

# **MEADFA board meeting**

Some findings from TFWA strategy review 2016

Last year TFWA conducted a strategy review into three key areas:

- Mission
- Current scope of activities
- Value to the wider industry

Some of the recommendations of the study are now being implemented; others will follow later.

The following slides offer some context and details that may be relevant to MEADFA.

- How is the industry most likely to evolve over the coming 5 to 10 years?
- How can we ensure the continued relevance of our current events and activities?
- What are the main opportunities to develop new events/activities?

We have assessed the DF & TR market, its long term development and looked into TFWA's organisation & activities via desk research, benchmarks from other trade organisations, a comprehensive online survey and interviews



## Market assessment

- › From 1995 to 2025, we assessed how would the market evolve, globally, per categories & geographies, and we used environment and competitive analysis to retrieve trends & impacts
- › We also focused our analysis on 4 key actors of the DF & TR: the passenger/ shopper, the brands, the operators and the landlords



## TFWA organisation & activities

- › We have assessed TFWA's organisation and business model, its DNA, its core values and its environment, to design the "big picture"
- › We then go into details on TFWA's key activities, especially on Events, Research and charity



## Survey and Interviews

- › We conducted a survey & several interviews with TFWA's members and key stakeholders
- › We gathered 125 answers to our survey, which were combined with our 27 insightful interviews to build a comprehensive point of view on the DF & TR market evolution and the relevance of TFWA's activities



## Benchmarks

- › To complete our review of TFWA's activities, we have selected and analysed 6 associations with similar activities and scopes
- › This benchmark served as food for thought and inspiration for our creative workshops



We have selected 6 associations for the benchmark, with similar scope and missions, in line with TFWA Services and Activities, and with relevant specificities to focus on

	Scope	Sector	Missions and Key features
 Airport Council International	› World	› Travel	<ul style="list-style-type: none"> <li>› Focus on Travel industry and Airports activities &amp; environment</li> <li>› Acts as the voice of the world's airports, promotes professional excellence in airport management</li> </ul>
 Consumer Technology Association	› World	› Technology & Innovation	<ul style="list-style-type: none"> <li>› Advanced on technology, start-ups and disruptive innovations</li> <li>› Organises CES, promotes consumer technology industry, provides information &amp; enhances collaboration</li> </ul>
 National Retail Federation	› World	› Retail	<ul style="list-style-type: none"> <li>› Promotes the interests of the retail industry through advocacy, communications and education</li> <li>› Proposes a career center</li> </ul>
 TED (The Sapling Foundation)	› World	› Education & Information	<ul style="list-style-type: none"> <li>› organises events and provides platform for live conferences</li> <li>› Creates an environment where the world's smartest thinkers, inspiring teachers and greatest visionaries share their views/ ideas</li> </ul>
 Comité Colbert	› Europe	› Luxury	<ul style="list-style-type: none"> <li>› Promotes luxury Houses, products and lifestyle in France and abroad, animates luxury network, advocates for the protection of intellectual property rights</li> </ul>
 Efficient Consumer Response Europe	› Europe	› Operational excellence	<ul style="list-style-type: none"> <li>› Enhances collaboration between trading partners along the value chain to improve customer services</li> </ul>

Events



- › Development, organisation or outsourcing of:
  - Conferences
  - Dinner
  - Gala
  - Exhibitions
  - Forums
  - Awards

Data and Business Issues



- › Gathering, consolidation, analysis and publication of:
  - Data
  - Statistics
  - Reports
- › Establishment of Business partnerships
- › Realization of:
  - Benchmark
  - Diagnosis and review

Communication



- › Publication of:
  - Newsletters
  - Magazines
- › Realization of:
  - Advertising campaigns
  - Lobbying & Advocacy
  - Mobile application
  - Charity
- › Implementation of Foundation

HR



- › Development of
  - Trainings
  - Scholarship
  - E-learning
  - Webinars
- › Implementation or outsourcing of certifications and diplomas

## Anticipate

emerging opportunities and challenges



**WHY:** DF & TR market is global, volatile, & complex: categories have evolved, as well as key geographies, travel habits, passengers' expectations, etc.

**HOW:** TFWA should enhance members' understanding of key industry trends

## Inform

via performance metrics and customer insights



**WHY:** Sales metrics & customer insights are at the core of each business, and DF & TR market is in need of accurate & mutualised data on which stakeholders can rely

**HOW:** TFWA clearly arises as the only organisation with the scope & credibility to partner with external data company, and to provide industry-wide robust support

## Connect

stakeholders and business partners



**WHY:** DF & TR market is a trade platform on which several stakeholders are interacting with each other

**HOW:** Connecting people through trade shows is already at the core of TFWA's mission; it has to be strengthened and expanded

## Educate

industry players



**WHY:** DF & TR market is professionalizing; training, as well as certification/diploma needs will be the next steps

**HOW:** TFWA may develop and diffuse training material on TR business, or build partnerships with universities so as to develop its own education program

## Promote

industry values



**WHY:** DF & TR industry needs an official voice, whether for PR, advertising or lobbying

**HOW:** TFWA could be endorsed to act as the official speaker, at least for media campaigns or relationships

The conclusions we drew with regard to TFWA's mission are not *all* relevant for MEADFA, but *some* could be.

The following slides contain some ideas on where MEADFA could look to develop, based on some of the results of the TFWA review.

Key question: where/how can MEADFA add value to the regional and global industry?



# Inform

- Research
  - MEA-focused customer, travel & traffic insights
  - Jointly fund report on African market and consumers?
- MEADFA Index
  - Operator-fed barometer of sales development & industry sentiment

## Connect

- Annual MEADFA Conference
- Africa seminar
  - Lower-key one-day event both to promote MEADFA and bring together the continent's key operators and brands

## **Educate**

- Continuation/strengthening of MEADFA's training programme
- Support for DFWC Academy

## Promote & Defend

- Reinforce links with associations in related industries (eg ACI, IATA)
- Develop MEADFA as « nerve centre » for industry-related challenges and threats
- Involve suppliers, either as full members or « business partners »
- Employ Africa agent?