

# How destinations compete on the Net? A Place Branding Perspective

ROBERT GOVERS

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## Background

Globalisation has made people footloose

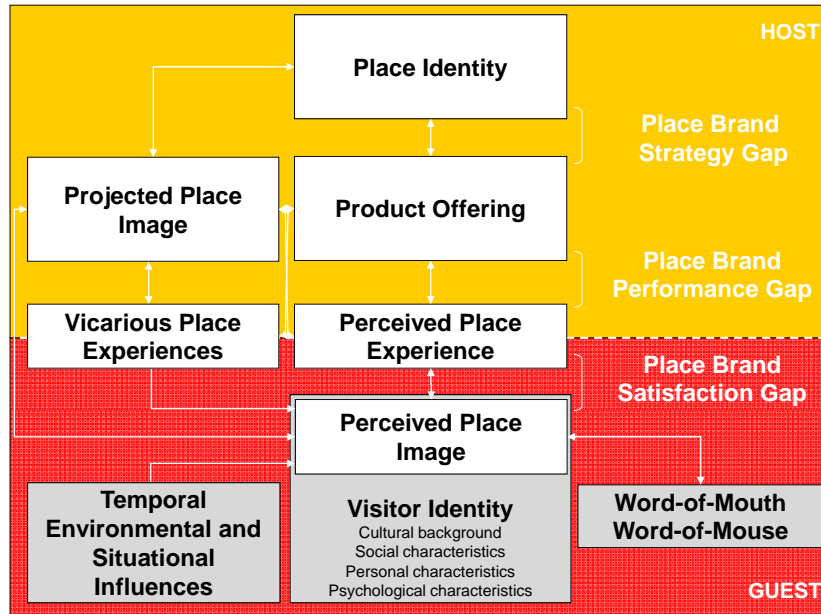
Where is the sense of place?

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Place Brands and e-Brand

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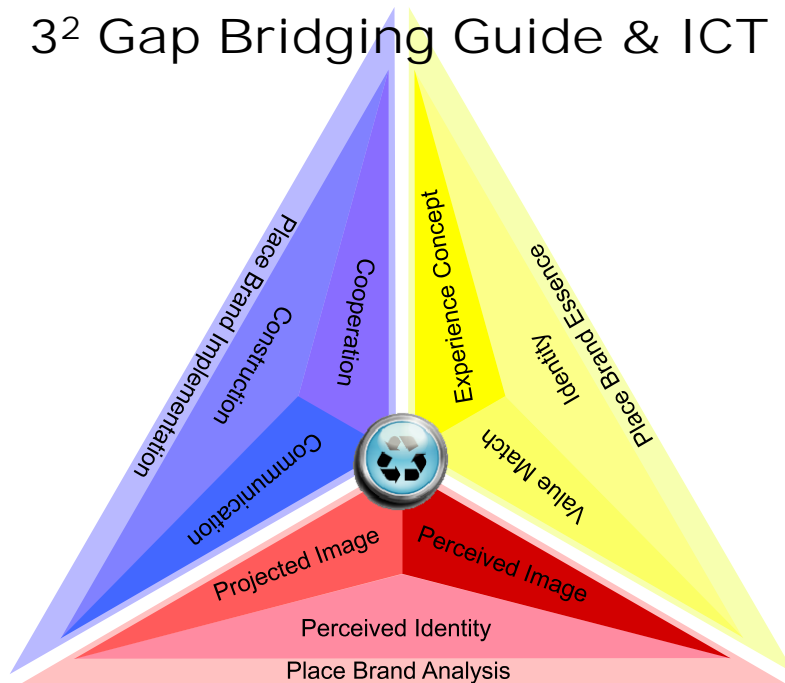
# The 3-gap Place Branding Model



Place Brands and e-Brand

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# 3<sup>2</sup> Gap Bridging Guide & ICT



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## Place Brand Analysis

- **Perceived identity analysis:**
  - [www.nzedge.com](http://www.nzedge.com)
- **Perceived image analysis:**
  - <http://tinyurl.com/ygy7735>
- **Projected image analysis:**
  - [www.google.com/trends](http://www.google.com/trends)
  - [www.radian6.com](http://www.radian6.com)
  - [www.mediatenor.com](http://www.mediatenor.com)
  - [http://tourism.wu-wien.ac.at/Jitt/JITT\\_7\\_2\\_Govers\\_Go.pdf](http://tourism.wu-wien.ac.at/Jitt/JITT_7_2_Govers_Go.pdf)
  - <http://linkbc.ca/torc/downloads1/JITT61GoversGoDstinationImage.pdf>

Place Brands and e-Brand

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## Place Brand Essence

- **Brand Identity: match brand on- and offline**
  - [www.flandes.net](http://www.flandes.net)
- **Experience concept:**
  - [www.voiceofwales.com](http://www.voiceofwales.com)
  - [www.thevoiceofwales.com/en/content/cms/gallery/autumn08landingpage/autumn08landingpage.aspx](http://www.thevoiceofwales.com/en/content/cms/gallery/autumn08landingpage/autumn08landingpage.aspx)
  - [www.massively.com/2008/05/25/second-life-places-visit-mexico-ruta-maya/](http://www.massively.com/2008/05/25/second-life-places-visit-mexico-ruta-maya/)
- **Value Match: segmentation**
  - [www.lafrise.nl/](http://www.lafrise.nl/)

## Place Brand Implementation

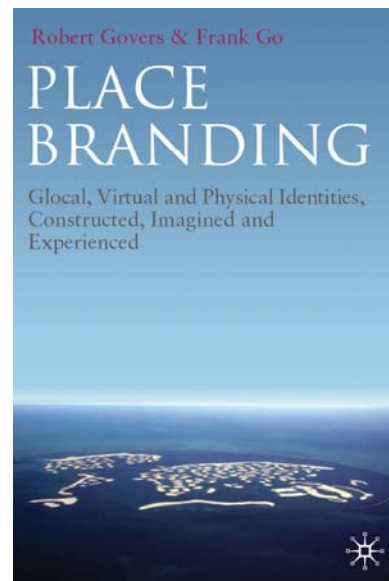
- **Construction: Link virtual and physical**
  - [www.youtube.com/watch?v=M-rfH-UrC-s](http://www.youtube.com/watch?v=M-rfH-UrC-s)
- **Cooperation:**
  - [www.thevoiceofwales.com/](http://www.thevoiceofwales.com/)
- **Communication:**
  - [www.youtube.com/watch?v=RmPgPS8cN0](http://www.youtube.com/watch?v=RmPgPS8cN0)
  - [www.youtube.com/user/PureNewZealand](http://www.youtube.com/user/PureNewZealand)
  - <http://twitter.com/visitholland>

## Questions?

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