Strategic Destination Marketing and Brand Positioning Training Course

02 - 06 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #TOU4929_148549

Course Introduction / Overview:

This comprehensive training course provides a deep dive into the dynamic world of destination marketing and brand positioning. In an increasingly competitive global landscape, creating a compelling and memorable identity for a city, region, or country is paramount to attracting investment, tourism, and talent. This program is designed to equip participants with the strategic frameworks and practical tools needed to build and manage a powerful destination brand. Drawing on foundational concepts from leading thinkers like Simon Anholt, a pioneer in place branding, the course explores how to craft a competitive identity that resonates with target audiences. We will delve into the principles outlined in influential works such as "Brand New Justice" to understand the profound impact of a nation's brand on its economic and social prosperity. At BIG BEN Training Center, we have developed a curriculum that moves beyond traditional marketing tactics, focusing instead on holistic strategies that encompass stakeholder engagement, digital storytelling, and sustainable development. Participants will learn to navigate the complexities of the modern visitor economy, leveraging data-driven insights to create authentic experiences and build lasting brand equity for their destinations.

Target Audience / This training course is suitable for:

- Destination Marketing Managers.
- Tourism Board Executives and Staff.
- City and Regional Planners.
- Brand Strategists and Consultants.
- Public Relations and Communications Professionals.
- Government Officials in Tourism, Culture, and Economic Development.
- Hospitality and Travel Industry Leaders.
- Marketing Directors for Attractions and Venues.
- Real Estate Development Managers.
- Event and Festival Organizers.

Target Sectors and Industries:

- Tourism and Hospitality.
- Travel and Transportation.
- Real Estate and Urban Development.
- Event Management and MICE (Meetings, Incentives, Conferences, and Exhibitions).
- Retail and Entertainment.
- Cultural and Heritage Organizations.
- Economic Development Agencies.
- Government Ministries and Municipalities.
- Non-Profit and Community Organizations.

Target Organizations Departments:

- Marketing and Communications.
- Public Relations and Corporate Affairs.
- Strategic Planning and Development.
- Sales and Business Development.
- Tourism and Visitor Services.
- Economic Development.
- Community Engagement and Relations.
- Brand Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive destination marketing and branding strategy from scratch.
- Conduct in-depth market research and competitive analysis for a destination.
- Define a unique brand identity and value proposition for a city, region, or country.
- Create compelling destination narratives and storytelling campaigns.
- Implement integrated marketing communication plans across digital and traditional channels.
- Manage stakeholder relationships with government, private sector, and local communities.
- Measure the performance and ROI of destination marketing initiatives using key performance indicators.
- Develop strategies for crisis communication and reputation management.
- Incorporate principles of sustainable and responsible tourism into branding efforts.
- Analyze future trends shaping the global tourism and travel industry.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning to real-world challenges. We believe in a blended learning approach that combines expert-led presentations with hands-on activities. The course will feature in-depth case study analyses of successful destination brands from around the world, allowing participants to deconstruct winning strategies and understand the rationale behind them. Collaborative group workshops and brainstorming sessions will encourage peer-to-peer learning and the development of innovative solutions to complex branding problems. Interactive exercises, role-playing scenarios, and strategic planning simulations will provide a safe environment to test new ideas and refine skills. Our expert facilitators foster a dynamic learning environment where open discussion and debate are encouraged. Participants will receive continuous feedback throughout the program, both from the instructor and their peers, to help them master the concepts and build confidence in their strategic marketing capabilities. The focus is on practical application, moving beyond theory to equip attendees with actionable tools and frameworks.

Course Agenda (Course Units):

Unit One: The Foundations of Destination Branding

- Introduction to Destination Marketing and Management.
- The Evolution of Place Branding Theory.
- Understanding the Modern Traveler and Visitor Economy.
- Key Concepts from Simon Anholt's Competitive Identity Hexagon.
- The Role of Research in Understanding Destination Perceptions.
- Differentiating Between Destination Image, Identity, and Brand.
- Case Study Analysis of Pioneering Destination Brands.

Unit Two: Strategic Brand Positioning and Identity Development

- Conducting a Comprehensive Destination SWOT Analysis.
- Identifying and Analyzing Competitor Destinations.
- Defining Target Audiences and Visitor Personas.
- Crafting a Unique Value Proposition (UVP).
- Developing a Core Brand Narrative and Key Messaging.
- Creating a Visual Identity and Brand Guidelines.
- Workshop: Building a Destination Brand Identity Framework.

Unit Three: Integrated Marketing Communications for Destinations

- Developing a Multi-Channel Marketing Strategy.
- Digital Marketing Essentials: SEO, SEM, and Content Marketing.
- Leveraging Social Media for Destination Storytelling and Engagement.
- Public Relations and Media Outreach Strategies.
- The Role of Influencer Marketing and User-Generated Content.
- Partnership Marketing and Co-Branding Opportunities.
- Budgeting and Resource Allocation for Marketing Campaigns.

Unit Four: Managing the Visitor Experience and Stakeholders

- Mapping the End-to-End Visitor Journey.
- The Importance of 'Placemaking' and On-Site Experience.
- Engaging and Aligning with Local Stakeholders.
- Building Public-Private Partnerships for Sustainable Growth.
- Training and Empowering Frontline Ambassadors.
- Leveraging Events and Festivals to Enhance the Destination Brand.
- Strategies for Encouraging Repeat Visitation and Advocacy.

Unit Five: Measurement, Crisis Management, and Future Trends

- Defining Key Performance Indicators (KPIs) for Destination Marketing.
- Tools and Techniques for Measuring Brand Equity and ROI.
- Proactive Crisis Communication and Reputation Management Planning.
- Responding to Negative Publicity and Global Crises.
- The Future of Tourism: Sustainability, Technology, and Personalization.
- Developing a Long-Term Vision for the Destination Brand.
- Final Project: Presentation of a Destination Marketing and Branding Plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of over-tourism and a growing demand for authenticity, how can a destination balance mass-market appeal with sustainable, niche branding without alienating either segment?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself through its deep strategic focus, moving beyond surface-level marketing tactics to instill a comprehensive understanding of brand architecture and competitive identity. While other programs may concentrate on digital tools or advertising techniques, this curriculum is built upon a foundation of strategic theory, heavily influenced by the pioneering work of academics like Simon Anholt, ensuring participants grasp the 'why' behind the 'how'. The methodology emphasizes the practical application of these advanced concepts through rigorous case studies of globally recognized destinations, interactive workshops, and a final capstone project where participants build a complete branding plan. This approach bridges the gap between academic knowledge and real-world execution. Furthermore, the course content is forward-looking, dedicating significant time to the critical contemporary issues of sustainability, crisis management, and stakeholder alignment, which are often overlooked. It is designed not just to teach marketing, but to cultivate strategic leaders who can build resilient, authentic, and economically vibrant destination brands for the future.