## Destination Marketing Strategies to Attract More Visitors

A number of different marketing strategies can be used for destination marketing purposes, helping to boost overall awareness of a destination and increase the number of people who actually visit. Below, you will find more information about 14 of these strategies and how destination marketing organisations can use them to get results.

### **1. Define the Unique Selling Points**

Arguably the single most important step for any organisation engaging in destination marketing is to take the time to clearly define what makes your destination unique. There are a huge range of ways a destination can stand out, such as unique activities to offer visitors, or unique natural features, like mountains, beaches or volcanoes.

### **2. Define Target Audience & Market**

Another of the best destination marketing strategies involves identifying your target audiences. Think about who is likely to want to visit the destination and for what reason. Often, you will need to break this down into several different audiences, who each may have different reasons for wanting to travel to your location.

### **3. Utilise Data for Analytics**

[Destination marketing organisations](https://www.revfine.com/destination-management-organisation/) can potentially obtain and utilise vast amounts of data, for a number of different purposes. As an example, the organisation’s website can allow you to use tools like Google Analytics to find out about your visitors, who they are, where they came from and what their motivation was.

### **Brand Your Destination**

Branding is a technique used by businesses, in order to make them easily identifiable. The concept of branding can include logos, colour schemes and other design principles, as well as slogans or repeated use of certain terminology. Ultimately, branding is about being recognisable and standing out from others.

### **Create An Amazing Destination Website**

Regardless of their reasons for travelling, the majority of travellers now use the internet to research their destination before booking. A destination website is the ideal place to showcase unique selling points, communicate directly with your target audience(s) and promote your destination through images, videos and virtual reality tours.

You can use the website to provide travellers with all of the information they need ahead of their trip, and to promote accommodation options, attractions, events, places to eat and drink, and more

### **Experience Marketing**

Most travellers are motivated by experiences, so it makes sense to market a destination this way. Instead of showing attractions, use promotional material to show how people experience them. One way to do this is to stimulate the sharing of user generated content, so that people share their own moments on your website and on social media.

When you achieve this, you turn your own visitors into ambassadors for your destination. Word of mouth promotion can be extremely successful, because it is considered more trustworthy than hearing from an organisation with a clear motive. On top of this, [VR 360 tours](https://www.revfine.com/360-video/) can be a great way to allow online users to enjoy their own experiences.

### **Promote Your Destination On Travel Websites**

In addition to having your own destination website, it is important to be able to reach people who do not have existing awareness of your destination. Travel websites provide a perfect solution and this can include international travel websites, such as TripAdvisor, as well as local websites, or websites aimed at specific demographics.

There are various ways you can use travel websites to promote your destination, including posting images, publishing stories, creating video content and even promoting virtual reality tours.

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* **Homework**
1. Write the note on strategies of social media for destination marketing?
2. How to promote a tourist destination in Assam? write in your own words?