Hospitality and Tourism

City Rebranding Presentation

Mr. Bodenburg

**Customer (Product)**

Primary Customer Profile 1 2 3 4 5 6 7 8 9 10

Secondary Customer Profile 1 2 3 4 5 6 7 8 9 10

**Cost (Price)**

Infrastructure/Technology Investment 1 2 3 4 5

Promotional Investment 1 2 3 4 5

**Convenience (Place)**

Profile of the City 1 2 3 4 5

Marketplace Analysis 1 2 3 4 5

**Communication (Promotion)**

Rebranded Theme Description 1 2 3 4 5 6 7 8 9 10

Online Footprint 1 2 3 4 5

**Evaluating the Impact**

Short-term and Long-term Impacts 1 2 3 4 5

The City’s Return on Investment 1 2 3 4 5

**Other Variables**

Professionalism 1 2 3 4 5

Persuasiveness 1 2 3 4 5

Quality Visual Aids 1 2 3 4 5

Ability to Answer Questions Effectively 1 2 3 4 5 6 7 8 9 10

Overall Impression 1 2 3 4 5 6 7 8 9 10

**Total Score:\_\_\_\_\_\_\_\_\_\_\_\_\_\_/100 possible**