



# Destination Branding for Small Cities

*Bill Baker*

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## **Destination Branding for Small Cities** Bill Baker

Branding is one of today's hottest and most misunderstood destination management and marketing concepts. *Destination Branding for Small Cities* takes readers on a fascinating journey and shows how to orchestrate a successful brand for tourism and economic development. This must-read primer demystifies branding, shows how to uncover a Destination Promise, and provides real world examples, as well as affordable, proven tools, templates and checklists to help breathe life into a small city brand. *Destination Branding for Small Cities* highlights:

- Why branding is important to ambitious cities
- The pitfalls in destination branding and how to avoid them
- How to define your positioning and Destination Promise
- Critical questions to test your positioning, logo and tagline
- Ways to encourage stakeholders to be champions for the brand
- How to deliver outstanding brand experiences

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