

Analyzing Destination Marketing Online

<https://marketpublishers.com/r/A0D1AB2C7DAEN.html>

Date: April 2012

Pages: 45

Price: US\$ 300.00 (Single User License)

ID: A0D1AB2C7DAEN

Abstracts

Tourism destinations are fast emerging as umbrella brands and they are increasingly being promoted in the global marketplace as one entity for each target market they try to attract. The emerging globalization and concentration of supply increase the level of competition and require new marketing strategies for destinations.

In this context, it is necessary for a city to have a marketing strategy for attracting tourism. If the city aims to host tourists in a way that leads to economic growth while balancing the needs of the citizens of the city, then a structured and coordinated approach – a marketing strategy - is the optimal approach to achieving these goals.

Online marketing is the process of putting a product or business in front of more than 200 million regular Internet users looking for services and information online. It is the process of turning a Web site into a powerful medium to maximize business and sales potential. Online marketing is a very cost-effective method of driving targeted traffic to a web site i.e. reaching and acquiring customers. Destination marketing is a segment of this itself.

Aruvian's R'search presents a research report – Analyzing Destination Marketing Online – which looks at this growing industry up-close. The report first discusses all the basics about online marketing in the first sections, building the scenario for the introduction of destination marketing. The research then shifts to analyzing destination marketing, the role of the Internet in destination marketing, strategies for tourism promotion, and much more. The analysis of destination marketing through case studies completes this comprehensive report.

Contents

A. EXECUTIVE SUMMARY

B. WHAT IS ONLINE MARKETING?

- B.1 Understanding Online Marketing
- B.2 How is Online Different from Offline Marketing?
- B.3 Propellers of Growth for Online Marketing
- B.4 Internet Arbitrated Industry Orientation
- B.5 Role of the Internet in Marketing Movements

C. INTRODUCTION TO DESTINATION MARKETING

- C.1 What is Destination Marketing?
- C.2 Planning Best-Practice Destination Marketing
- C.3 Promoting Destinations
- C.4 Research & Destination Publicity

D. A LOOK AT DESTINATION MARKETING ORGANIZATIONS

E. THE ROLE OF INTERNET IN DESTINATION MARKETING

- E.1 Promotion through Travel Websites
- E.2 Strategies Revolving around the Internet for Travel Promotion

F. CASE STUDIES

- F.1 Online Marketing of Tourism
- F.2 Advertising through a Tourism Website

G. APPENDIX

H. LEADING INDUSTRY CONTRIBUTORS

- H.1 Arrow
- H.2 Destination Marketing Group
- H.3 Travel Spike
- H.4 The Radcliffe Company

H.5 Destination Marketing Services

I. APPENDIX

J. GLOSSARY OF TERMS

I would like to order

Product name: Analyzing Destination Marketing Online

Product link: <https://marketpublishers.com/r/A0D1AB2C7DAEN.html>

Price: US\$ 300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A0D1AB2C7DAEN.html>