

Step 4: Market for Success

HANDOUT: Marketing - Defining the Message

Activity Steps for Situation Analysis

In order to define the marketing message and determine the appropriate marketing tools, it is important to first conduct a situation analysis. Discuss each of the following questions and identify answers.

- 1) Who is our existing audience? Potential audience?
- 2) What do we think is our image for these audiences? (How are we perceived?)
- 3) How does this audience identification relate to national trends in cultural heritage travel?
- 4) What are five adjectives you would like for visitors to use when talking about the region?
- 5) Considering what we have identified as our unique cultural heritage story and product and how we would like for visitors to describe the region, what is the message that we want to communicate to generate interest in that story?
- 6) How can we communicate that message in a short and memorable theme?
- 7) How will the message separate us from other destinations promoting cultural heritage travel?
- 8) How do we link that message with others such as recreational promotions?



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