



Destination Marketing

Steven Pike

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The tourism market is fiercely competitive. No other market place has as many brands competing for attention, and yet only a handful of countries account for 75% of the world's visitor arrivals. The other 200 or so are left to fight for a share of the remaining 25%. Therefore, destination marketers at city, state and national levels have arguably, a far more challenging role than other services or consumer goods marketers.

Destination Marketing: an integrated marketing communication approach focuses on the five core tenets of integrated marketing communications. These embody both the opportunities and challenges facing Destination Marketing Organisations (DMOs), and are: 1. Profitable customer relationships; 2. Enhancing stakeholder relationships; 3. Cross-functional processes; 4. Stimulating purposeful dialogue with customers; and 5. Generating message synergy

The author seeks to provide a rationale for DMOs; to develop a structure, roles and goals of DMOs; to examine the key challenges and constraints facing DMOs; to impart a destination branding process; to develop a philosophy of integrated marketing communications; to lead the emergence of visitor and stakeholder relationship management; and to set forth options for performance measurement.

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