Hospitality and Tourism

How to Market a Small Town

Mr. Orr

People will search \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ first and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ second.

According to Brooks, \_\_\_\_\_\_\_\_% of community based marketing is ineffective.

Destinations must narrow their focus:



**10 Tips for Marketing a Small Town**

1. Don’t get hung up on logos and slogans.
2. A brand is a perception
3. Successful brands have a narrow focus

*Jettison the generic:*

* + *Explore*
  + *Discover*
  + *Outdoor recreation*
  + *So much to do*
  + *Four season destination*
  + *Historic downtown*
  + *Center of it all*
  + *Best kept secret*
  + *Close to it all*
  + *Playground*

1. Make your town synonymous with your brand.
2. Brands are built on product, not marketing.
3. Never use focus groups
4. The brand must “deliver on the promise.”
5. Start with a plan.
   * *What do you \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?*
   * *What do you need to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?*
   * *How will you tell \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?*
   * *What goes on the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?*
6. Build the brand on feasibility, not local sentiment
7. Don’t let local politics kill the branding efforts

*Three killers of branding efforts*