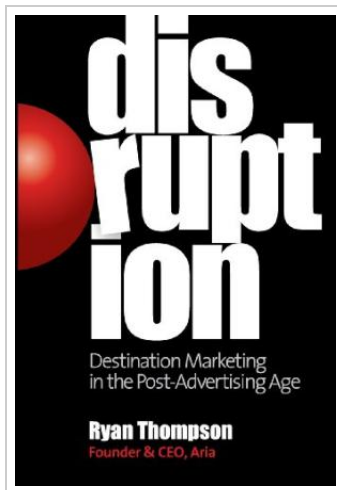




Disruption: Destination Marketing in the Post-Advertising Age (Hardback)

By Ryan Thompson

Outskirts Press, 2013. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Destination marketing has permanently changed and will never be the same. Travelers trust reviews from complete strangers more than brand advertising. Consumers are now clearly in control, choosing what, when and how they digest information. Chaos and real-time is the new marketing normal. Disruption: Destination Marketing in the Post-Advertising Age is the essential guide for marketing tourism organizations including hospitality, tour operators, CVBs, DMOs and attractions. Readers will learn a three-part approach to tourism marketing in modern times. Part I explains how marketing has changed, the problem with old advertising techniques and the unique power of modern consumers. Today's marketing-savvy, advertising-jaded consumer expects more. Now consumers can instantly see rankings, read user reviews and see pictures taken by actual vacationers, not professional photographers. This is what informs consumer choice now. It helps travelers decide where they want to go, what they want to see, and how to get the best deal available -- without the middleman. Because they can now vet, price, and book their reservations themselves, the rules of the game have not been rewritten, they've been reinvented. Part II...



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Reviews

Very useful to all of class of people. It is really simplified but unexpected situations within the 50 % in the ebook. I am delighted to let you know that this is actually the best book i have read in my personal daily life and can be the finest ebook for at any time.

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