

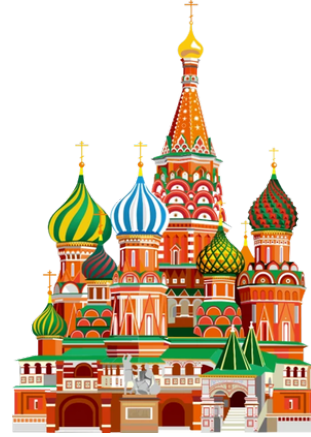
Paris, France



destination



Moscow, Russia



destination



Ohio, U.S.A.



destination



Your Hometown

There's no place like home.



destination



Bar Harbor, Maine



destination



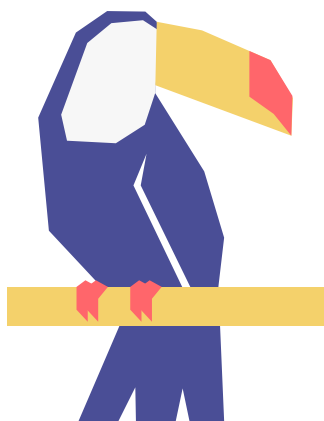
Aruba



destination



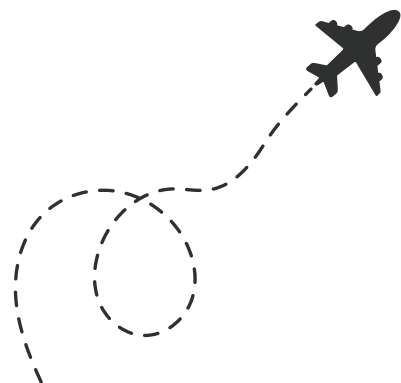
Costa Rica



destination



Your Choice



destination



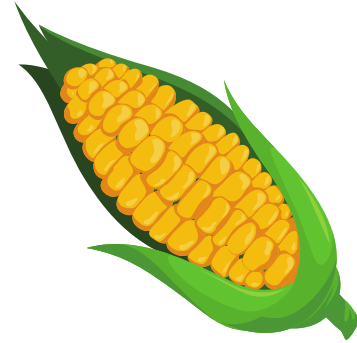
Telluride, Colorado



destination



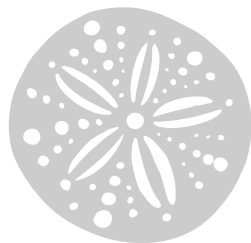
Omaha, Nebraska



destination



The Oregon Coast



destination



Your Hometown

There's no place like home.



destination



New Mexico



destination



Thailand



destination



Seattle, Washington



destination



Your Hometown

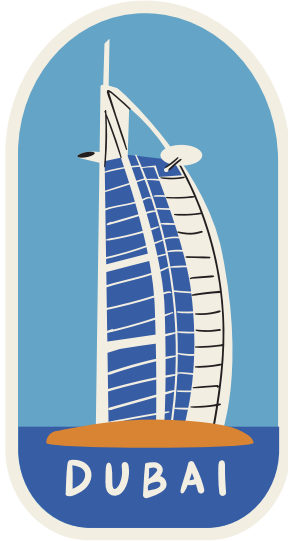
There's no place like home.



destination



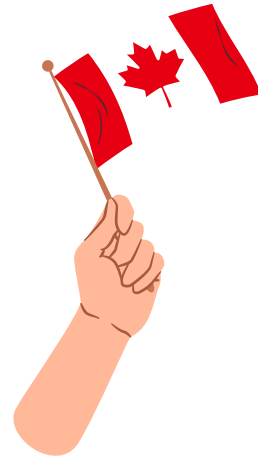
Dubai



destination



Canada



destination



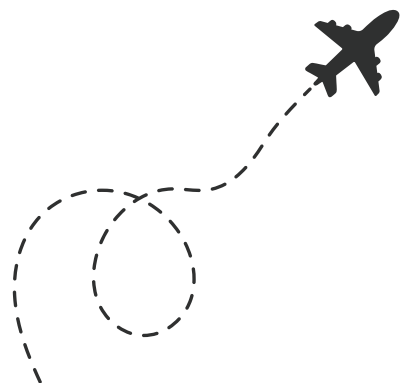
Montana



destination



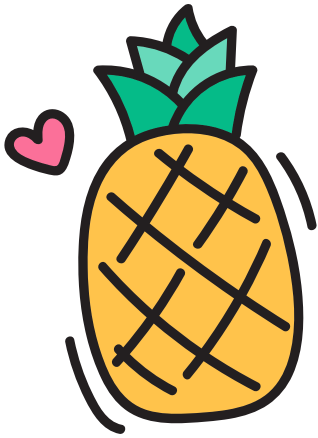
Your Choice



destination



Maui, Hawaii



destination



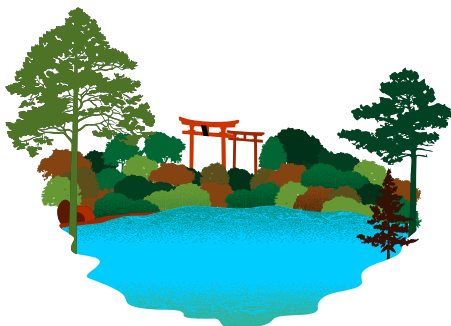
Swiss Alps



destination



Finger Lakes, New York



destination



Your Hometown

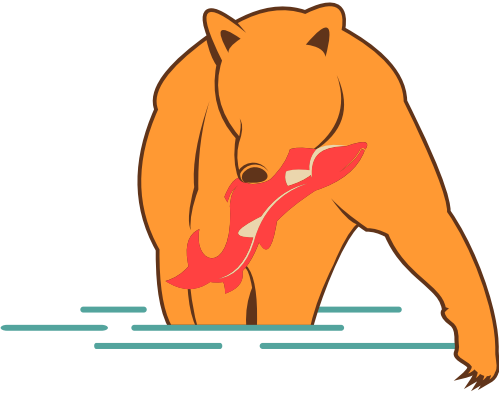
There's no place like home.



destination



Alaska



destination



Cabo, Mexico



destination



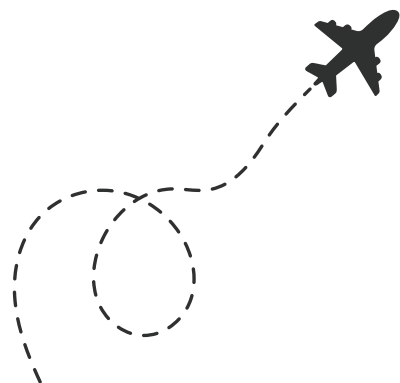
Barcelona, Spain



destination



Your Choice



destination



San Francisco, CA



destination



Smoky Mountains



destination



New York City



destination



Your Hometown

There's no place like home.



destination



Greece



destination



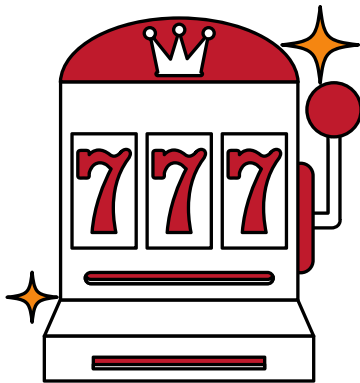
Grand Canyon



destination



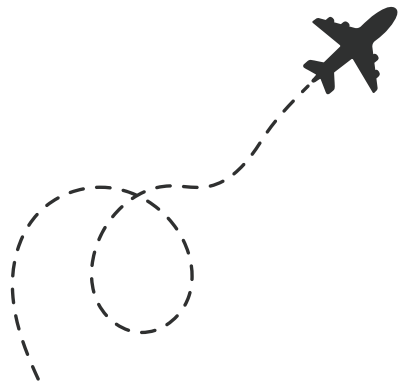
Reno, Nevada



destination



Your Choice



destination



Names _____

Class Period _____



Instructions: For this activity, you will create a destination marketing campaign. After determining your destination city from the card deck, describe your campaign below. Be prepared to present your ideas in class.

Working in pairs or small groups, create a destination marketing campaign of your own, and be prepared to present your ideas in class. Be sure to include the following:

Destination Name:

Destination highlights and history:

Segmentation strategy:

Slogan and/or tagline:

Positioning strategy:

Value proposition (why should travelers visit your destination and not somewhere else)

Imagery highlighted as part of the campaign:

Explanation of how the area will benefit from an influx of tourists:

Description of campaign execution elements: Advertising? Social media? Paid search? Etc.



Module 3 / Lesson 1
Destination Marketing Campaign
Student Worksheet

