

University of Groningen

Making Strategies in Destination Branding

da Silva Oliveira, Eduardo

IMPORTANT NOTE: You are advised to consult the publisher's version (publisher's PDF) if you wish to cite from it. Please check the document version below.

Document Version

Early version, also known as pre-print

Publication date:

2013

[Link to publication in University of Groningen/UMCG research database](#)

Citation for published version (APA):

da Silva Oliveira, E. (2013). *Making Strategies in Destination Branding*.

<http://www.slideshare.net/eduardooliveira98/eduardo-oliveira-presentation-at-bogazici-university-istanbul>

Copyright

Other than for strictly personal use, it is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license (like Creative Commons).

The publication may also be distributed here under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license. More information can be found on the University of Groningen website: <https://www.rug.nl/library/open-access/self-archiving-pure/taverne-amendment>.

Take-down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Downloaded from the University of Groningen/UMCG research database (Pure): <http://www.rug.nl/research/portal>. For technical reasons the number of authors shown on this cover page is limited to 10 maximum.

INTERNATIONAL
CONFERENCE:
SUSTAINABILITY ISSUES
AND CHALLENGES
IN TOURISM

3-5 October 2013,
Istanbul, Turkey



Making Strategies in Destination Branding

What is the online tourism promotional material saying about Portugal?



**university of
 groningen**

faculty of spatial sciences

@edoliveira98
October the 3rd
Boğaziçi University
Tourism Administration Dept.
Istanbul, Turkey



UNIÃO EUROPEIA
Fundo Social Europeu

Are you sure you want to listen this presentation?!

- ✓ **Part I: Setting the *context***
- ✓ **Part II: *Theoretical* background**
 - > The ***why*** & ***how***?
 - > *Destination Branding*
 - > *Digital challenges*
- ✓ **Part III: *Empirical* background**
 - > In ***destination branding***.
 - > Approach to ***Portugal*** (*case study*)
 - > *Making strategies*
- ✓ **Part IV: Step *forward***

I will take
some time...

...with around
200 slides...

...talking about
challenges...

in the end you can
make questions



The presentation contents through keywords



In the end is all about...



A NEW WAY OF
THINKING



Part I: Setting the context - Is that so complicated?

The image is a comprehensive collage of logos for various digital marketing and social media services, organized into several categories:

- Social Marketing Management:** shputlet, SYNAPSE, vitrue, hootsuite, Social Publishing Platforms, Flowtown, Spredfast, awareness, co:tweet, tapli, hear say, MUTUALMIND, SPROUT SOCIAL, offerpop, Social Promotion Platforms, Social Amp, 3333factory, Seismic, Strutta, votigo, SocialAppsHQ, extole, Fanzilla, NORTH SOCIAL, Zuberance, BuzzAgent, fan apps, CaunSea.
- URL Shorteners:** bitly, tiny arrows, TinyURL.com.
- Stream Platforms:** UberMedia, TweetDeck, twirl, Aol Lifestream...
- Twitter Apps:** twitpic, tweetmeme, StockTwits, Cadmus, wefollow, flixup!, Listorious, twitvid.
- Facebook Apps:** LIKESTER, BranchOut, SNAP, badoo, smule, causes, booshoka.
- Facebook Gaming:** playfish, zynga, MetroGames, Playdom, JARAM, CrowdStar, socialpoint, ZIPZAPPLAY, DIGITAL CHOCOLATE, PopCap.
- Social Advertising Platforms:** TBG, Lexity, spruceMEDIA, Adcopy, GRAPH EFFECT, BLINQ MEDIA, epic social, SOCIALTYZE, 12F, SAM, nanigans, Taykey, Ybrant, KENSHOO, Marin, EfficientFrontier.
- Social Brand Engagement:** socialvibe, mylikes, adly, local response, apps2evry, 140 Proof, DYNAMIC SIGNAL, sharethrough.
- Social Commerce Platforms:** Payment, Moontoast, live gamer, SHOP TAB, muncong, dotbox, Storenvy, Molko, trialpay, FLUID, shop igniter, VendorShop, scwid, miioni.
- Social Ad Networks:** OneRiot, rockyou, across, LIFESTREET, radium, XGRAPH, media6degrees.
- Social Data:** GNP, DATASIFT, RapLeaf.
- Social Search & Browsing:** TOPSY, wink, Aardvark, StumbleUpon, greplin, spokeo, GIGGLE TALKS.
- Social Intelligence:** PostRank, Trendrr, ATTENITY, VISIBLE, BuzzLabels, actionly, vralbeat, bottlen, colligent, trackur, synthesio, sysemo's, brandprotect, backtype, ALTERIAN, scanner360, NETBASE.
- Social Scoring:** KLOUT, empireavenue, PeerIndex.
- Social TV:** PHILO, clipsync, SnappyTV, INTO_NOW, tunerfish.
- Social Networks - Other:** LinkedIn, plaxo, Path, TAGGED, my, friends, gaia, myYearbook, orkut, Google+, #hashable, renren, friend.ly.
- Social Shopping Apps & Games:** Giantnerd, Zaarly, zappli, Swipely, LOCKERZ, S V P P L Y, gftak, kaboodle!
- Content Sharing (Reviews/Q&A/Docs):** topix, digg, fotopedia, slideshare, yelp, Angie's list, Quora, Scribd, DocShare.
- Social Referral:** 500friends, Turnio, curebit, socialfeet.
- Photo Sharing:** SmugMug, fixable, klip, flickr, photobucket, ZangZing, Provo!, instagram.
- Social Business Software:** passenger, lithium, jive, telligent, External (Customer) Facing: Ingage, Satisfaction, LeverageSoftware, Pluck, KickApps, mzinga, Assistly, Internal (Employee) Facing: huddle, cubetree, acquia, IGLOO, yammer, chatr, moxie, Watchitoo, Socialtext, nimbly, SOCIALCAST!
- Blogging Platforms:** tumblr, posterous, Blogger, WORDPRESS, SQUARESPACE, Joomla!, JUX.
- Social/Mobile Apps & Games:** fourquare, waze, iWIX, foodspotting, glu, h15, pelago, playdom, footall.
- Community Platforms:** GROU.PS, KickApps, BuddyPress, NING!, mixxt, Groupize.
- Social Networks - Other (continued):** Linked in, plaxo, Path, TAGGED, my, friends, gaia, myYearbook, orkut, Google+, #hashable, renren, friend.ly.
- Social Shopping Apps & Games:** Giantnerd, Zaarly, zappli, Swipely, LOCKERZ, S V P P L Y, gftak, kaboodle!
- Content Sharing (Reviews/Q&A/Docs):** topix, digg, fotopedia, slideshare, yelp, Angie's list, Quora, Scribd, DocShare.
- Social Referral:** 500friends, Turnio, curebit, socialfeet.
- Photo Sharing:** SmugMug, fixable, klip, flickr, photobucket, ZangZing, Provo!, instagram.
- Social Business Software:** passenger, lithium, jive, telligent, External (Customer) Facing: Ingage, Satisfaction, LeverageSoftware, Pluck, KickApps, mzinga, Assistly, Internal (Employee) Facing: huddle, cubetree, acquia, IGLOO, yammer, chatr, moxie, Watchitoo, Socialtext, nimbly, SOCIALCAST!
- Blogging Platforms:** tumblr, posterous, Blogger, WORDPRESS, SQUARESPACE, Joomla!, JUX.
- Social/Mobile Apps & Games:** fourquare, waze, iWIX, foodspotting, glu, h15, pelago, playdom, footall.
- Community Platforms:** GROU.PS, KickApps, BuddyPress, NING!, mixxt, Groupize.
- Social Search & Browsing:** TOPSY, wink, Aardvark, StumbleUpon, greplin, spokeo, GIGGLE TALKS.
- Social Networks - Other:** Linked in, plaxo, Path, TAGGED, my, friends, gaia, myYearbook, orkut, Google+, #hashable, renren, friend.ly.
- Social Shopping Apps & Games:** Giantnerd, Zaarly, zappli, Swipely, LOCKERZ, S V P P L Y, gftak, kaboodle!
- Content Sharing (Reviews/Q&A/Docs):** topix, digg, fotopedia, slideshare, yelp, Angie's list, Quora, Scribd, DocShare.
- Social Referral:** 500friends, Turnio, curebit, socialfeet.
- Photo Sharing:** SmugMug, fixable, klip, flickr, photobucket, ZangZing, Provo!, instagram.
- Social Business Software:** passenger, lithium, jive, telligent, External (Customer) Facing: Ingage, Satisfaction, LeverageSoftware, Pluck, KickApps, mzinga, Assistly, Internal (Employee) Facing: huddle, cubetree, acquia, IGLOO, yammer, chatr, moxie, Watchitoo, Socialtext, nimbly, SOCIALCAST!
- Blogging Platforms:** tumblr, posterous, Blogger, WORDPRESS, SQUARESPACE, Joomla!, JUX.
- Social/Mobile Apps & Games:** fourquare, waze, iWIX, foodspotting, glu, h15, pelago, playdom, footall.
- Community Platforms:** GROU.PS, KickApps, BuddyPress, NING!, mixxt, Groupize.

Source: google images

Part I: Setting the context - Is that so complicated?



Amplifiers: Aggregation/Recombination, Tracking, Apps/Tools, Mobile

Part I: Setting the *context* - Me, You, We **SHARE**



Part I: Setting the context - From daily life



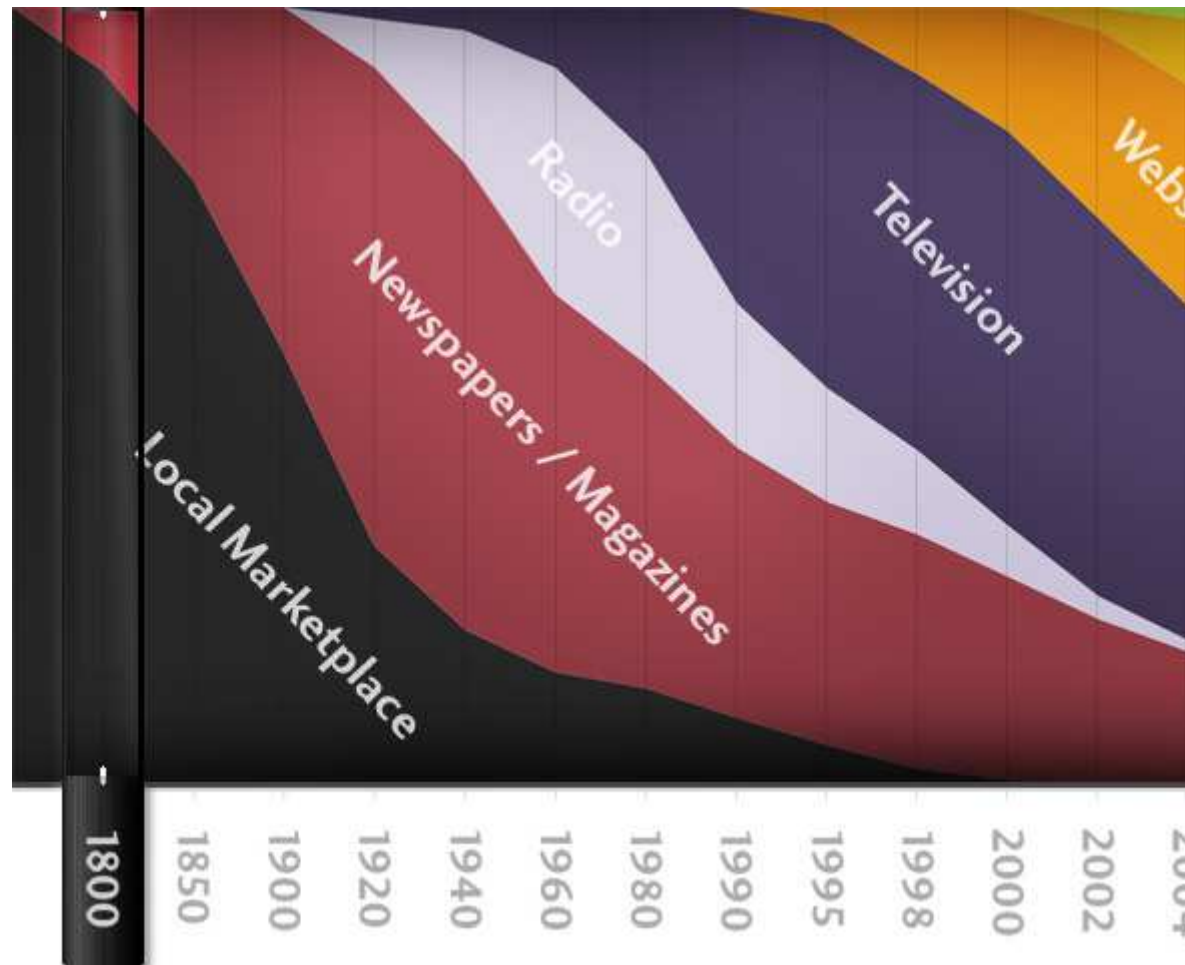
How do I, YOU, THE PLACES,
THE DESTINATIONS
connect with “others” today?



How do they
will connect
tomorrow?

*Everyone is trying to **connect** with other people all around the world – But, was always that easy?*

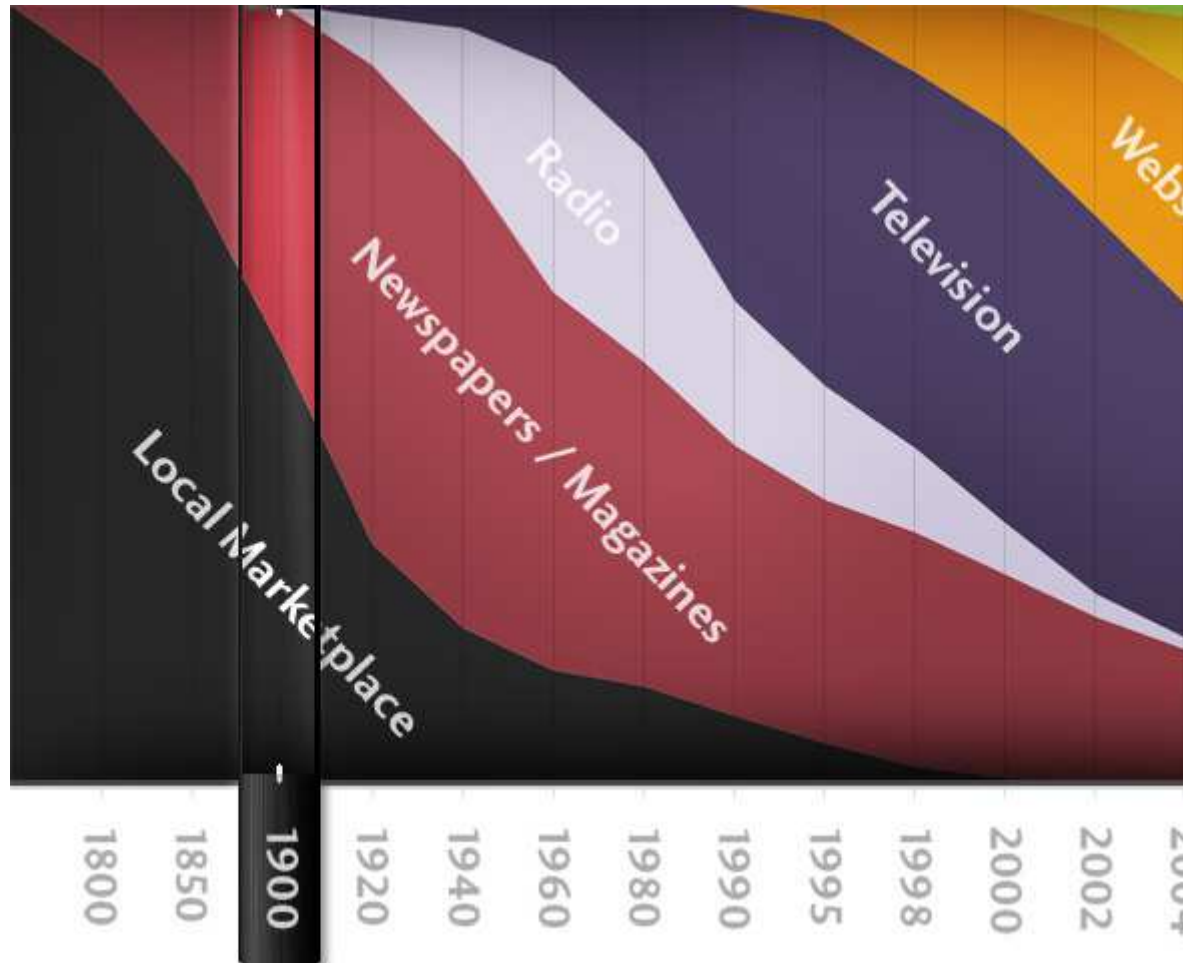
1800



2020

Reading information - *passive.*

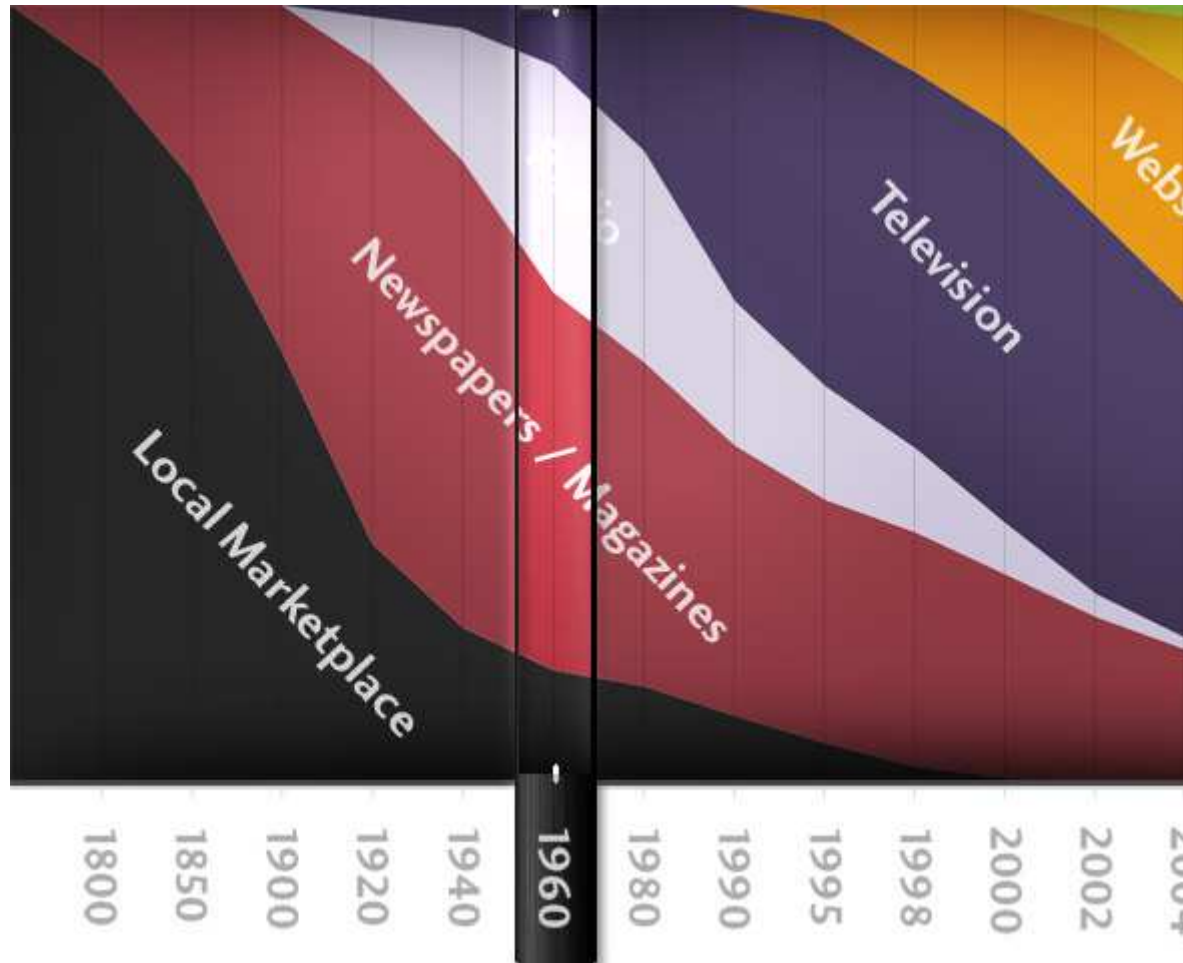
1900



2020

Getting the latest news - *passive.*

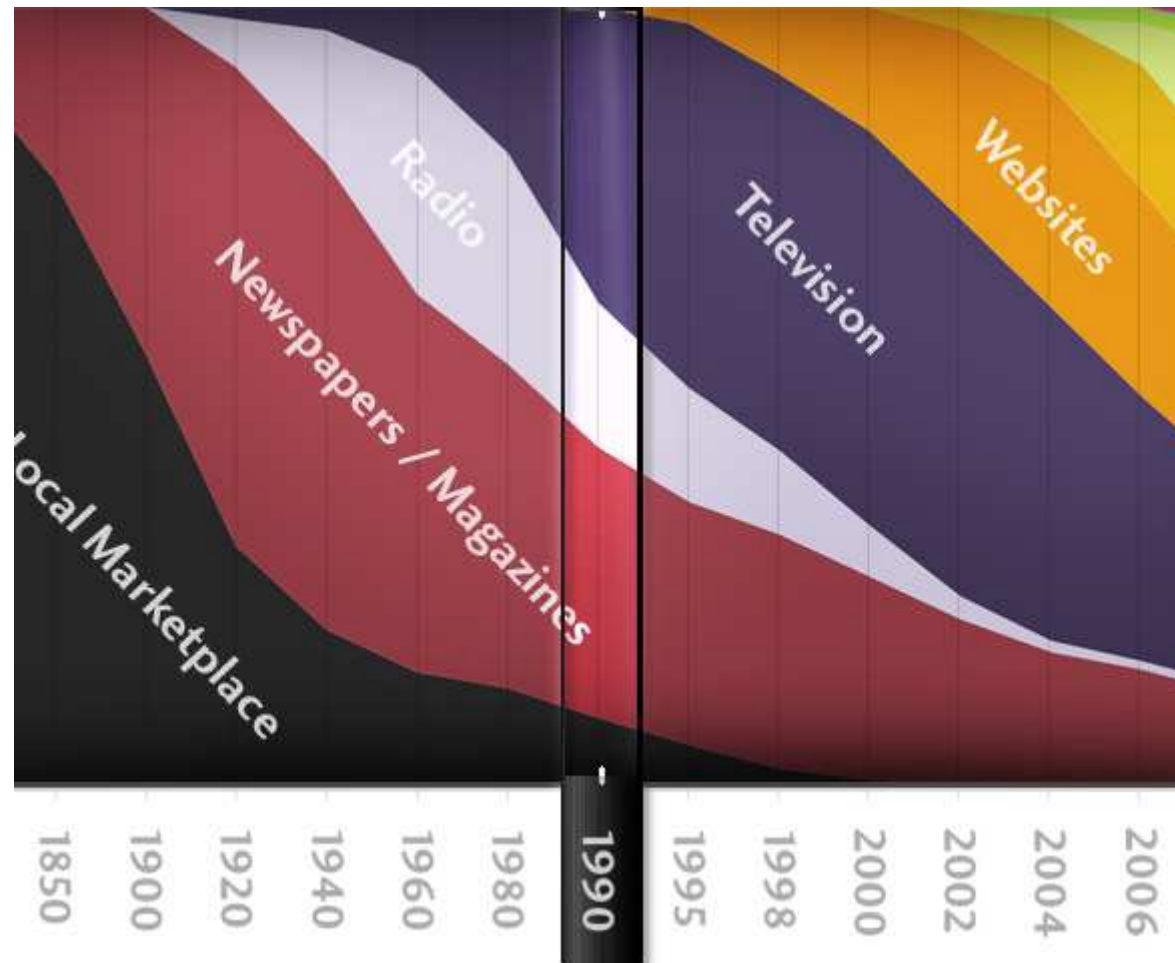
1960



2020

*Tune in tomorrow - **less passive.***

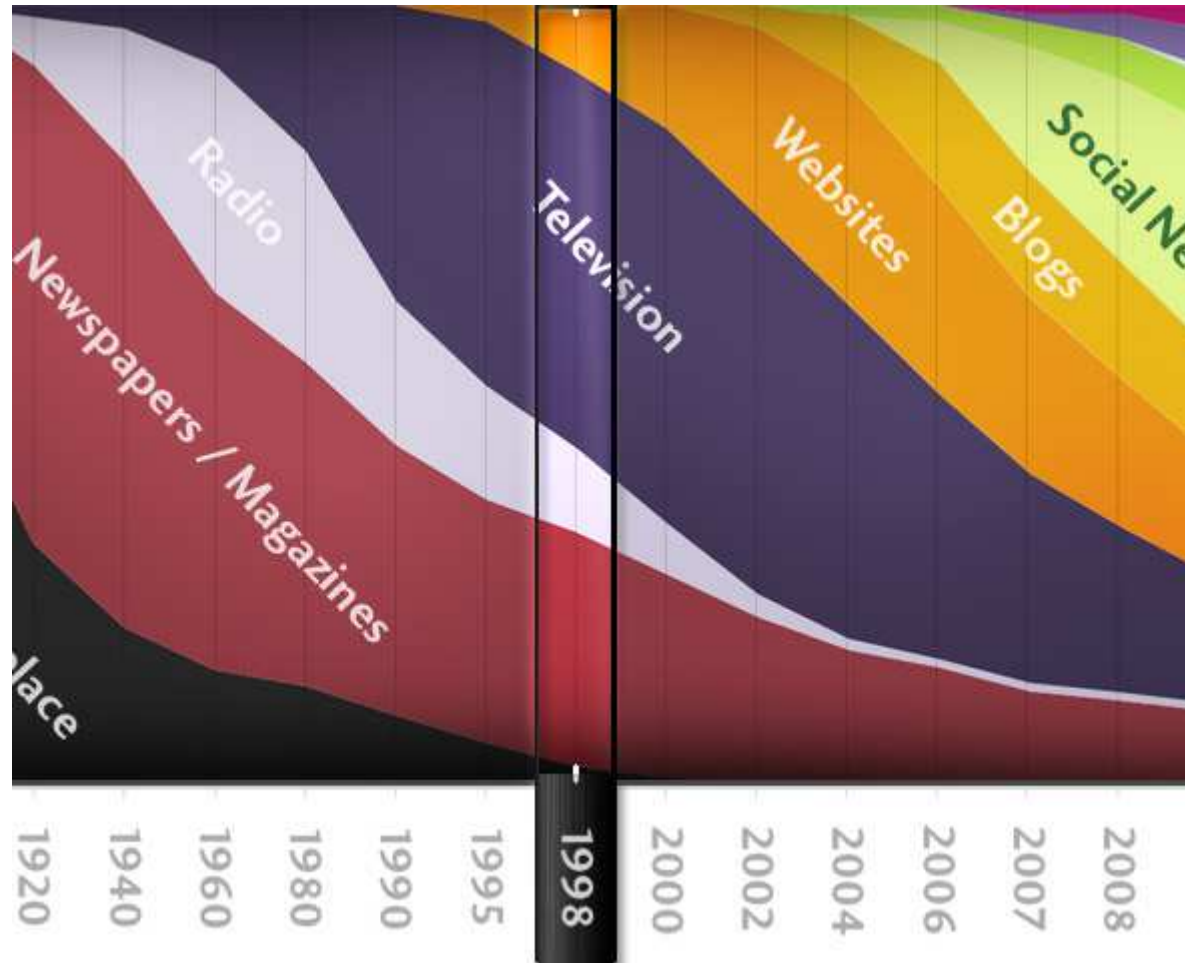
1990



2020

Internet growing - *mix passive-active.*

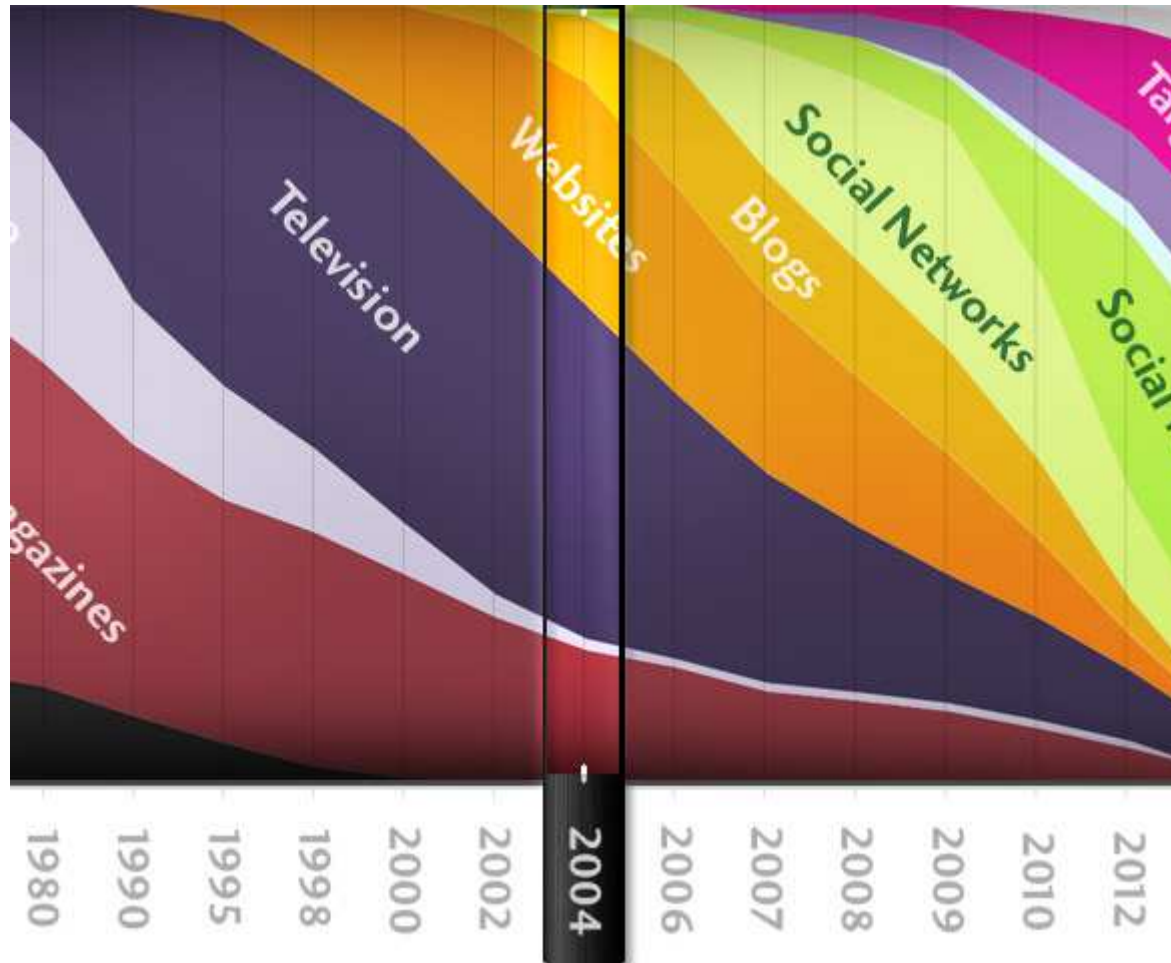
1998



2020

Creating & Generating **content**

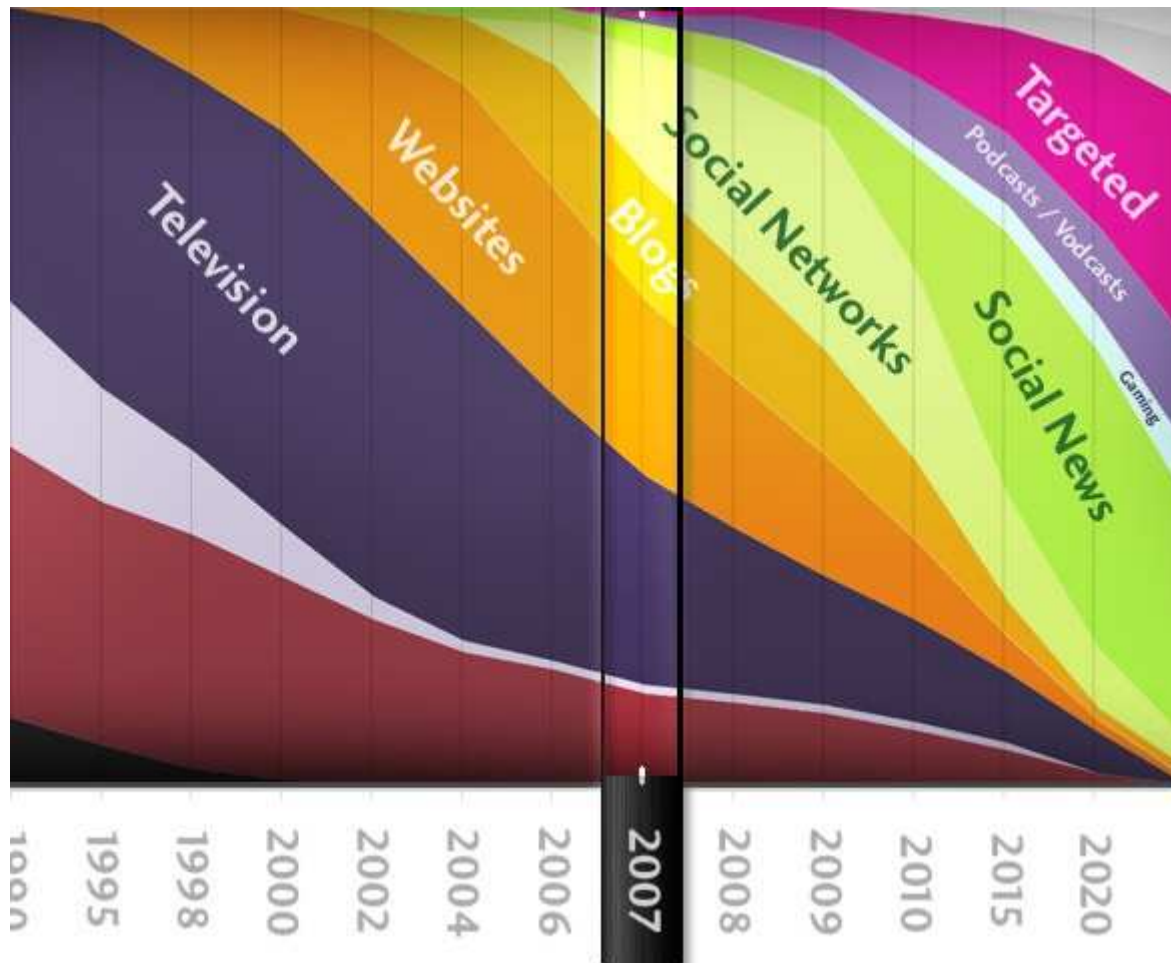
2004



2020

*Blogging and sharing - **more active.***

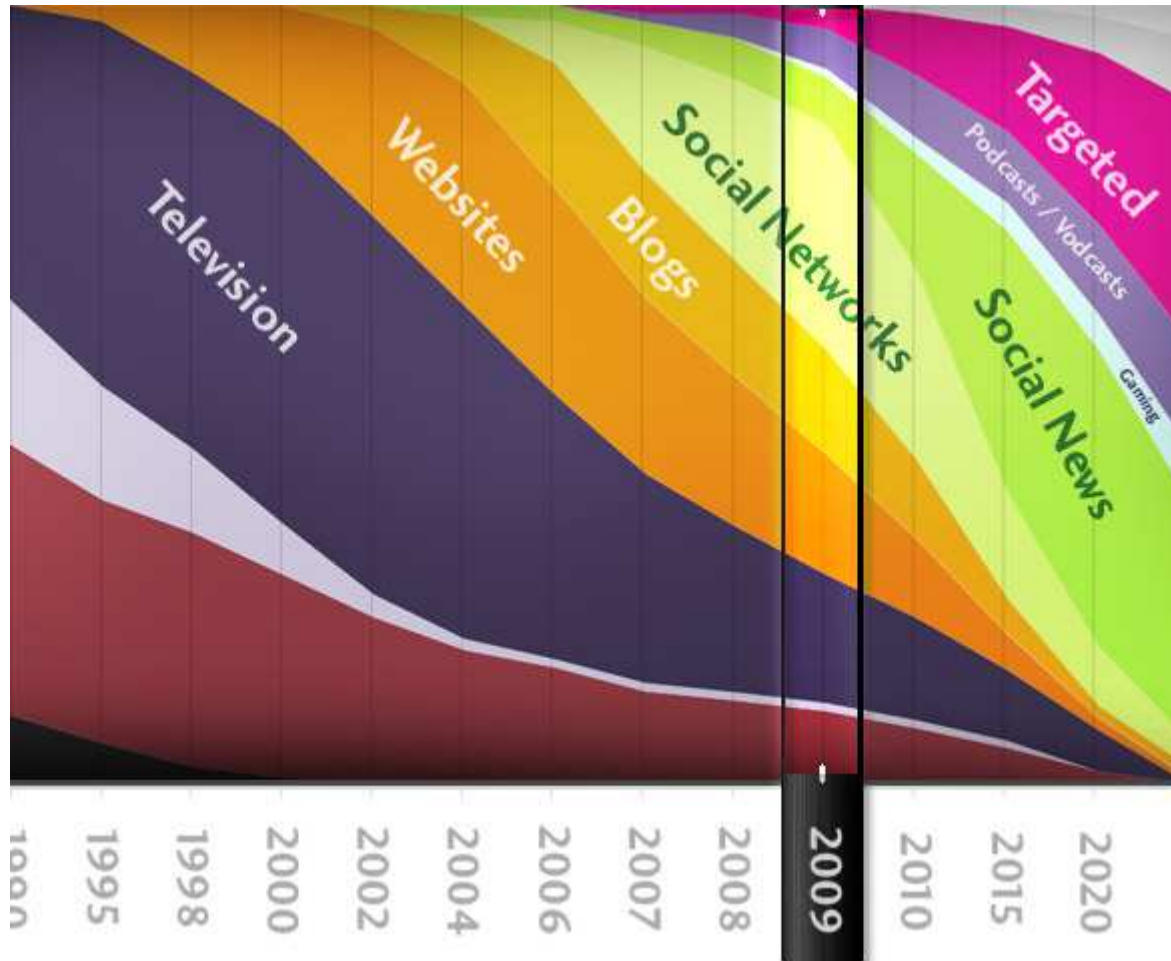
2007



2020

Social Networks - Creator & Generator.

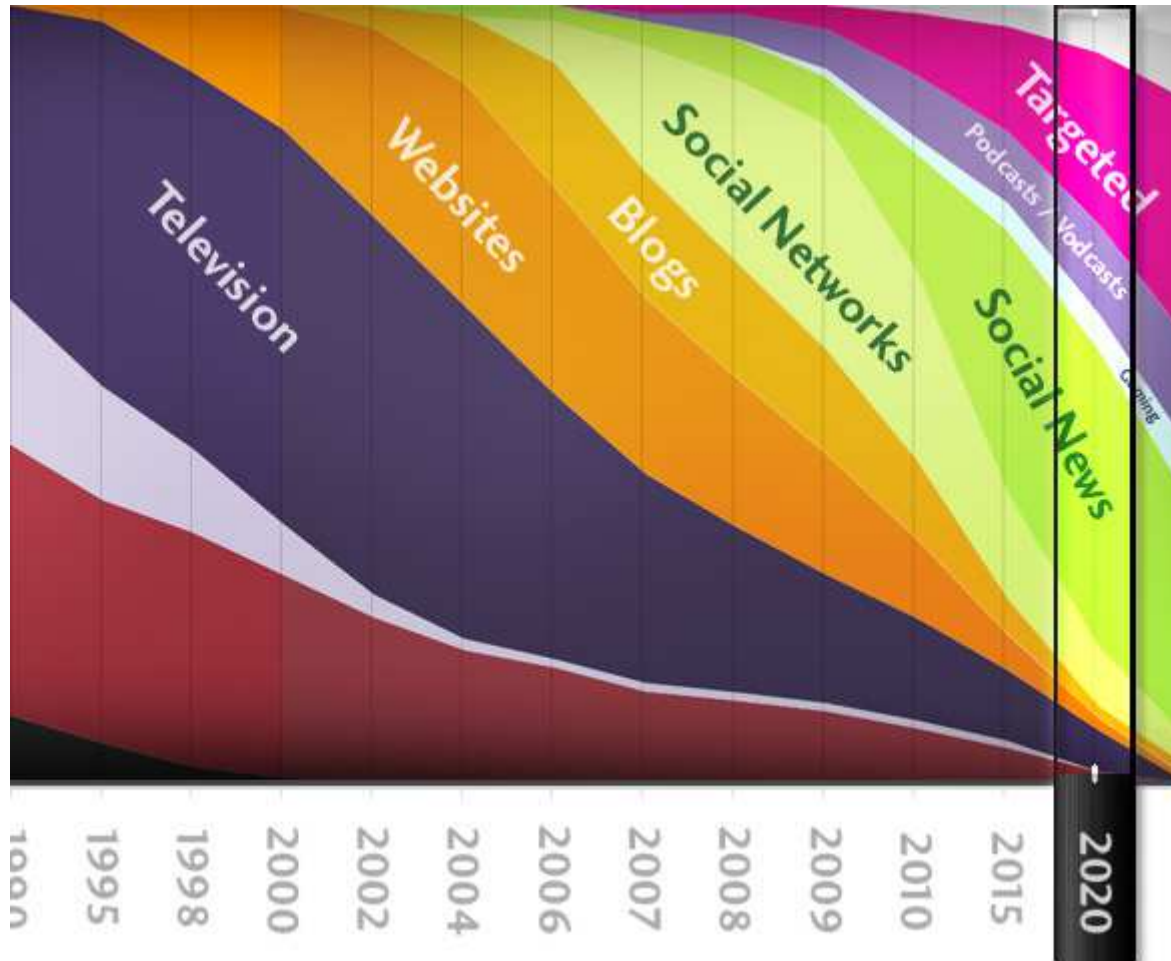
2009



2020

Everything is social–shared: **challenging**

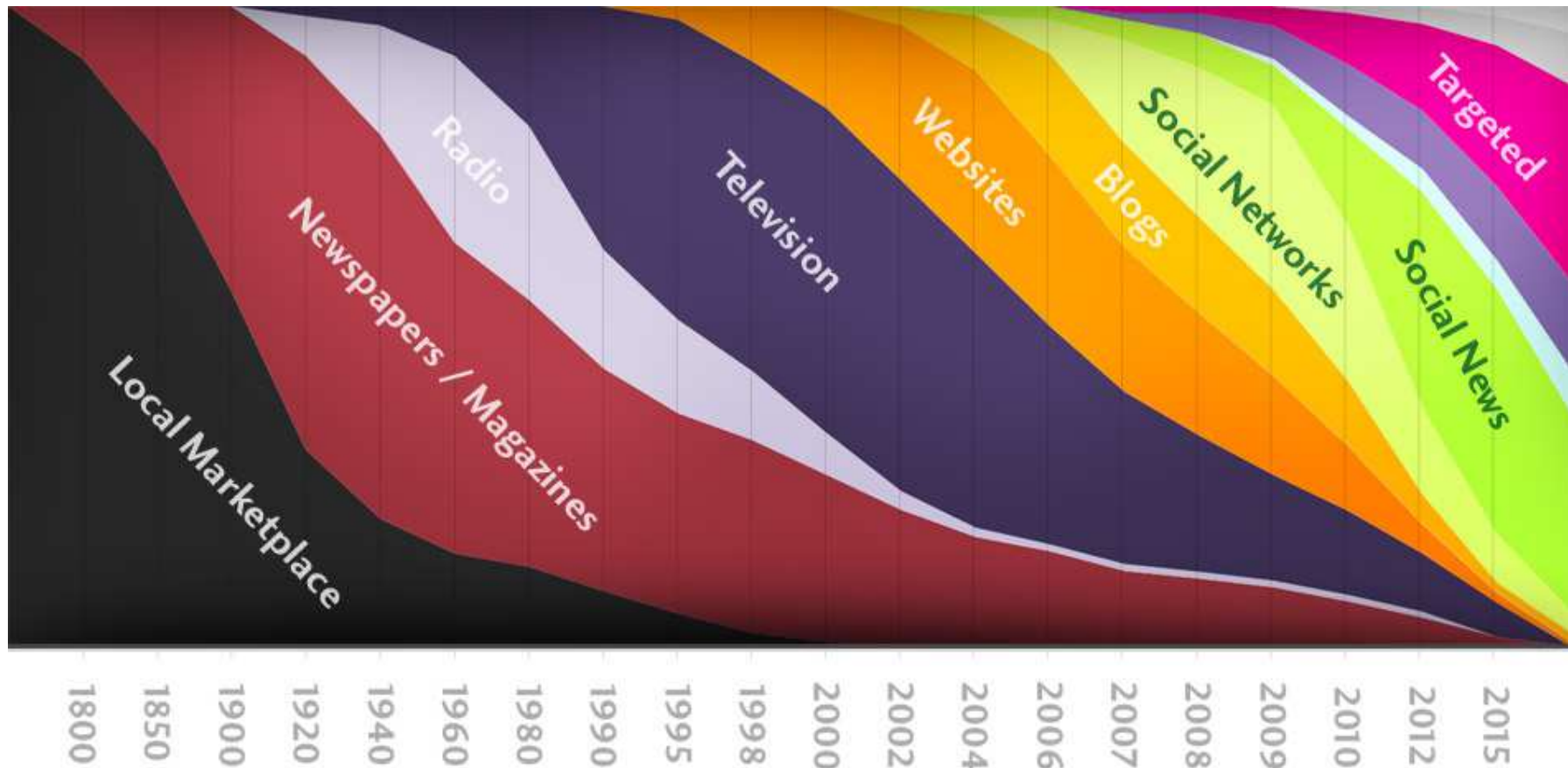
2020



Challenges

Source: Thomas Baekdal, via <http://www.baekdal.com/articles/Management/market-of-information/> and Manolis Psarros - Destination Marketing Consultant - www.abouTourism.com

*Evolutionary spectrum of the **challenge**.*



Source: Thomas Baekdal, via <http://www.baekdal.com/articles/Management/market-of-information/> and Manolis Psarros - Destination Marketing Consultant - www.abouTourism.com



Are you?

*Part I: Content - word of mouth get a **megaphone***



Travellers are
influenced by
comments...

**When making travel
purchase decisions.**

Methods used for booking		
	2003	2013
Internet	13%	76%
Travel agent	65%	18%

Source: Thomas Baekdal, via <http://www.baekdal.com/articles/Management/market-of-information/> and Manolis Psarros - Destination Marketing Consultant - www.abouTourism.com

To #shout or to #hashtag

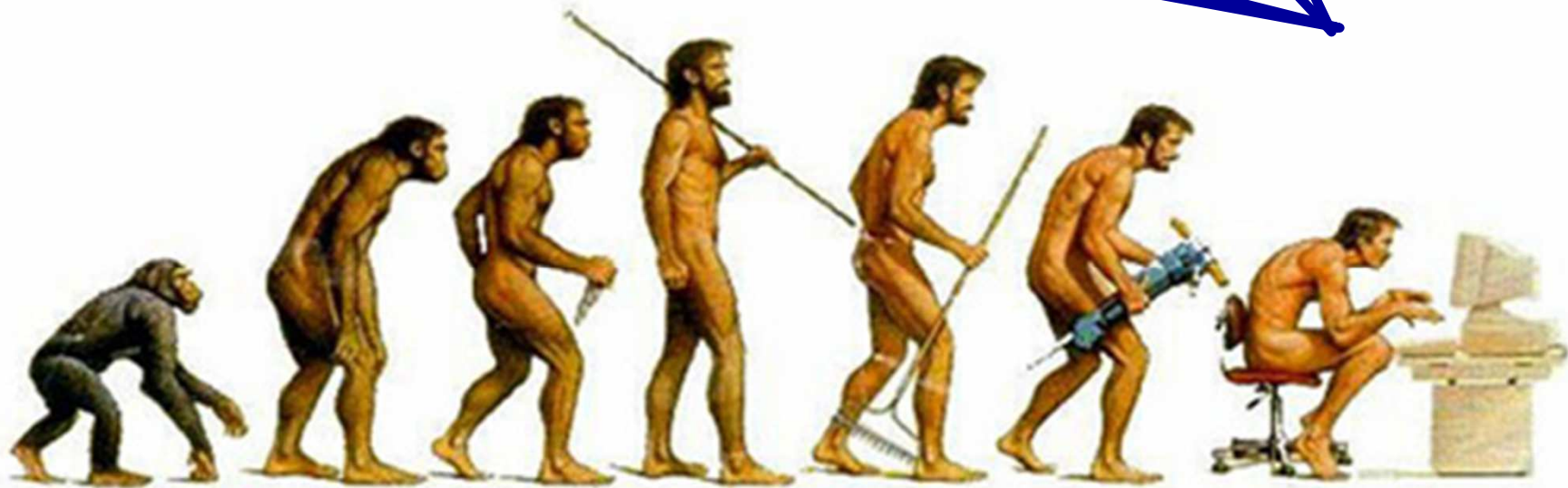


To Shout or to Hashtag? Digital Challenges in Destination Branding

<http://placesbrands.com/to-shout-or-to-hashtag-digital-challenges-in-destination-branding/>

*Let's find out some 'cool'
place to go now...*

*Logos, colours, taglines,
booking, rating hotels
cheap flights?!!!*



Part I: Tourism destinations are facing challenges

The demand to provide **quality information** and online contents in an era of information overload.

> How to use the **social media** and all **media channels** to communicate and interact with travellers?
(O'Conner *et al.*, 2011)

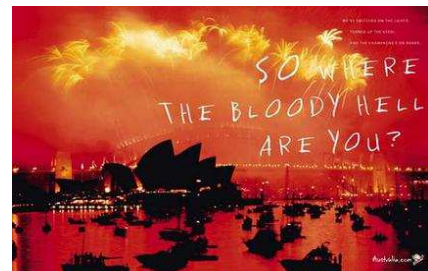
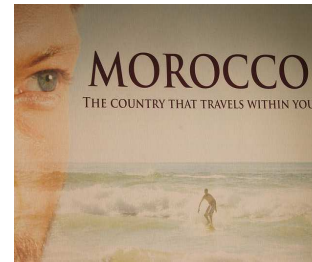


> Open up the discussion about the **role of the institutions** in charge of destination branding (e.g. DMO).

Part II

Place or Destination brand(ing)?

> What is destination branding?



Part II

Destination branding I

*“**Tourism** has often been seen a key element in the **development** of places and **destinations**, which are adopting **branding strategies** (...)*

*(...) meant to gain a **competitive position** and assert their identity - in their communication **with potential tourists**”*

Morgan, Pritchard & Piggott, (2003)



Today's environment of **intense competition** is affecting destinations as they are striving to develop themselves as **attractive places for tourism** and differentiate themselves from competing alternatives.

In this 'endeavour' - destinations are facing
Opportunities / Key Issues/ Challenges

...it is a challenge for tourism destinations to improve their **own features, attributes** and **unique elements** to become more attractive places (Alvarez, 2012)



Ritchie & Crouch, (2003)

Hankinson, (2011)

Buhalis, (2000)

Go and search for the very best...



SOCIAL MEDIA

Potential

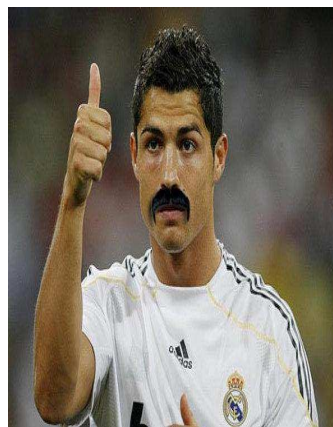
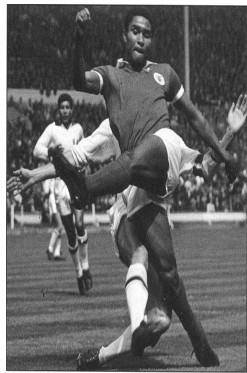
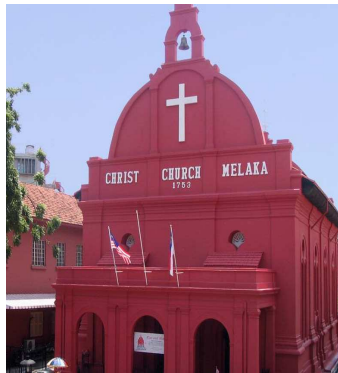
DESTINATION
MARKETING
ORGANIZATION

CORE VALUES



**CHALLENGES
AHEAD**

But Eduardo,
we want to
know
something
about
**Your case
study**



Part III: Empirical background – Portugal (case study)

Europe



Source: Google Maps

We are here today

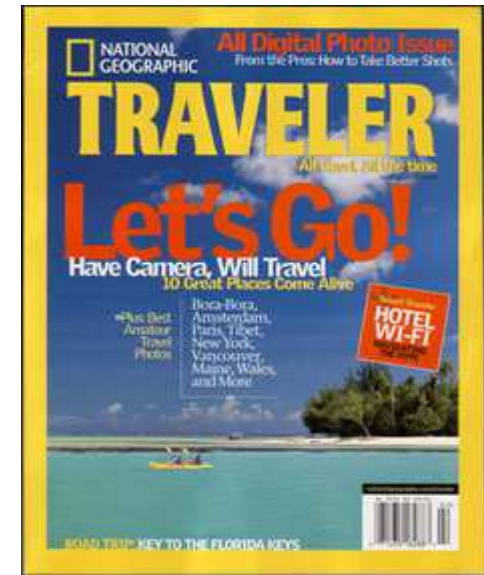
Portugal



Do not mix the location, the place, the destination...

Part III: Portugal as a tourism destination – destination Portugal

The New York Times theguardian



Methodological Exercise

> **Content analysis:** is an empirical technique which involves the **counting, identification** of issues and **interpretation of the content of a text** which is assumed to be significant (Hannam and Knox, 2005),



> **Text Mining:** can be used as a tool for **online text analysis** / unstructured or semistructured collection of text documents.

Exercise 1 phd - ATLAS.ti

Project Edit Documents Quotations Codes Memos Networks Analysis Tools Views Windows Help

Word Cruncher
 Query Tool
 Code Cooccurrence Tree
 Code Cooccurrence Table
 Codes-Primary Documents Table

Word Count Table
 Word Cloud on selected PD
 Word Cloud on current PDs

P-Docs P 2: On Portugal Beach 1 -{0} Quotes Memos

P 2: On Portugal Beach 1

Search

Id	Name
P 1	welcome.png
P 2	On Portugal Beach 1
P 3	On Trails Less Traveled
P 4	3
P 5	2
P 6	on trails
P 7	10 Family trips
P 8	10 trips during school
P 9	Days trips lisbon

20 On Portugal Beach 1 like a Quake
 21 By MAÍIA de la BAUME
 22 NAZARÉ, Portugal — The big ones typically come only once a year, in the winter. Whipped up by powerful
 23 storms in the North Atlantic, they roll for days toward Europe, rising to seemingly impossible heights before
 24 crashing on the shores of Praia do Norte, a beach along the Portuguese coast just north of this picturesque
 25 fishing town.
 26 "It is like an earthquake," said Pedro Pisco, a city hall administrator from this old fishing port, a few miles away
 27 from Praia do Norte. "When it breaks, you can feel the earth shaking under your feet."
 28 The area has a reputation as a dangerous spot for its turbulent gales, crushing surf and frequent accidents,
 29 though on a recent day the sea was flat as a reflecting pool. Normally, though, the waves crash on shore with
 30 a special power, and for years residents were not even sure they were safe to surf.
 31 Despite its charm and a stunning 14th-century church, Nazaré has seen some bad times, with the decline of its
 32 once-prosperous fishing industry and an exodus of local youth. And that was before the euro crisis and the
 33 deep slump in the Portuguese economy.
 34 But thanks to a photo that electrified the world last month — showing a big-wave surfer named Garrett
 35 McNamara setting what is expected to be a world record, streaking down the face of an estimated 100-foot
 36 breaker — the city is now busily trying to cash in on its moment of fame to promote itself and its now famous
 37 beach, Praia do Norte, as a pre-eminent big wave surfing spot.
 38 The waves here have long been compared to invincible enemies, killing fishermen, vacationers and frequently
 39 inundating streets and shops. There is even a spot called "the reef of widows," where by legend the wives of
 40 fishermen would watch their husbands drowning after waves had destroyed their boats.
 41 The town is still filled with widows wearing black dresses or the traditional seven layers of multicolored
 42 petticoats and long socks. A local legend says that women wore seven skirts because while waiting for their
 43 husbands to sail home, they would count seven waves until the sea would calm down.
 44 Dino Casimiro, a 35-year-old body-boarder from Nazaré, is an ardent admirer of the waves and one of the major
 45 initiators of the city's image makeover.
 46 "For many years, we didn't know if the waves were surfable or not," said Mr. Casimiro, a physical education
 47 teacher in several local schools. "They were too big."
 48 In 2010, with the town's big-wave fame spreading, several of the biggest names in surfing — including Mr.
 49 McNamara, who lives in Hawaii, and Kelly Slater, Shane Dorian and Tiago Pires, the Portuguese surf champion —
 50 came to Praia do Norte. "Praia do Norte is the best secret in the world," Mr. McNamara said by telephone from
 51 Hawaii. "There is nowhere in the world where you can be so close to the giant waves."
 52 The project, called the "Zon North Canyon show" and developed with Mr. McNamara, was aimed at promoting
 53 him as well as the town. It was sponsored by Zon, Portugal's main media holding company, after Mr. McNamara
 54 broke his first world record here by surfing a 78-foot wave.
 55 Then last month Mr. McNamara spent about 30 seconds on the face of a giant wave still spoken of with awe by
 other surfers. "It was like riding a mountain, like snowboarding down a giant mountain," he said.
 There are big wave spots far from land, like Cortes Bank 100 miles west of San Diego, Calif. But there are very
 few in coastal areas, because the gently sloping continental shelf normally flattens out the giants, gradually
 sapping their strength before they can reach land. But this small part of the Portuguese coast sits at the end of
 a giant funnel called the "canyon of Nazaré," 130 miles long and 16,000 feet deep (at its deepest), that points
 like an arrow toward the town.
 The canyon, said Luis Quaresma, an oceanographer at the Lisbon-based Instituto Hidrografico, creates "a
 highway for the swell," which arrives with a lot of energy, very close to the beach. "While the waves here are
 almost always imposing, local people say, occasionally — on average, once a year — a few swells of almost
 unimaginable height will roll in," he said.
 As a child, Mr. Casimiro says he would look at the waves almost every day from the 16th-century fortress and its

The New York Times

Analysis Tools Views Windows Help

Word Cruncher
 Query Tool
 Code Cooccurrence Tree
 Code Cooccurrence Table
 Codes-Primary Documents Table

Word Count Table
 Word Cloud on selected PD
 Word Cloud on current PDs

Counting

4 times
 Nazaré (place)
 Portuguese
 Surfing
 8 times
 Norte (north)
 Praia (beach)
 12 times
 McNamara Waves

Example I

The New York Times

NAZARÉ JOURNAL

On Portugal Beach, Riding a Wave That Hits Like a Quake



Garrett McNamara preparing to surf at Praia do Norte beach. "Praia do Norte is the best secret said by telephone from Hawaii.

By MAÏA de la BAUME
Published: February 24, 2013

NAZARÉ, Portugal — The big ones typically come only once a year in the winter. Whipped up by powerful storms in the North Atlantic they roll for days toward Europe, rising to seemingly impossible

> “Praia do Norte is the **best secret** in the world”

> **Less** Travelled

> Despite **its charm** and a stunning XIV church

Lisbon Architecture Triennale – review

A series of sceptical exhibitions in Lisbon questions the purpose of architecture



Rowan Moore
The Observer, Sunday 22 September 2013
Jump to comments (0)



“It is like an earthquake”

“Whipped up by powerful storms in the North Atlantic”

“When it breaks, you can feel the earth shaking under your feet.”

The New York Times

Travel

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

On Trails Less Traveled



Hotel Monte Mulini in Rovinj, Croatia.
By ELAINE O'LUSAC
Published: April 19, 2013

Walking trips are the ultimate in slow travel, allowing tourists to take well-trod paths through Cinque Terre in Italy or around the Ring of Kerry in Ireland at their own pace. Strollers seeking more solitude who try Europe's less celebrated regions often find that the trade-off is less service. But that doesn't have to be the case. For explorers seeking quiet pathways, a few outfitters offer pioneering routes and a comfortable place for you to put up your feet at day's end. Here are a

FACEBOOK
TWITTER
GOOGLE+
SAVE
E-MAIL
SHARE

Example II

theguardian



Those in search of lively Lisbon bars are best advised to take a historic funicular tram, like the one above, to Bairro Alto. Photograph: Getty

Gorgeous gothic

The modern city of seven hills was shaped in 1755 by an earthquake that all but destroyed the old one. Only one part of town survived relatively intact - the Alfama, which slides down the hill from the ancient castle to the river Tagus. Most of the area's narrow, winding streets date back to the 16th century, but follow **Rua Santo António da Sé** and you'll soon see the **Sé Cathedral**, built in the 12th century on the foundations of a mosque. While in the area, check out the superb views over the city from the terrace of the **Miradouro de Santa Luzia** cafe. A short distance away is the **Museu do Teatro Romano**, which houses the ruined Roman amphitheatre, built by Augustus. Nearby is the **Museu do Fado**, the spiritual home of the plaintive Portuguese music that resounds through the area's restaurants. Those in search of lively bars are better advised to take a historic funicular tram to **Bairro Alto**, the 18th-century city centre. The best places to drink of the many on offer include the **Old Pharmacy**, where wine bottles occupy the space once taken by drugs, **Páginas Tantas**, where jazz is the soundtrack of choice, and **Maria Caxuxa**, which is in a former bakery, complete with ovens.

Beachside bars

Its unusual situation means Lisbon is blessed with scores of beaches just a short trip out of the centre. Across the water from the city is the **Costa de Caparica**, where the **Delmare Cafe** serves up great seafood and cold drinks on the Praia Cabana do Pescador. On the same side of the

> Focus in **Lisbon**

> Gorgeous **gothic**

> Lisbon is the capital of the style of **Fado music**

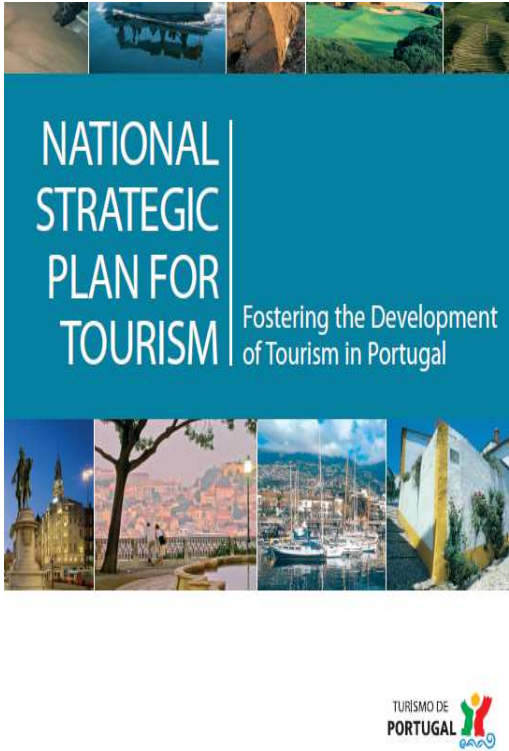
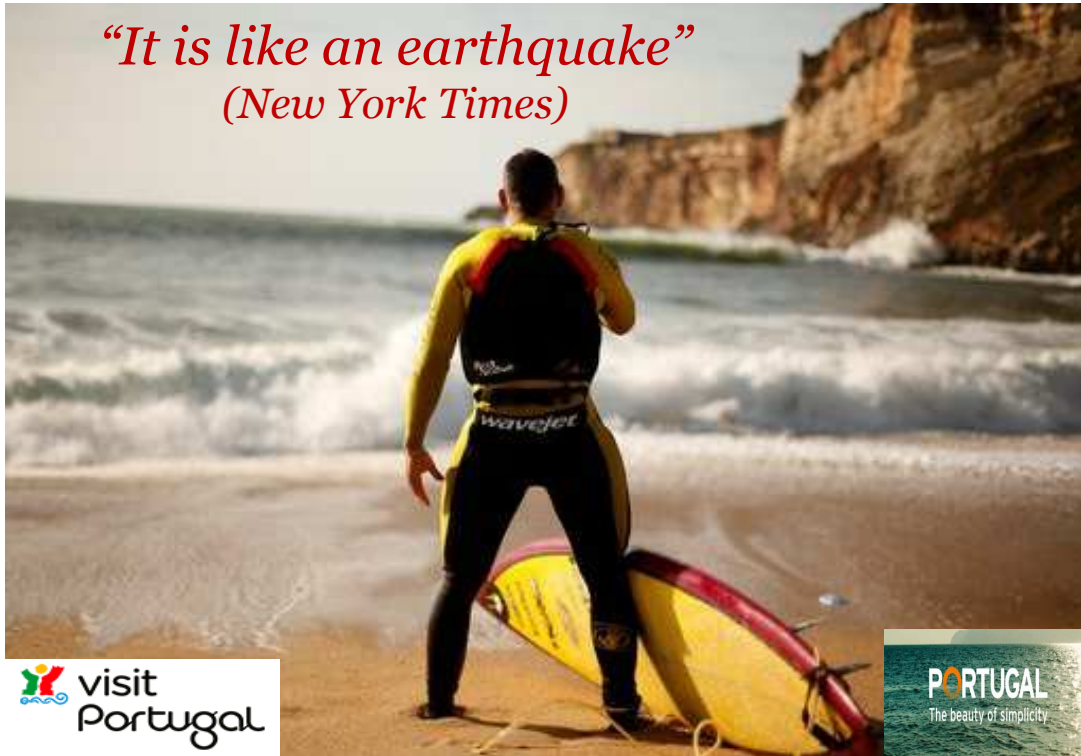
> **Superb views** over the city from the terrace of the **Miradouro de Santa Luzia** cafe.

> Windsurfers' **'haven'**

Source:

http://www.theguardian.com/expedia-tyi/a-quick-guide-to-lisbon?CMP=tw_t_gu

Making Strategies I



Making Strategies II



twitter

Home Profile Find People Settings Help Sign out

Visit [#portugal](#) the [#windsurfers](#) haven
via [@newyorktimes](#)

*“It is like an earthquake”
(New York Times)*



Visitportugal

440,518 likes · 43,345 talking about this

✓ Liked Message

Travel/Leisure

Be Our Guest

www.facebook.com/Visitportugal/app_617285808286096
www.visitPortugal.com - the official web resource for travel

About - Suggest an Edit



Photos



YouTube



Twitter



Be Our Guest

Highlights

Post

Photo / Video

Write something...



Visitportugal shared a link.
September 27

Surf in Portugal (...)

38 Friends

Like Visitportugal



Invite Your Friends to Like This Page

See All

Type a friend's name...

Invite

Dina Guimaraes Invite

Becky Scarrott Invite

Luke Postlethwaite Invite

Create Page

Recent

- 2013
- 2012
- 2011
- 2010
- Launched

Sponsored

Nieuwe Nissan Note

live.nissan.eu



Wegwezen hier, mislukte bruiloft! Ben jij geschikt als getaway driver? Let's see!

Verbind jezelf aan Cofely

werkenbijcofely.nl



Grootste dienstverlener in Techniek. Kijk snel voor onze staffuncties! 644 people like this.

WARNING: Game of the Year



World's best strategy game is highly addictive. You've been warned. Play Now: 1,000,000 people played War Commander.

Chat (Off)

Part III: Portugal as a tourism destination

2nd Methodological Exercise

From the *strategy* ↔ To the *online channels*

The collage features several key elements:

- Ministry of Economy and Innovation:** Logo and text at the top left.
- NATIONAL STRATEGIC PLAN FOR TOURISM:** A large blue banner with the text "Fostering the Development of Tourism in Portugal" and a row of small images showing various Portuguese landscapes and architecture.
- Facebook:** A large blue box with the word "facebook" in white, and a screenshot of the VisitPortugal Facebook page. The page header says "PORTUGAL The beauty of simplicity" and shows 123,761 likes and 9,927 talking about this. The profile picture is the VisitPortugal logo.
- Twitter:** A blue box with the word "twitter" in white and a blue bird icon.
- Google:** A white box with the word "Google" in its multi-colored font.
- TURISMO DE PORTUGAL:** Logo at the bottom center.
- VisitPortugal Website:** A screenshot of the website showing the logo, the text "visitportugal @visitportugal", and a bio: "VisitPortugal is the official web resource for travel and tourism in Portugal | Join us on Facebook: facebook.com/visitportugal Portugal · http://www.visitportugal.com". It also displays statistics: 37,445 TWEETS, 4,329 FOLLOWING, and 16,779 FOLLOWERS.

Strategic products



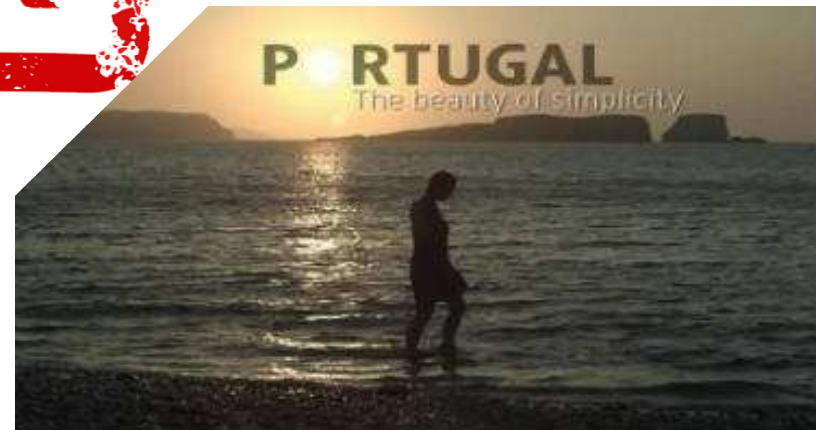
Contents communicated



Golf Health & Well-being

Astronomy & Wine

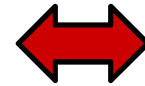
OK



Sun & Beach **Cultural** City Break **Meetings** Nature

Part III: Portugal as a tourism destination

From the **online channels**



To the **strategy**

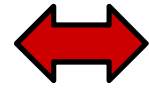


Coherence?



Content?

From the *online channels*



To the *strategy*



The facebook cover tag line

“Happy to have you here”



Not mentioned



There is no brand identity stated on the document



“The beauty of simplicity” - not mentioned



Adventure/Romance/Products



Part IV



***Back to the
basics***

*Community
development
efforts*

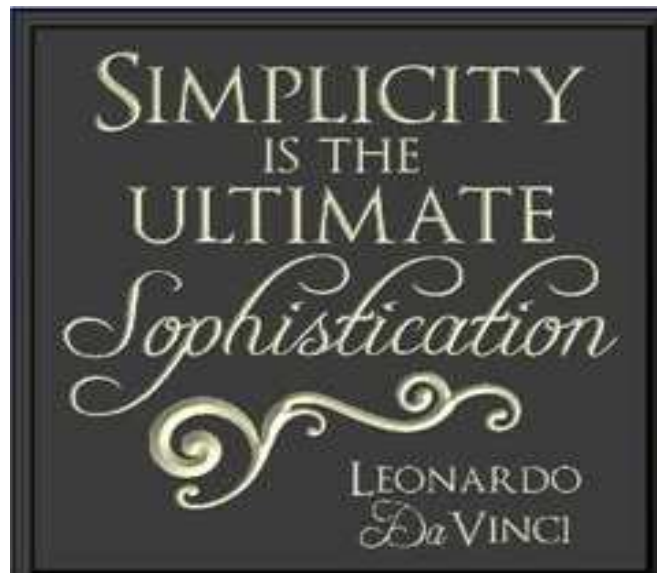
*Part of the whole
branding effort of
the tourism
destination*



Be clear

Be honest

Be simple



“Everything should be made as simple as possible, but not simpler.”

Albert Einstein

The core objective of destination branding strategy:

Production of a:

> **Positive, focused and consistent communication strategy for a destination.**

(Hall & Hubbard, 1998)



Qualitative & diverse information

Trip planning tools

Attractive visual material

Photo & Video sharing applications

Identify visitors activity & determine how to move forward.



LISTEN to what your target groups are saying online . Locate where their conversations are taking place (e.g. social media).

Make – Create - Design
Strategy

**INTEGRATE
SOCIAL MEDIA**

Build an on-line community



ENGAGE
'the multiple voices'

SELECT THE TOOLS

According with
the audience



Destination

BUILD YOUR BRAND
by INTEGRATING
USER-GENERATED
CONTENT
& COMMUNITY
into YOUR WEBSITE

SOCIAL NETWORKS



**ENHANCE
COMPETITIVENESS**

**STRENGTHEN
POSITIONING**

1863-2013

"Unity within the diversity"



Thank you

*References upon request
eduardo.hsoliveira@gmail.com*