## **What is destination marketing?**

[**Thulisile Galelekile**](https://placebrandobserver.com/destination-marketing-kwazulu-natal-interview-thulisile-galelekile/), South Africa:

“Destination marketing is about engaging with key players in order to drive awareness of the destination, thereby driving interest so that people visit the destination. It is about finding creative ways of communicating the destination’s value proposition, therefore creating the reason for people to visit your destination.”

[**Gregory Pomerantsev**](https://placebrandobserver.com/interview-gregory-pomerantsev/), Latvia:

“Destination marketing (or marketing of a place) is a managerial process, a demand driven research, advertising and communication activity with the focus on potential external consumers. It mainly focuses on attraction of visitors – tourists, investors, university students or skilled labor force.”

Destination marketing is a promotional activity. It requires you to promote the destination where your tour will take place. The idea is to attract your customers through the unique features of a location to sell them your services. It can be a united effort by multiple businesses in a particular destination looking to benefit from the same customer

### **1. Focus on what makes your destination attractive and unique**

What makes your destination stand apart from hundreds of other similar sites? Is it full of scenic beauty or perhaps it has a rich history and culture? Why should travellers opt to come to your destination (and by extension, pay for your business), instead of visiting a different town? [Create a campaign](https://www.vacationlabs.com/blog/6-secrets-to-a-successful-tour-marketing-plan/) that crafts a unique experience for your audience by highlighting what is unique and attractive about your destination.

### 2. Heighten the travel experience

Once they are at your destination, what will keep your visitors engaged and thrilled? You must show them what they can enjoy. Give them a visual experience of the town’s main attractions, theme parks, beaches and even offbeat things they can discover using a responsive travel website. Create packaged deals with other travel businesses in your region like hotels, restaurants and entertainment spots to make it attractive to your visitors.

### 3. Utilise digital channels effectively to engage your audience

The modern traveller’s experience begins long before he/she is on the actual trip and continues even after the trip is over. By optimising digital communication including social media, emails and paid advertising, you can optimise advertising opportunities, increase engagement and get more online tour bookings. By using design, storytelling and narratives about the local experiences, you can deliver a unique tourism product to potential travellers.