

Step 4: Market for Success

HANDOUT: Cultural Heritage Tourism Marketing Assessment



Position: What is the current message/slogan?
Who is the current audience?
What is our image (by/for this audience)?
What is our unique selling point?

Product: What is the current cultural heritage product?
Are cultural heritage products consistent in quality, operation?
What other attractions or events lure visitors to the destination?
How long do visitors currently stay in the destination?
How many on-site activities does the average visitor participate in?
What in the existing experience could negatively impact the visit?
What underutilized attractions/events could help attract visitors?
Do partnerships with neighboring communities, nearby destinations expand product offering, visitation?

Price: Is the experience perceived to offer value?
Are incentives provided for visiting the destination?
How does the price compare with other destinations, the competition?
How much does the cultural heritage tourist spend in the destination?
Are there seasons that affect price, experience?

Promotion: Is the marketing campaign focused?
Is the logo easily reproducible, graphically usable in various ways?
Is each marketing strategy measured against overall goals?
What marketing strategy has created the greatest return on investment?
What has been the weakest marketing strategy? Why?
Do promotions vary based on audience needs, desires or business goals?

