



DESTINATION BRANDING

Is it Really Possible?

Thank You

**THIS
PRESENTATION
WILL
NOT**

- **Give you every answer**
- **Sell you anything**
- **Make you the ultimate marketing guru**

THIS PRESENTATION WILL

- **Share some research**
- **Offer some marketing insights**
- **Challenge your creativity**



Global

We
inspire
people
to go
places.

SIGNATURE
TRAVEL NETWORK



BERMUDA







 Digital Spring

 NextFactor

 Grifco

 NJF

 Hills Balfour

 Ophir

 Myriad

 Travel Intelligence

Locations

KC LA DC DEN MIA NYC Dubai Madrid London Vancouver



TRAVEL CONSUL

O MMGY GLOBAL
North America

INTERFACE TOURISM O
Spain

INTERFACE TOURISM O
France

HILLS BALFOUR O
United Kingdom

RELATED O
Nordic Countries

O LIEB MANAGEMENT
Germany

O AIGO
Italy

HILLS BALFOUR O
UAE

O TWO TONE
Africa

O INTERAMERICAN NETWORK
South America

O TMI CONSULTANCY
Russia

O INTERFACE TOURISM
Benelux

O BRAND STORY
China & Southeast Asia

O BLUE SQUARE CONSULTANTS
India

**PACRIM MARKETING
GROUP & PRTECH, LLC**
Japan

GTI TOURISM O
Australia

**WHAT MAKES
YOUR DESTINATION
UNIQUE?**



**IF NO TWO
DESTINATIONS
ARE ALIKE...**





**WHY DO
THEY ALL LOOK
THE SAME?**





**NO PASSPORT
REQUIRED**

A PLACE SO RELAXED YOU CAN'T HELP BUT DO THE SAME.

XXXXXXXXXXXXXXXXXXXXXExotic yet FamiliarXXXXXXXXXXXXXXXXXXXXX

Close your eyes, dig your toes in the sand, and listen to the waves lap onto shore. There's no place better suited to satisfying the senses and soothing the soul. Walk green hills. Stroll cobblestone streets. And watch shades of red fade over the sky. All to a place so relaxed, you have to do the same.

For more information, visit www.courtsouthisland.com or call 1-800-372-1234 and reference code 8137.
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**unrivaled
romance**

For a free copy of our Wedding & Honeymoon Guide, call 800-372-1234 or visit usvi.tourism.gov

**U.S. VIRGIN ISLANDS
NO PASSPORT
REQUIRED**

**BOOK YOUR
HONEYMOON
TODAY**

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NO PASSPORT REQUIRED FOR U.S. CITIZENS



**EXPLORE
BEYOND THE
SHORE**

TRY "I DO" IN PARADISE

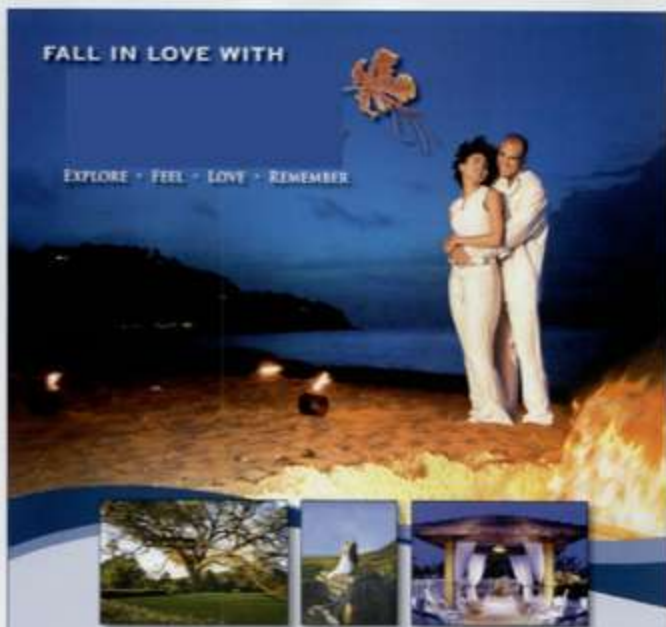
Now that you have promised to have and to hold, we'll gladly offer you the perfect start to a great start. Simply contact these five hotels for details on their exclusive wedding and honeymoon packages.



Visit StKitts.com to reserve your hotel today or call 1-800-844-7527 for more information.

FALL IN LOVE WITH

EXPLORE • FEEL • LOVE • REMEMBER



Blessed by nature and rich in history, this lush tropical island invites you to experience a Caribbean destination like no other. From the golden sand beaches and cloud-fringed hillside to the rich cultural heritage and warm, welcoming hospitality, St. Kitts invites you to experience the romance.

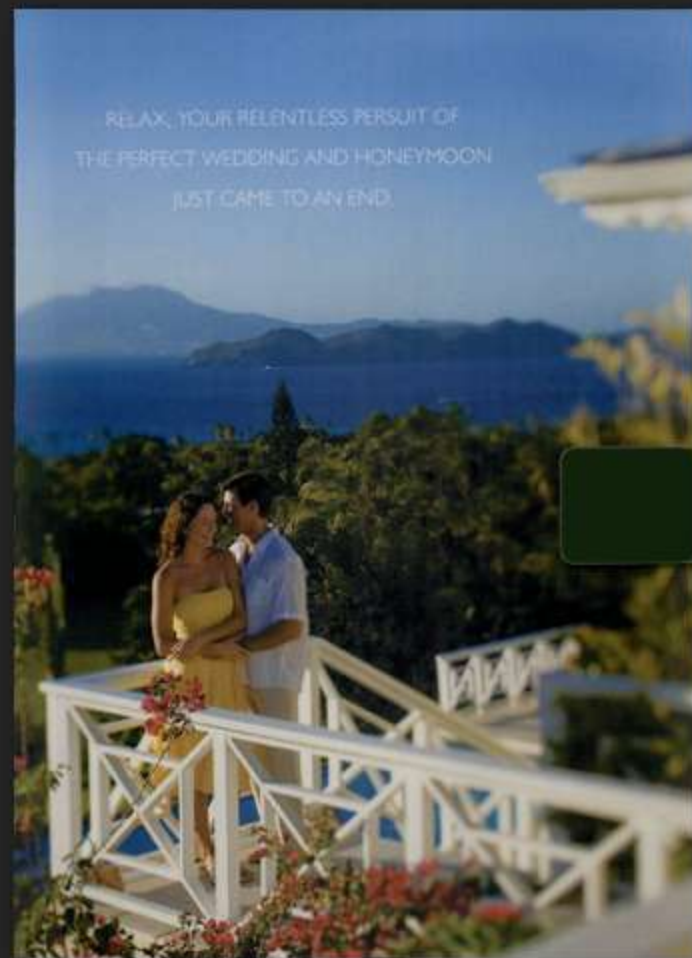
St. Kitts is served non-stop by American Airlines from New York and Miami; by US Airways from Charlotte; and by Delta Air Lines from Atlanta. American Airlines/American Eagle serves the island with connecting service over San Juan.

Log on to the website for details on Wedding and Romance packages and the "Fall in Love with St. Kitts" summer/fall savings promotion.



Caribbean

RELAX. YOUR RELENTLESS PURSUIT OF
THE PERFECT WEDDING AND HONEYMOON
JUST CAME TO AN END.



5 premium all-inclusive resorts in Barbados & St. Lucia

4 days/3 nights

\$420*

At Almond Resorts, you'll discover every part of a fantastic family vacation brought to you in one premium all-inclusive package. From a Kids' Club certain to keep younger guests captivated to enough sports, activities and entertainment to make adults feel like kids again, everything is presented in true *For You. About You.* style.

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A premium all-inclusive play date for your children
and your inner child alike.



*Based thru 12/31/08. Rate based on standard room at Almond Shagbitters Cove between 6/5/08 and 6/11/08. Actual rate may change based on date of travel. Taxes are per person, based on double occupancy and are subject to change, exceptions, cancellation charges and restrictions. Price is for land only and excludes airport transfers.

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LIVES UP TO OUR NAME.

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55% IN SAVINGS
WITH A \$200 RESORT CREDIT*
PLUS
2 KIDS STAY FREE.



Come, immerse yourselves in our world of *Unlimited Luxury*® — where your gourmet meals, unlimited premium beverages and endless day and night adventures are all included. For a limited time it also includes wallet-searing savings.

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Life's



For information on all-inclusive ~~vacation~~ vacations from the SuperClubs Collection visit:

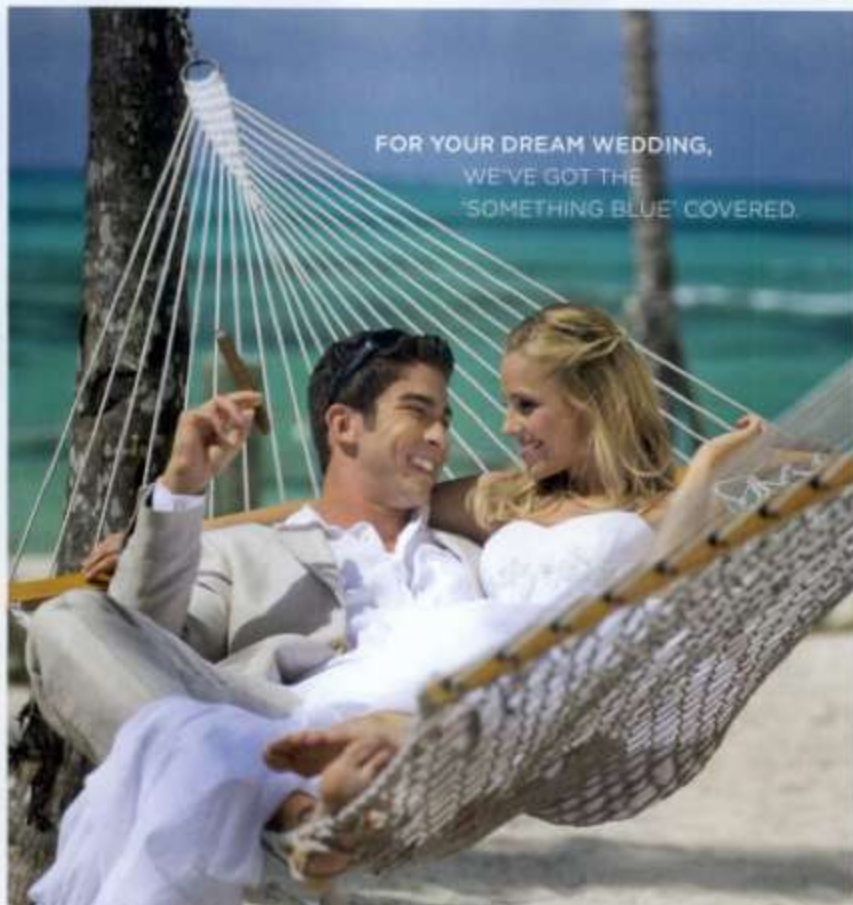
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WE'VE GOT THE
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Your big day should be forever. At your wedding at the Wyndham Nassau Resort and Crystal Palace Casino, make all of your wedding dreams come true in a breathtaking tropical oasis of fun, sand and nonstop festivity. Our dedicated wedding consultants are here to help you down to the smallest detail. After your vows, stay with us for a honeymoon as relaxing or rousing as you choose.

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For those that prefer their whereabouts unknown



Off to the distance you are in "Thousand Islands" is not just the place that "wonderful islands in the marine world is almost" A secret place is yours. When you visit this island you'll find a pristine sandy beach and a lot of water, leaving behind you as arrived in one of Nature's Little Secrets. Come, find them all.

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For those that prefer their wheelchairs customised.

IF I COULD BE ANYWHERE

IT'S IN A PLACE THAT IS EASY TO GET TO
AND HARD TO LEAVE.

Discard one 25 mgmg. acetylsalicylic acid tablet for each 100 mg of aspirin in the placebo of each bag for a total of 10 for a 1000 mg dose.

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Journal of the American Academy of Child and Adolescent Psychiatry
1999;38:1031-1037

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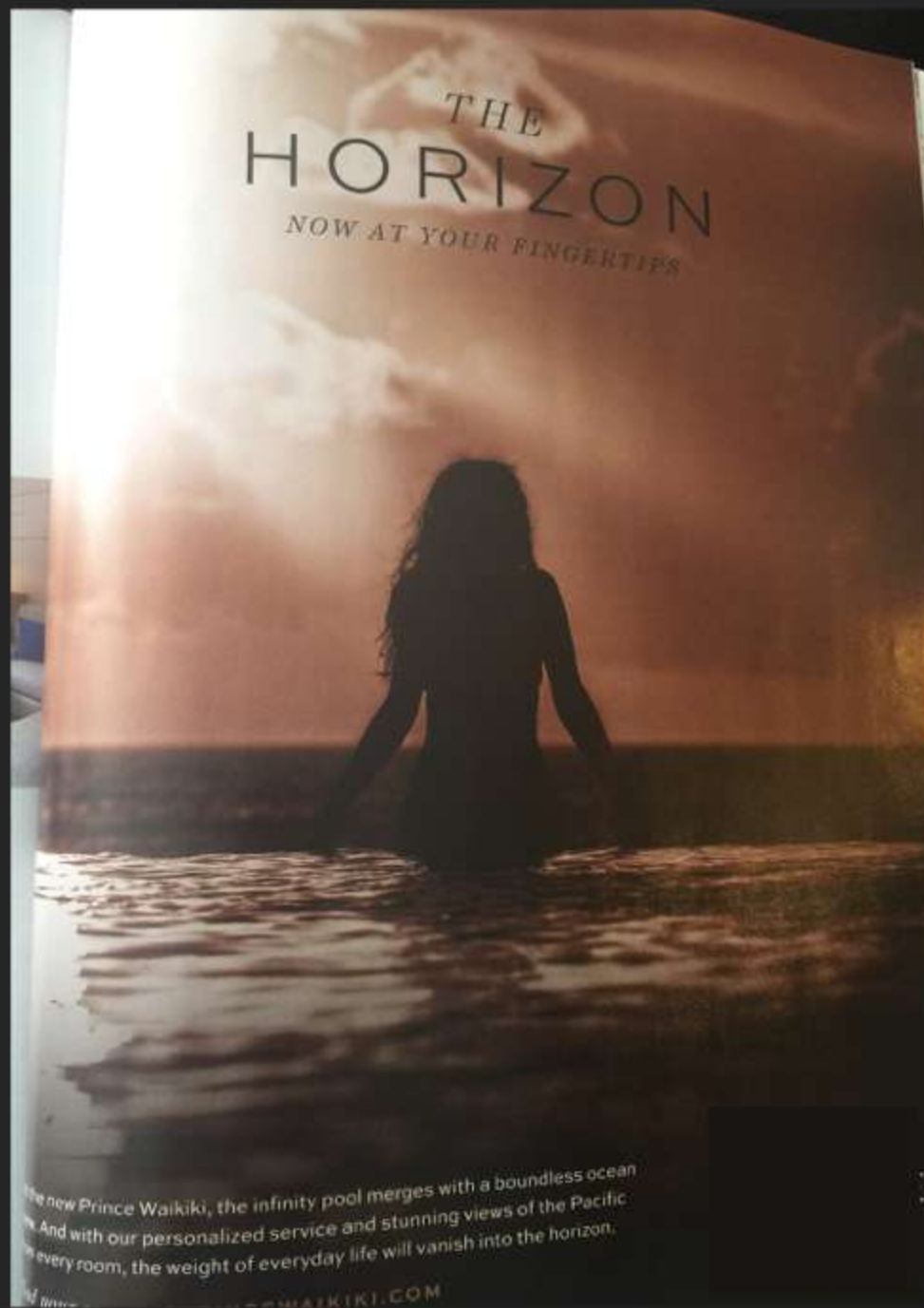
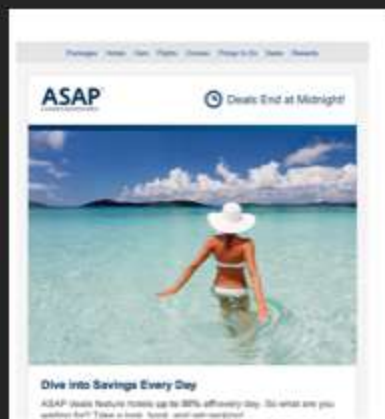
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Dive Into Savings Every Day

ASAP deals feature hotels up to 80% off every day. So what are you waiting for? Take a little break, and get ready to dive.



WELLNESS IS



A HEALING DIP IN THE ATLANTIC



WHO ARE WE?



**WE HAVE THE
FRIENDLIEST PEOPLE.**



**WE'VE GOT
THE BEST
RESTAURANTS.**



**WE'VE GOT
THE BEST SHOPPING.**



**WE HAVE
LOCALLY-CURATED
BOUTIQUES.**



**WE HAVE SO
MUCH DIVERSITY.**



**WE HAVE
AWARD-WINNING,
CHEF-DRIVEN,
FOOD FORWARD
EATING
EXPERIENCES.**



A close-up photograph of four craft beer glasses filled with different styles of beer, arranged on a light-colored wooden tray. From left to right: a pale yellow beer, a golden beer with a thick head of foam, a dark amber beer, and a very dark, almost black beer. The glasses are set against a blurred background of a bar or brewery setting.

**WE HAVE A LOT OF GREAT
CRAFT BREWERIES.**



**WE'VE GOT
FOOD TRUCKS.**



**WE HAVE SOMETHING
FOR EVERYONE.**



Enjoy a unique experience!

EXPERIENCE CULTURE AND HERITAGE

an experience like no other.

Experience the energy

*EXPERIENCE OUR
UNBRIDLED SPIRIT.*

Unforgettable Experience.

EXPERIENCE UNIQUE FESTIVALS AND FAIRS

EXPERIENCE A PLACE WHERE TIME TRAVEL
ISN'T MAKE-BELIEVE.

Of all the wonders you'll experience,
the first one is the money you'll save.

EXPERIENCE ANOTHER WORLD,

Authentic Travel Experiences

AUTHENTICITY IN TRAVEL

Authenticity: The Way To The Millennial's Heart

How to Be Authentic

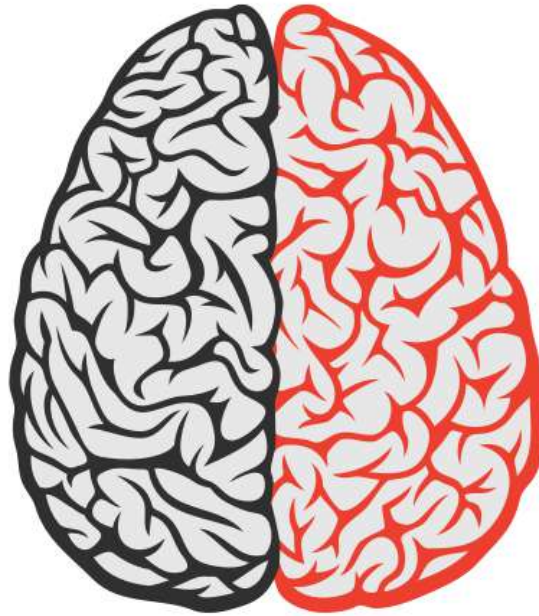
How to Find Authentic Travel
Experiences

**Authenticity? Research Shows That it Pays to
be Full of It**





FACTS



FEELINGS

Defining Your Destination



DESTINATION PREFERENCES

64%

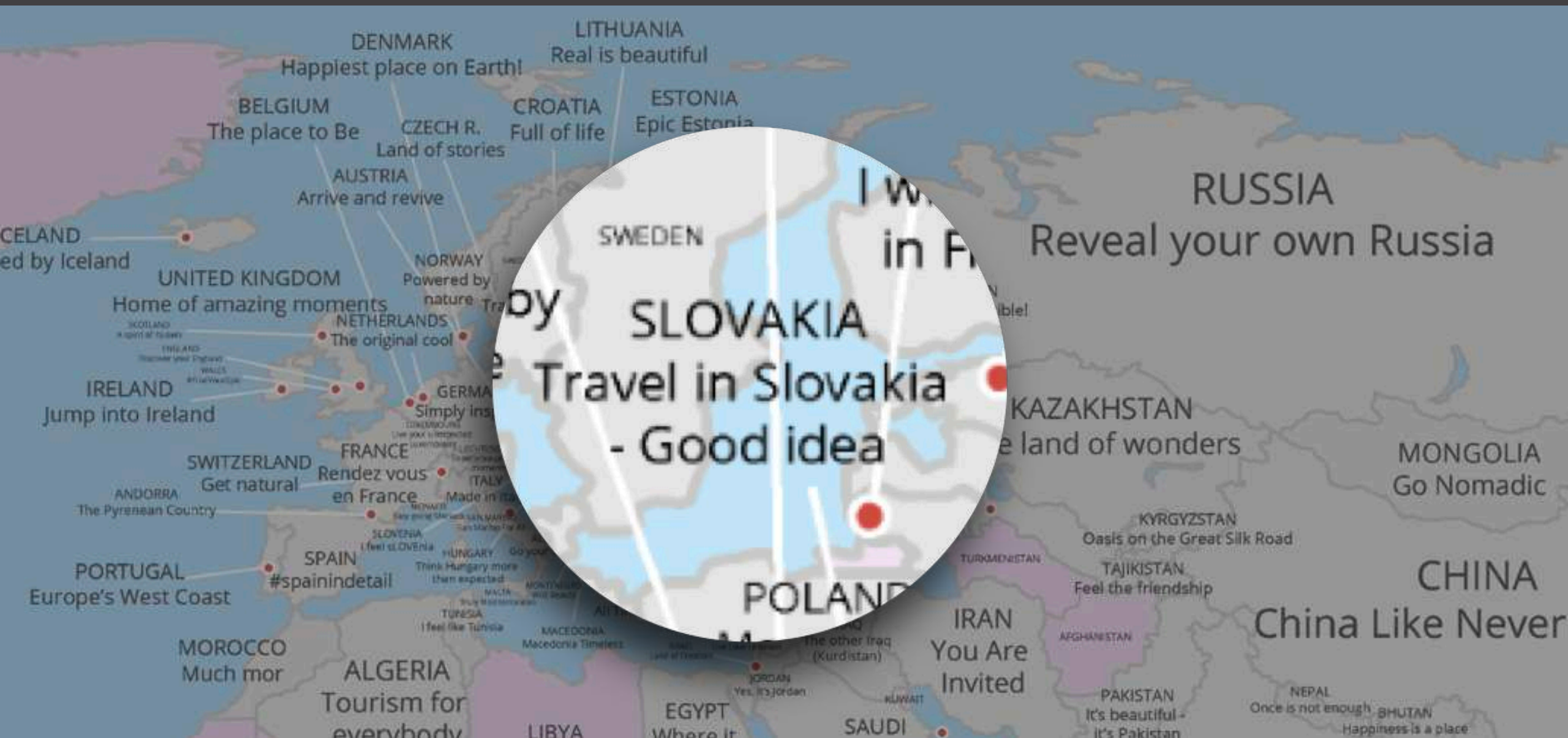
AGREE:
I believe the
destinations I visit
say a lot about
who I am

A Hundred Ways to Introduce Yourself



A Hundred Ways to Introduce Yourself

A Hundred Ways to Introduce Yourself



The Faroe Islands

Stakeholder Engagement (South Africa)

Introduce the Brand (Tokyo)

USP

Unique Selling Proposition

Defining Your... Brand

Defining Your ...Personality

What Is Your Personality?



If You Were a Watch



If You Were a Car



Audi



If You Were a Celebrity



STAKEHOLDERS

STAKEHOLDERS



USP

Unique Selling Proposition

Why Here?



Why Here?



Why Here?



Why Here?



A wooden lighthouse structure, possibly a navigational aid, stands on a cliff. The structure is made of dark, weathered wood and features a conical top and a central section with a square opening. The background shows a vast blue ocean meeting a sky filled with soft, white clouds. The overall mood is serene and contemplative.

Why Here?

Why Here?



Why Here?



Why Here?



A wide-angle photograph of a desert landscape. In the foreground, a two-lane asphalt road with yellow center and edge lines curves through a vast, arid plain. The ground is a mix of light tan and reddish-brown soil. Several road signs are visible: a blue circular sign on the left, a blue diamond-shaped sign further ahead on the left, a yellow diamond-shaped sign on the right, and another blue circular sign on the right. In the distance, a small white building or structure is visible on the right side of the road. The background is dominated by large, rounded mountains with distinct horizontal bands of reddish-brown and dark grey or black, suggesting different geological layers. The sky is a clear, deep blue.

Why Now?

USP

**Unique Selling Proposition
2020**

TSP

Timely Selling Proposition

A Hundred Ways to Introduce Yourself



Defining Your Audience



AUDIENCE 1 - 40%

LUXE SOPHISTICATES

Longer LOS, Looking for VIP Experiences and Elevated Service



AUDIENCE 2 - 40%

DISCERNING DISCOVERERS

Want to Feel Like a Local and Explore Off-The Beaten Path Experiences



AUDIENCE 3 - 20%

ALL-IN FAMILIES

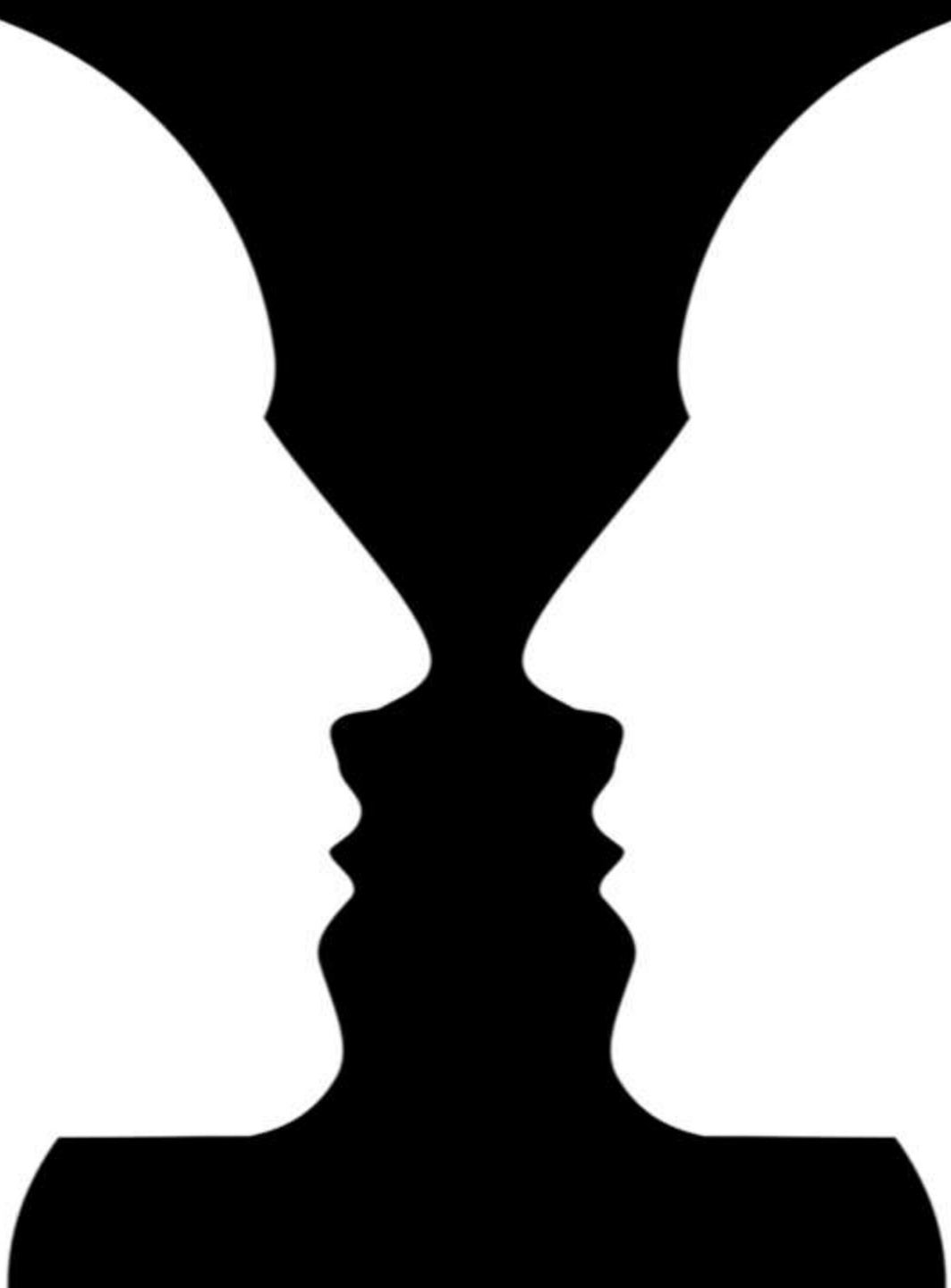
Seeking Active Outdoor Experiences, More Spontaneous

Find Your Target Audience



Speak Their Language





BE YOURSELF

BE YOURSELF

**EVERYONE ELSE
IS ALREADY
TAKEN.**



Q+A

Thank You