

Tourism Marketing. Focus on highlights or diversification?

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Grafenst

experts in tourism comm

About us

- ' Established in 2000
 - ' 25 employees in the HQ in Berlin/Germany
 - ' branch-offices in 13 european countries
 - ' 3 Mio. " turnover 2010
 - ' plus 1. Mio. " in crosspromotions for our clients
 - ' Corporate Destination Publishing:
total circulation of 1 Mio. copies
-

About us

 <p>Saarland Land zwischen Rhein und Mosel</p>	 <p>SULTANAT oman Ministerium für Tourismus</p>	 <p>BRITAIN</p>	 <p>visitEngland™</p>	 <p>Sri Lanka A land like no other</p>	 <p>TOURISMUSMARKETING FÜR DIE GROSSREGION MARKETING TOURISTIQUE POUR LA GRANDE RÉGION</p>
 <p>Polska</p>	 <p>TOURISM AUTHORITY OF THAILAND</p>	 <p>france L'identité • vous • du monde</p>	 <p>wonderful Greece</p>	 <p>GEOPLAN</p>	 <p>f flandern Belgien</p>
 <p>La Réunion Insel der Sinne</p>	 <p>FRANCHE COMTE</p>	 <p>Colombia Das einzige Risiko ist, dass du bleiben willst.</p>	 <p>BRASIL Sensationell!</p>	 <p>Dominikanische Republik Alles wovon Sie träumen</p>	 <p>THALYS</p>
 <p>Aude Pays Cathare Quelle histoire!</p>	 <p>Japan.</p>	 <p>Visit Sweden</p>	 <p>ESPAÑA</p>	 <p>EVA AIR</p>	 <p>YourSingapore .com</p>



A “storyboard” is bo

A “storyboard” is born



A “storyboard” is born

Travel-decisions are based on experiences

**Tourism Marketing =
discover, develop, stage and distribute relevant
experiences**



Challenges of Tourism Marketi

Challenges of Tourism Marketing



Create relevant experiences



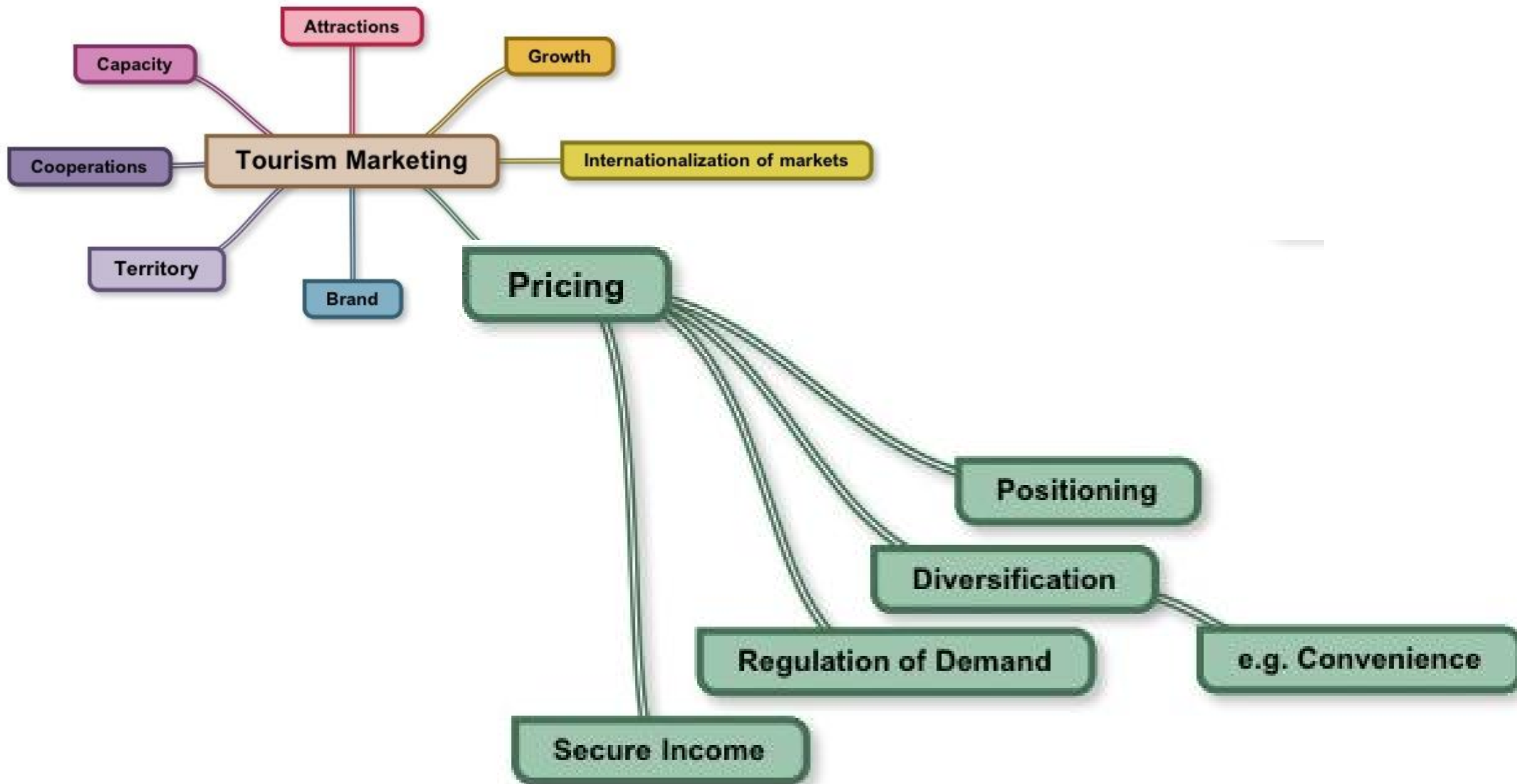
Produce growth



Manage risk



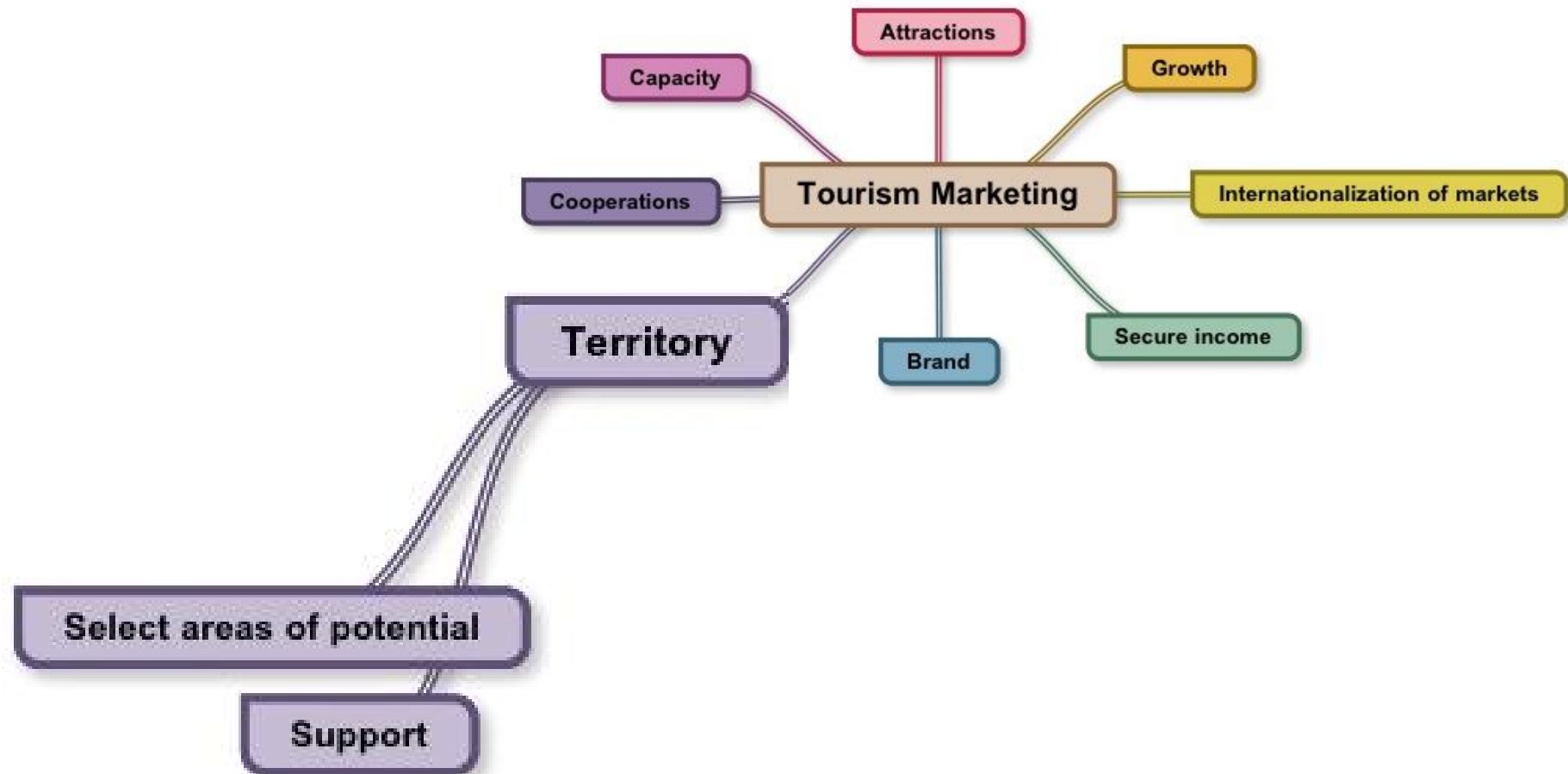
Generate stable income



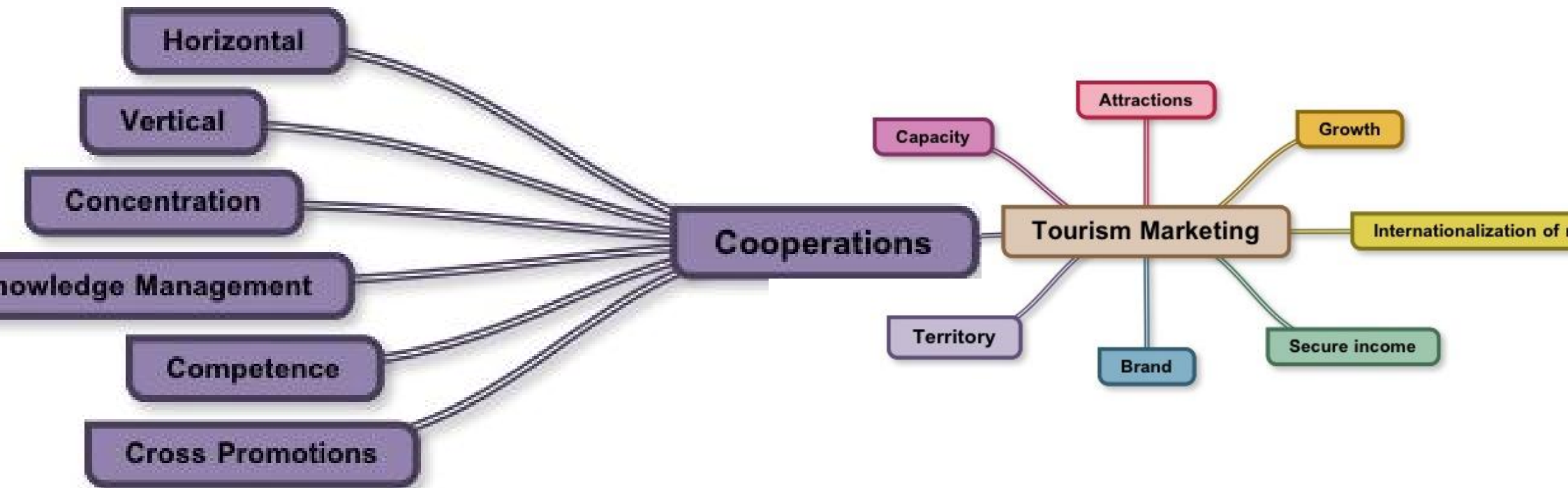
Develop a clear position



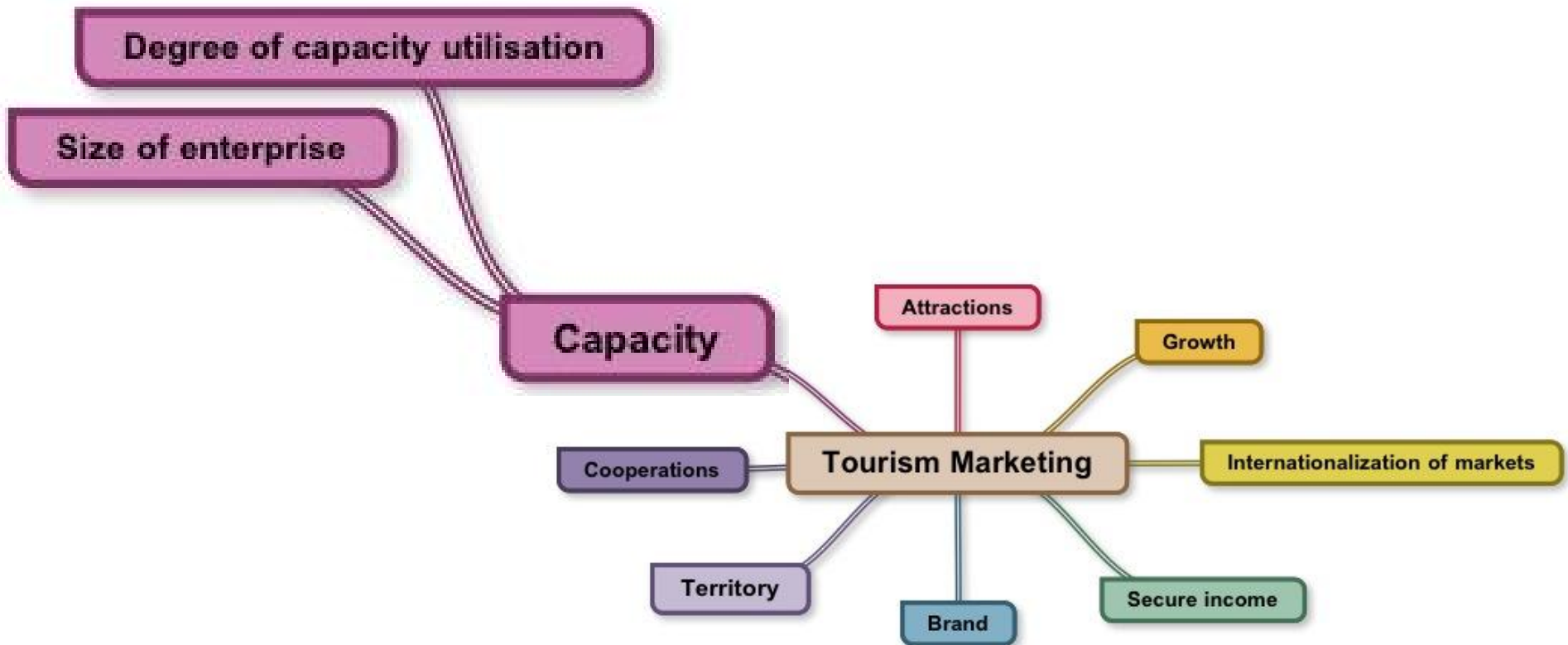
Develop regions



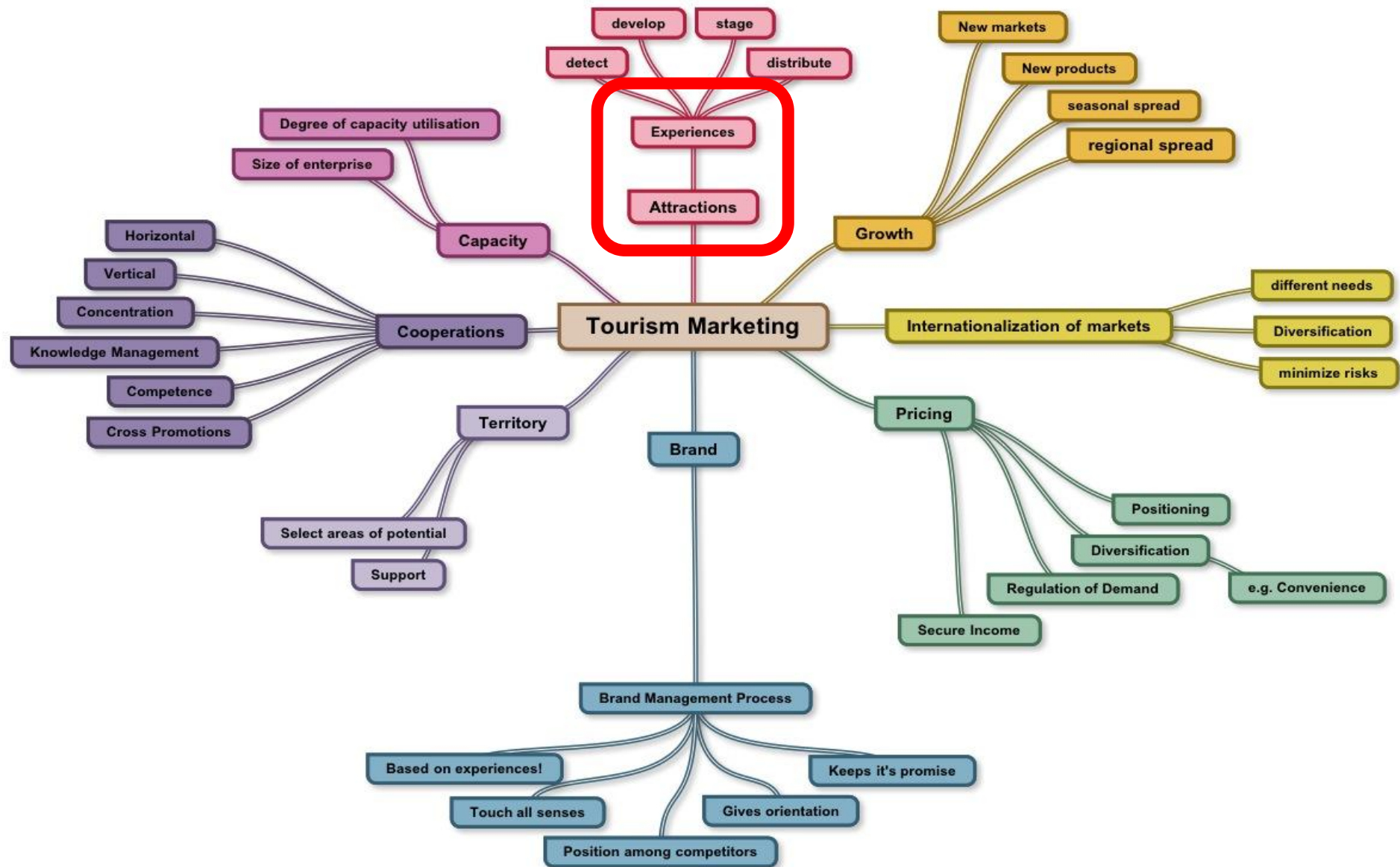
Gather forces



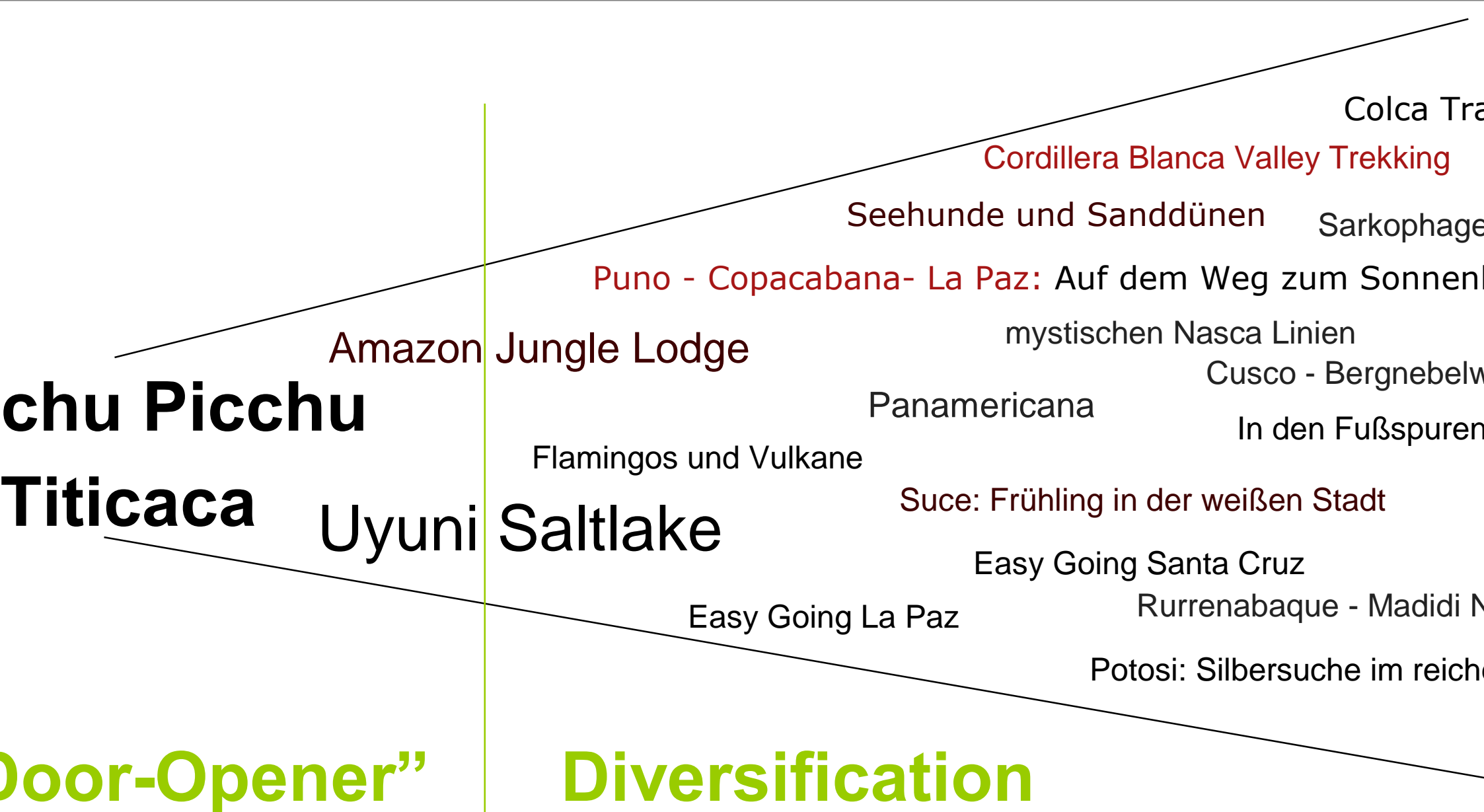
Yield management



What is essential for the consumer?



Diversification Process



Summery

Highlights =
strong and relevant experiences
> essential for the consumer

Diversification =
management of risk,
possibility to grow
> essential for a destination

Summery

Tourism Marketing =

**Focus on Highlights &
Diversification**

Thank you for listening.

Frank Grafenstein

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