

Burkina Faso



COMMUNICATION

THE PROMOTION MARKETING STRATEGY OF THE BURKINA FASO DESTINATION

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INTRODUCTION

- ▶ Burkina Faso is a landlocked country located in West Africa whose neighboring countries are Benin, Cote d'Ivoire, Ghana, Mali, Niger and Togo. It is a francophone country. Like all developing countries, the government faces many challenges: health, education, food, unemployment and recently insecurity.
- ▶ Aware that tourism is becoming the world's leading industry [According to the latest UNWTO World Tourism Barometer, international tourist arrivals surged by a remarkable 7% to reach a total of **1.322 billion**. This strong momentum is expected to continue in 2018, at a rate of 4% to 5%. However, Burkina Faso's share remains tiny (**488,351 tourists in 2016, an increase of 2.9% compared to 2015**); the Burkinabe authorities have included it in axis 3 of the PNDES as a growth sector to boost growth economy and jobs.

I. THE TOURISTIC OFFER

► Original offers

They include tangible and intangible heritage. According to the inventory carried out over the period from 2012 to 2016, there are 1,080 touristic sites inventoried throughout the territory and 399 major sites counted.

To better exploit this heritage, the country was organized into four touristic zones.

The distribution of these sites and attractions by touristic zones, is established as follows:

- **Center zone** (*business and convention tourism*): **413 sites** and touristic attractions, ie **38.24%** of the national tourist heritage sites;
- **East zone** (*vision safari and sport hunting*): **222 sites** and touristic attractions, ie **20.56%**;
- **West Zone** (*cultural tourism*): **216 sites** and touristic attractions, ie **20.00%**;
- **Sahel zone** (*adventure and discovery tourism*): **229 sites** and touristic attractions, ie **21.20%**.

Carte touristique du Burkina Faso



WEST TOURISTIC ZONE

Bobo Dioulasso and its surroundings,
where is practiced the cultural and discovery tourism

Mosque of Dioulassoba



Traditional Mask dance



Hypopothamus of Bala



Dome of Fabledougou



CENTER ZONE

Ouagadougou the capital city and its surroundings
where it's practiced business and congress tourism

Granite sculptures of Laongo



Traditional habitat of Tiebele



Sacred crocodile of Bazoule



Monument of the Martyrs



EAST TOURISTIC ZONE

Fada N'gourma and its surroundings
where is practiced where is practiced safari vision and sport hunting

An elephants' group



Waterfalls of Gobnangou



Gourmatche habitat



Sport hunting (Buffalo)



SAHEL TOURISTIC ZONE

Dori and its surroundings,
where is practiced « adventure tourism »

Mosque of Bani



dromedaries of Gandefabou



II. THE MAJOR AXES OF THE MARKETING STRATEGY TO PROMOTE THE BURKINA DESTINATION

The axes of this marketing strategy are as follows:

- 1) Federate private actors around promotion and marketing;
- 2) Create synergies with the Burkinabe economic world and the diaspora;
- 3) Give tools to potential investors;
- 4) Know how to use diplomatic networks;
- 5) To be able to draw inspiration from what is done elsewhere;
- 6) Knowing how to communicate tourism in times of crisis and post-crisis;
- 7) Strengthen the capacities of the Burkinabe National Office of Tourism (ONTB) which is the state structure whose mission is to promote Burkina Faso destination.

But long before that, we need to take the following actions:

1. Develop the natural sites that have been highlighted by the various diagnoses of touristic centers;
2. Strengthen existing touristics sectors, and create new attractive sectors: roaming, water sports in lakes and rivers, (...) ;
3. Innovate new types of comfort accommodation respecting the local architecture;
4. Highlight local gastronomy;
5. Set up touristic road signs and interpretive signs on the sites;
6. Federate private tourism stakeholders around a national touristic development master plan, integrating the master plans of touristic zones in Burkina Faso;
7. Set up a vast training plan for public, private executives and touristic companies' personnel;
8. Create services, products, market services for touristic customers;
9. Affirm a clear political will to develop the touristic economy through the proper allocation of the Touristic Development Tax to the promotion of the sector;
10. Bring human and financial resources to the Burkinabe National Office of Tourism for the implementation of essential promotional tools: sales website, sales manual, trade shows, (...).

III. DIFFICULTIES IMPLEMENTING THE PROMOTION MARKETING STRATEGY OF THE BURKINA FASO DESTINATION

❖ Financial difficulties

The communication and promotion actions of the destination Burkina Faso require the mobilization of the necessary financial resources for this purpose, but the budget allocated to the promotion of tourism is insufficient, which has resulted in:

- 1) Incapacity participated in international fairs;
- 2) Lack of operating budget for ONTB;
- 3) Lack of visibility and promotion of the destination;
- 4) Insufficiency of the practice of tourism by nationals.

❖ Human difficulties

Weakness in the number of qualified personnel in both the private and public sectors

❖ Very difficult security context

Burkina Faso, since 2017 and, like other countries in the Sahelo-Saharan strip, is facing a very difficult security context that probably hinders the development of tourism activities.

IV. THE CRISIS COMMUNICATION STRATEGY

- ▶ Until recently, the Ministry of tourism did not have a crisis communication plan. This was due to the country's long-standing political and security stability. Given the current insecurity situation and its negative impact on Burkinabé tourism, the Ministry of tourism in collaboration with the COMCEC has been able to train a number of professionals from Burkina Faso, Côte d'Ivoire and Niger in the crisis communication strategy from 06 to 10 August 2018 in Ouagadougou.
- ▶ At the end of this training, we intend to develop a crisis communication strategy that will minimize the impact of the crisis on our destination. To do this, we will take the following actions:

1. Review and adapt our communication strategy;
2. Communicate enough about the crisis to provide the right information in real time (to the population and our partners);
3. Develop and offer more attractive quality products presented in an appropriate sales manual;
4. Maintain and increase our presence in the markets of the issuing countries;
5. Multiply the promotion actions of our destination;
6. Develop a policy to revive the destination (through the multiplication of public relations actions, advertising, repositioning)



WELCOME TO BURKINA FASO

Land of welcome and tradition, Country of culture