

Gaining Insights into Destination Brands

Destination brands: new approaches or old school?

Branding has always been a core element of destination promotion. Yet, when a recent study asked DMO chiefs from around the world what they considered to be their most pressing issues, branding came out top. Why the sudden concern if they've been branding all along?

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Brand Promise

What is Brand?

Many people think about logos, ads and communications when they talk about branding. But a brand is really what's in the mind of the consumer, not what's in a promoter's communications.

Destination Promise

In the effort to build brand, a destination has taken the first step when it has devised a value proposition that encapsulates the destination's promise:

- Benefits – how the customer gains by using the destination
- Differentiation – why the destination is special
- Reason to believe – the proof that the brand offer is real and dependable
- Personality – how the brand feels and comes across

Old Thinking



DMOs saw little role for themselves in delivery. After all, a DMO can't deliver the product, local suppliers do that.

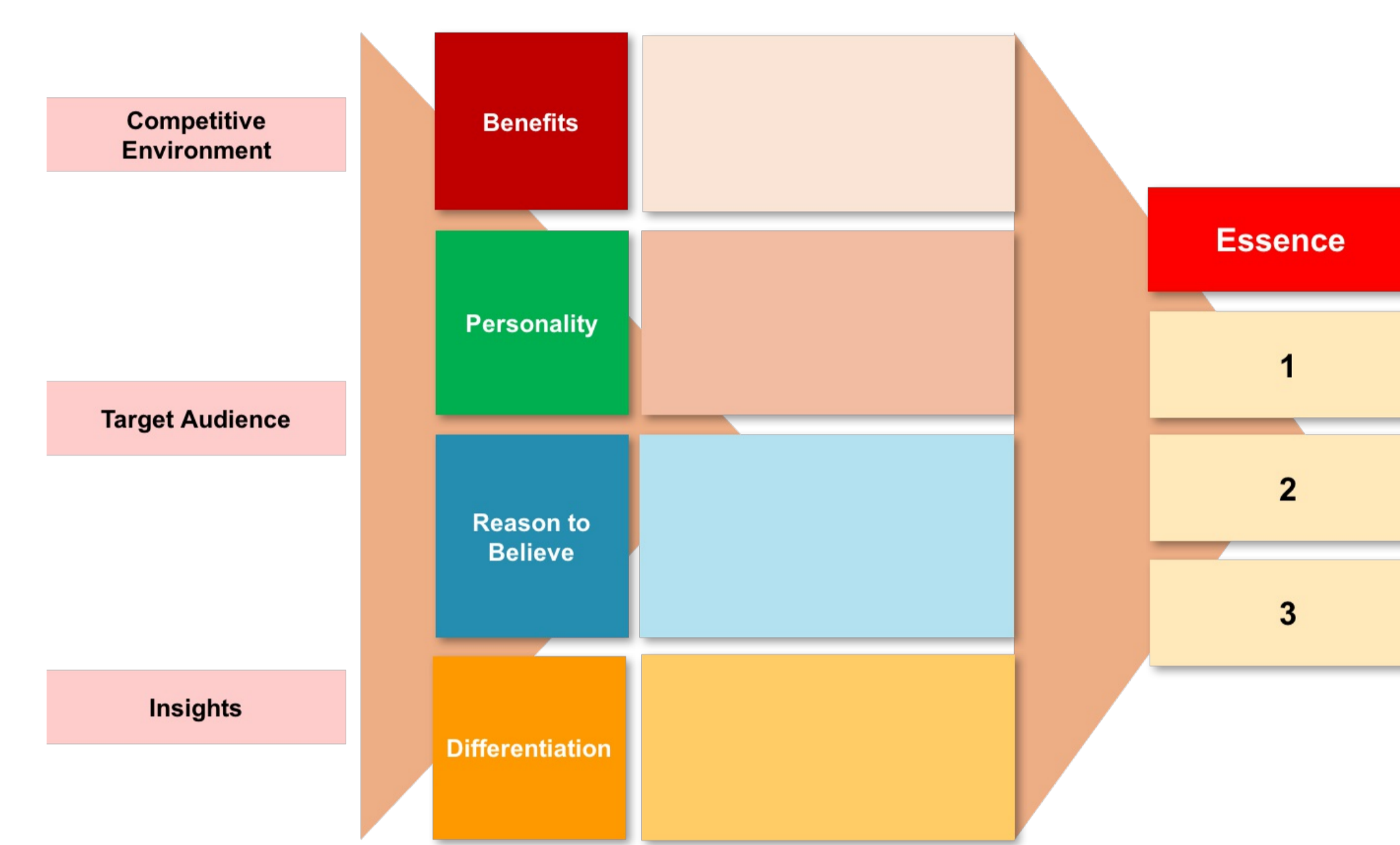
New Thinking



DMOs will realise that they need to assert influence on the quality and consistency of destination delivery because it is so vital to building brand strength. If an essential role of DMOs is building brands then DMOs have to find their logical role in delivery.

The Brand Wheel

DMOs should consider engaging key stakeholders in the brand development process. Stakeholders who feel "shared ownership" are more likely to support brand extension efforts.



When a destination has a clear brand strategy, the brand promise also is clear. In my view, DMOs of the future will have local suppliers who encourage and support their role in destination delivery. Think quality assurance. Think measuring fulfilment of the promise. Think a new focus for DMOs.

About the Author



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Gary Grimmer is CEO of GainingEdge, a global business events consulting firm providing services in relation to destination development, convention centre development and in-market sales representation. Grimmer was formerly CEO of the Melbourne Convention + Visitors Bureau and has consulted on projects throughout the world.

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Meet the GainingEdge team

Gary Grimmer will be the keynote speaker at the Goyang Destination Week from 7-8 Dec 2017 South Korea.

To learn more about participation in this conference which incorporates the International Destination Competitive Forum and Asia Destination Round Table, please contact peter.lee@goyangcvb.com. Qualified participants are entitled to free registration, hosted accommodation and other facilitation.

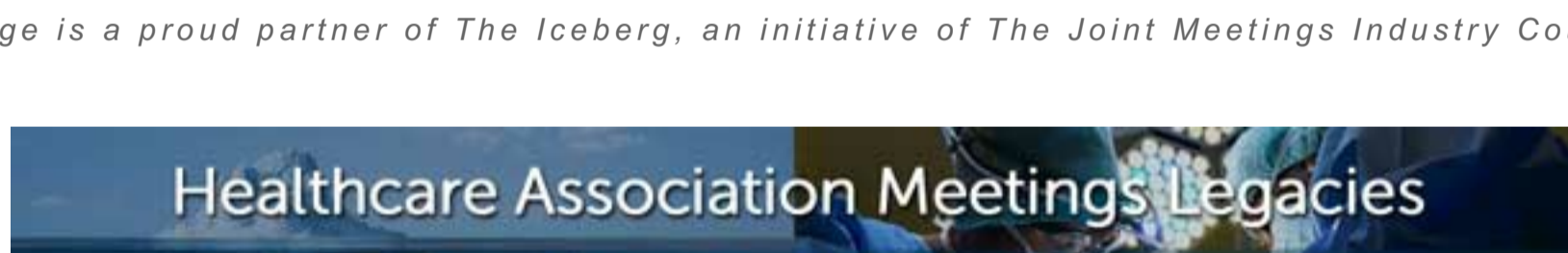
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