

# Community Tourism Marketing Strategy Development

*Learn how communities can work with UW-Extension to develop marketing strategies for tough economic times. These skills can unlock creative and entrepreneurial ideas that have direct impact on the health of the local tourism industry. UW-Extension's network of county-based educators provides Wisconsin's communities with access to valuable planning skills helpful in navigating through a down economy.*

## **Marketing Strategies in Tough Economic Times:**

Tough economic times require innovative marketing strategies. Having a plan is critical to how to best market your communities tourism assets. Additionally, being able to be flexible and take advantage of tourism marketing opportunities is critical to your community's success. Learn how the Marinette County Tourism Alliance has maximized opportunities to not only maintain tourism revenue in a downturned economy, but in some cases, increase tourism revenue.

Data driven decision making, coupled with solid planning have enabled both short and long-term tourism marketing success. Learn about the process and the methods that have helped tourism related businesses through effective marketing strategies.

Examples discussed will include key marketing of the moment decisions that have helped gained higher visibility for county-wide efforts in tourism promotion, and at very low cost! Targeted messaging to your tourist population is critical in this economic climate.

Learn how to use a strategic strike rather than a carpet bombing approach to tourism marketing. Be true to who you are as a community and a region.

## **Putting it to Work in Your Community:**

This resource information is intended to be used to help other communities become better at tourism marketing. The methods and techniques that have been successfully been utilized in Marinette County will work in your community. They can also serve as educational resources to be used by tourism groups and other UW-Extension educators.

### **For More Information:**

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