

Practical Aspects of Marketing Destinations Effectively

Each tourism organisation active at the local, regional or national level is faced with the need to effectively use available funds when marketing the respective destination. However, countries with limited experience in professional destination marketing such as Greece have a poor track record in spending their budget in a competent manner.

The presentation will address this lack of destination marketing expertise and will focus on practical aspects faced by marketing practitioners especially from a Greek point of view.

More specifically, the presentation will follow a step-by-step approach by highlighting problems often faced by marketing practitioners and will propose solutions to be applied in each aspect of the destination marketing task:

- Market research and analysis
- Strategic destination marketing planning
- Market targeting and positioning
- Branding policy
- Tactical planning
- Marketing organisation
- Financing and budgeting
- Controlling

Data from Rhodes is used to illustrate these points with real-life examples.