

# Destination Image and Positioning: The role of sport

Sports are playing an increasingly important role in destination marketing: countries, regions, and even cities use sports to differentiate themselves, to position themselves, and to target specific groups of customers. As places for tourists to play their favourite sports or engage in their favourite recreational activities, destinations claim to be "golf meccas" or "sailing and yachting capitals" to give just two examples. In addition, sports contribute, particularly with events, to promote, position, and brand the destination ...

Date: 2007-03-26

Article link:

<http://www.tourism-review.com/travel-tourism-magazine-destination-image-and-positioning-the-role-of-sport-article144>