Product / Destination Brand/Image

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Historical Antecedents

- Ancient concept
- Modern Introduction (1900)
- Product brand
- Corporate Brand
- Destination Brand

IMPNRVAEN

AVG

FELIX

CACRSPNE

HAD

AAICVS

IMPNERRA

CÆK

CRISPINILL

Žigovi keramičarskih radionica na amforama / Marchi di figuane impress sulle anfora / Töpfereienstempel auf Amphoren / Pottery workshops' stamps on amphorae

Characteristics

- Stability/Dynamic
- Function and non-functional amalgam
- Incites beliefs, evoke emotions, prompt behavior--novelty
- Add value
- Differentiation
- Establish an Emotional Connection
- Internal and External Perspectives
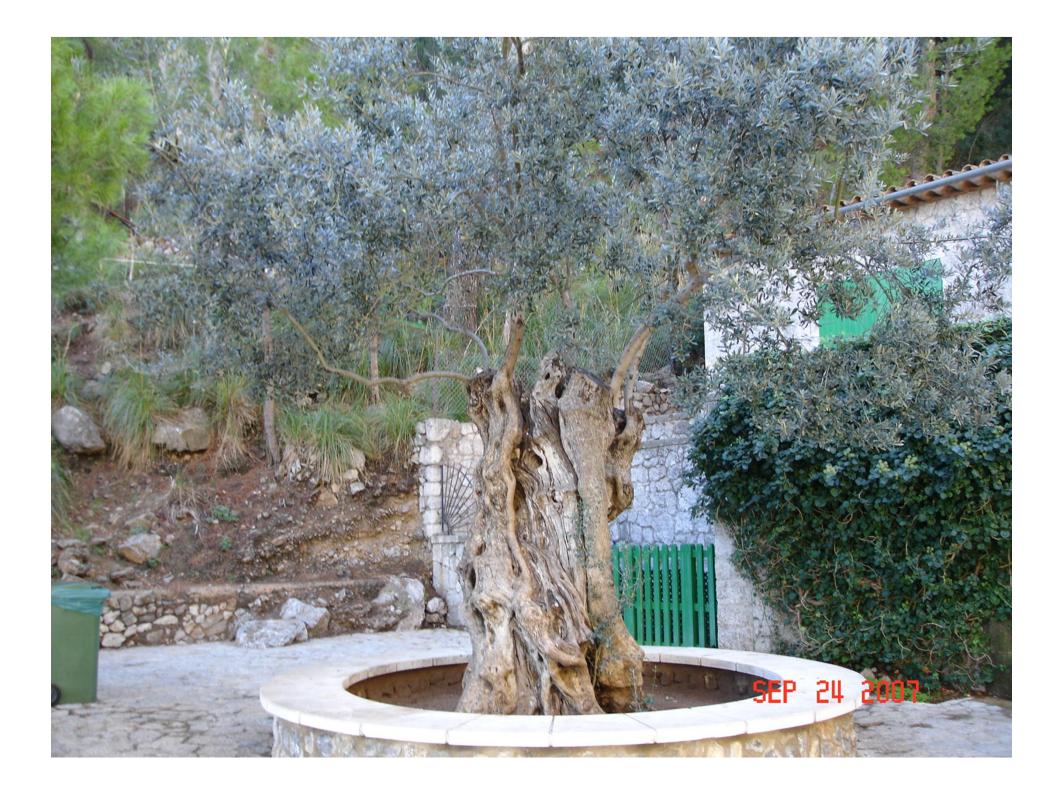
Establishing Product/Destination Id

- Awareness

- Image

- Loyalty

- Quality

- Value

- Trust

Destination Brand Challenges

- Collaboration instead of competition
- Fit between destination stakeholders/tourists and its cultural and ph
- Alignment between market and brand strategy
- Support of the development vision

Buhalis (2000)

Organizational Control

- Single Product
- Corporate –house brands or branded house
- Destination—multiple stakeholders

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Thank You!

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