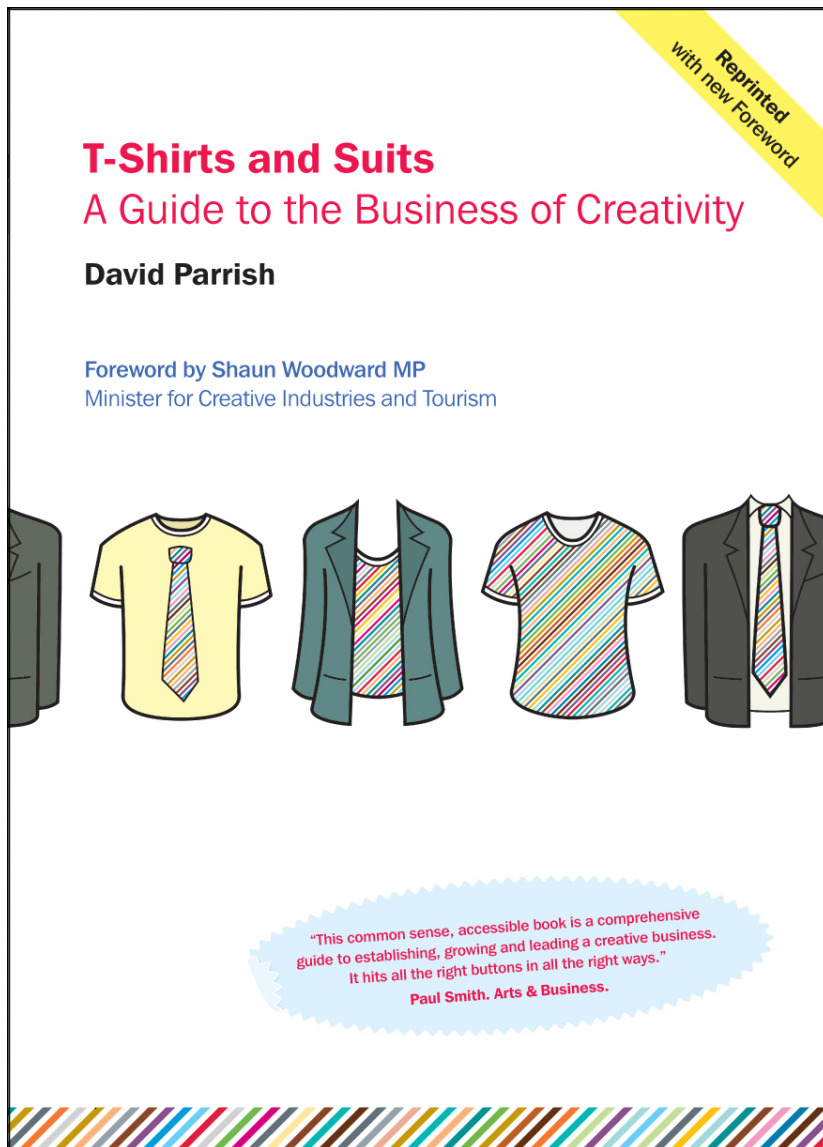


Learn from other industries

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



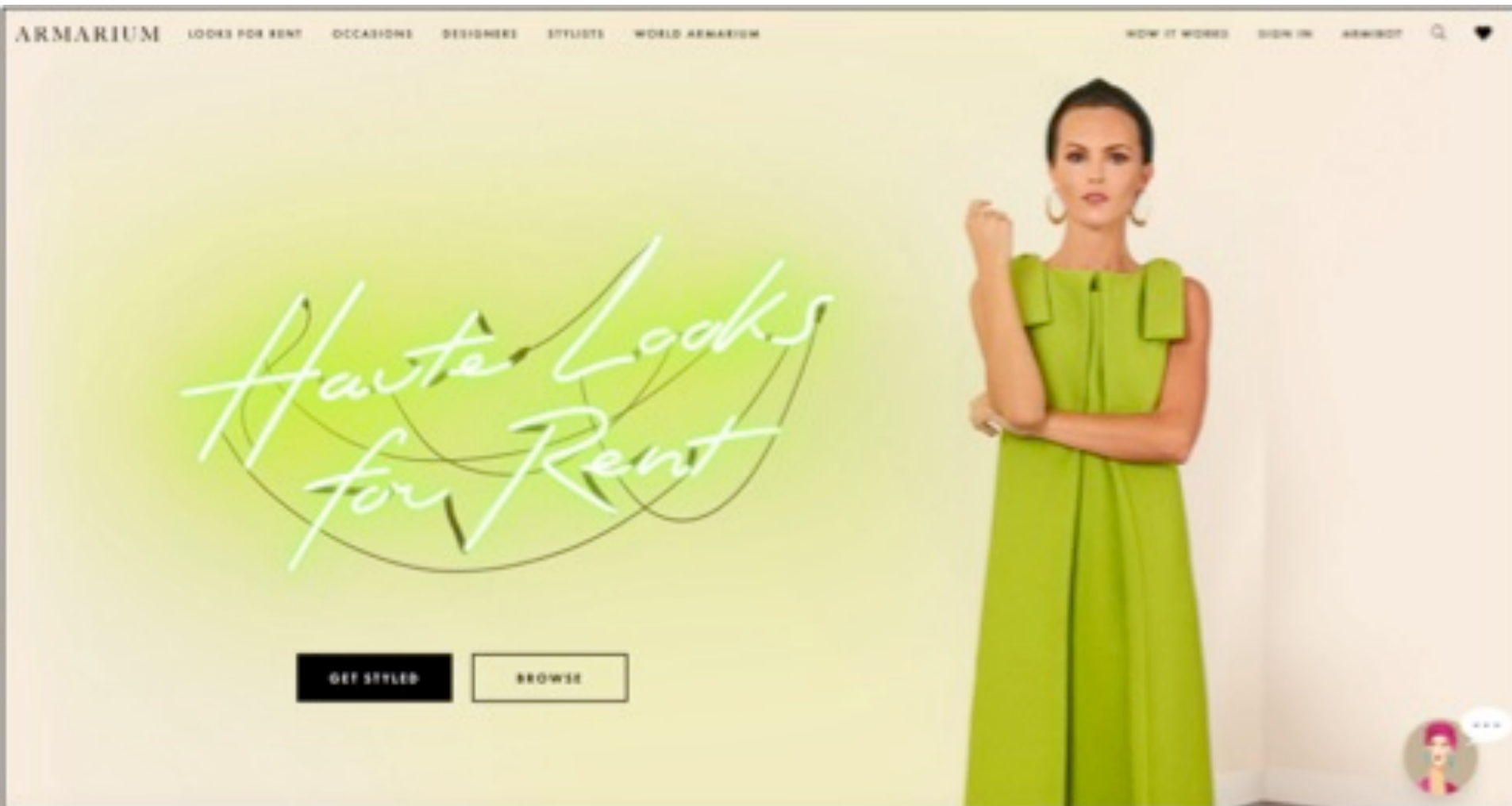


“Co-opetition”



Making Money While You Sleep

Connecting People: The 'Sharing Economy'

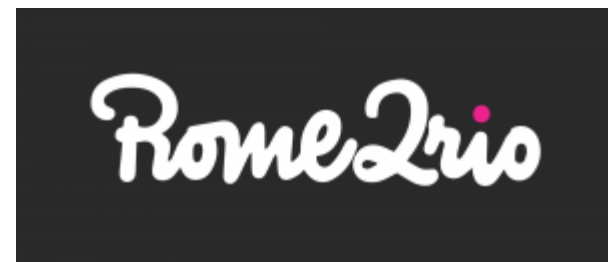




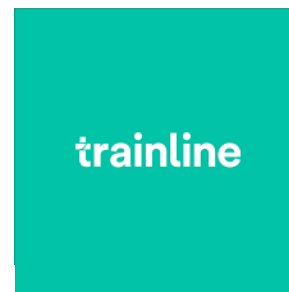
JustPark



JustPark



Revolut



THE LEAN STARTUP

How Constant **Innovation**
Creates Radically
Successful Businesses

ERIC RIES

"Mandatory reading for entrepreneurs" **Forbes**

- **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"



Be Creative !

Reframe the Question

Learn from other Industry Sectors

Find a problem – then solve it!

Listen to Customers

Serve Customers' Changing Needs



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

www.davidparrish.com