Hospitality and Tourism

City Rebranding Assignments

Mr. Bodenburg

**Objectives**

* **Create a rebranding effort to boost commerce and tourism dollars**
* **Identify and define targeted consumers**
* **Outline action steps and budgets**
* **Develop a realistic promotion/special plans**
* **Implement and evaluation of the plan**

**Customer (Product)**

Primary Customer Profile \_\_\_\_\_\_/ 10

Secondary Customer Profile \_\_\_\_\_\_/ 10

**Cost (Price)**

Infrastructure/Technology Investment \_\_\_\_\_\_/ 10

Promotional Investment \_\_\_\_\_\_/ 10

**Convenience (Place)**

Profile of the City \_\_\_\_\_\_/ 10

Marketplace Analysis \_\_\_\_\_\_/ 10

**Communication (Promotion)**

Rebranded Theme Description \_\_\_\_\_\_/ 10

Online Footprint \_\_\_\_\_\_/ 10

**Evaluating the Impact**

Short-term and Long-term Impacts \_\_\_\_\_\_/ 10

The City’s Return on Investment \_\_\_\_\_\_/ 10