

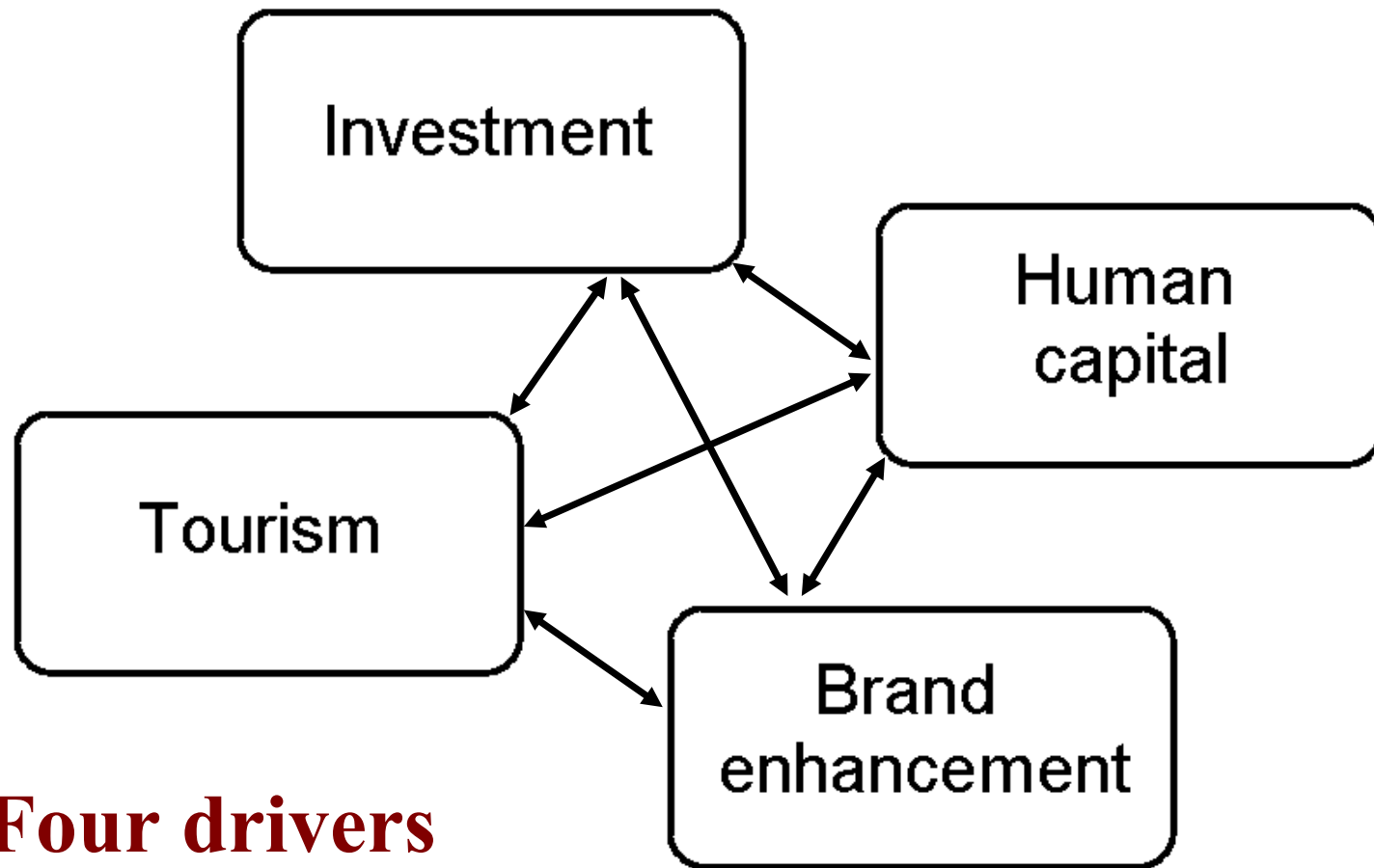
What's **Special**  
Where You Live ?

# Place Appeal & Destination Marketing

Nations & regions  
**compete now**  
for resources

Choose to compete  
**or choose not to compete**

**Those competing already  
aim to gain resources.**



**Four drivers**  
make a strong base for  
Destination Marketing success

# Place Appeal & Destination Marketing

Nations & regions are now in competition

- **National image** has **brand impact**
- Appellation promises quality
- Country-of-origin effect  
Similar products, different country-of-origin  
Consumers value these products differently:  
Which products command premium prices?
- Branding = important & quantifiable

effective marketing  
is difficult

... in a noisy & crowded environment...

Open Your Hood!  
Localversity®





Malaysia  
Truly Asia



UNIQUELY  
Singapore  
www.visitsingapore.com



Korea

Hello!  
HALLYU



Sri Lanka  
A land like no other



Incredible India



Yokoso!  
JAPAN



**I**  **NY**®



Open Your Hood!  
Localiversity®