


Title of case study	Improving customer confidence in attractiveness of destination
Name of organization(s)	Apple Vacations, Club Med, Sandals, SuperClubs and TNT Vacations
Business sector	Tourism and Recreation
Region(s) relevant to case study	<input checked="" type="checkbox"/> All regions <input type="checkbox"/> Africa and the Arab States <input type="checkbox"/> Asia and the Pacific <input checked="" type="checkbox"/> Caribbean and Central America <input type="checkbox"/> Europe <input type="checkbox"/> Least Developed Countries <input type="checkbox"/> North America <input type="checkbox"/> Polar regions <input type="checkbox"/> Small Island Developing States <input type="checkbox"/> South America
Country(s) relevant to case study	Multiple
Adaptation sector(s) relevant to case study	<input type="checkbox"/> Business <input type="checkbox"/> Education and training <input type="checkbox"/> Food security, agriculture, forestry and fisheries <input type="checkbox"/> Human health <input type="checkbox"/> Oceans and coastal areas <input type="checkbox"/> Science, assessment, monitoring and early warning <input type="checkbox"/> Terrestrial ecosystems <input checked="" type="checkbox"/> Tourism <input type="checkbox"/> Transport, infrastructure and human settlements <input type="checkbox"/> Water resources <input type="checkbox"/> Other (please specify):
Adaptation activity	<p>The Caribbean Region and Gulf of Mexico are expected to experience increased summer temperature extremes, changes in demand seasonality, and potential for increased frequency or strength of hurricanes as a result of climate change. In the late 1990s, the Caribbean Tourism Organization and individual member states began to actively market themselves as four-season destinations with multi-million dollar advertising campaigns to target the honeymoon market and budget conscious families. In combination with marketing messages that downplay the region's summer heat are</p>

	<p>upgraded air-conditioning, discounted room rates, and new hurricane interruption policies at many resort companies, including Sandals Resorts, Club Med, SuperClubs, TNT Vacations, and Apple Vacations.</p>
<p>Cost-benefit</p>	<p>The hurricane guarantees or waivers differ slightly from company to company, but basically provide a replacement stay of the same duration and equivalent value as the one originally booked. The strategy has proven successful as summer occupancy rates at beach resorts are approaching or equalling winter season in many destinations. The State of Florida allocated US\$30 million to ‘hurricane recovery’ marketing following the devastating sequence of four hurricanes in 2004 and developed a weather insurance program for convention organizers, where it pays the premiums for US\$200,000 insurance coverage for rescheduling costs associated with hurricane disruption.</p>
<p>Case study source(s)</p>	<p>Case Studies and Tools: A Systematic Review of the Literature on Business Adaptation to Climate Change (Network for Business Sustainability)</p>
<p style="text-align: center;">CLICK FOR MORE INFO</p> 	



Source: www.clubmedgroups.com