Hospitality and Tourism

Marketplace Analysis

Mr. Bodenburg

**Marketplace Analysis**

Research the community’s position in the marketplace, what competitive advantages and opportunities exist.

Items to include in your Marketplace analysis:

* Compare and contrast your community with two other similar communities
  + What does your city stand for?
  + How does your city differ from competing communities?
* What opportunities exist within our city?
* Which marketing segments are most beneficial?