

# 1-to-1 Marketing of Hotels, Resorts And Destinations

In 1997, Madigan Pratt & Associates developed the marketing analysis and recommendations for the City of Philadelphia Five Year Tourism Development Plan. The Plan called for innovative sources of funding and an unprecedented level of public-private sector partnership. Results: In May 2004, the City of Philadelphia issued the following statistics concerning the growth in tourism for the five years following the presentation and adoption of Philadelphia's 1997 Tourism Development Plan: Philadelphia Tourism Jumps 39% Compared to 8% National Average!

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