

Chapter 3 Outline

Destination Marketing: The Consolidated Approach
Motivating the Customer: The AIDA Principle
Market and Marketing Research
Branding, Positioning, and Theme Development
Branding through Theme Development
The Marketing Plan
Plan Parameters
Goal-Setting
Plan Elements
Final Report Preparation
Strategic Planning
Marketing Tools
Advertising
Public Relations and Media Publicity
Collateral Development
Web Site Marketing and the Internet
Direct Marketing
Event Development
Alliances
The Importance of Alliance-Building
Meeting Member Needs
Major Alliances for Joint Marketing
Criteria for CVB Marketing Success

Competencies

1. Explain the consolidated approach to tourism marketing and discuss its benefits to businesses in a destination. (pp. 30–31)
2. Explain the difference between market research and marketing research. (pp. 31–32)
3. Describe the process of branding and theme development. (pp. 32–35)
4. Explain the difference between branding and advertising. (pp. 32–33)
5. Explain why it is important for a CVB to have a marketing plan, and discuss the elements and tools included in a typical plan. (pp. 35–44)
6. Explain how the Internet can be used to integrate sales and marketing. (pp. 42–43)
7. Explain how to determine the effectiveness of a marketing campaign. (pp. 46–47)