How destinations compete on the Net?
A Place Branding Perspective

ROBERT GOVERS

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Background

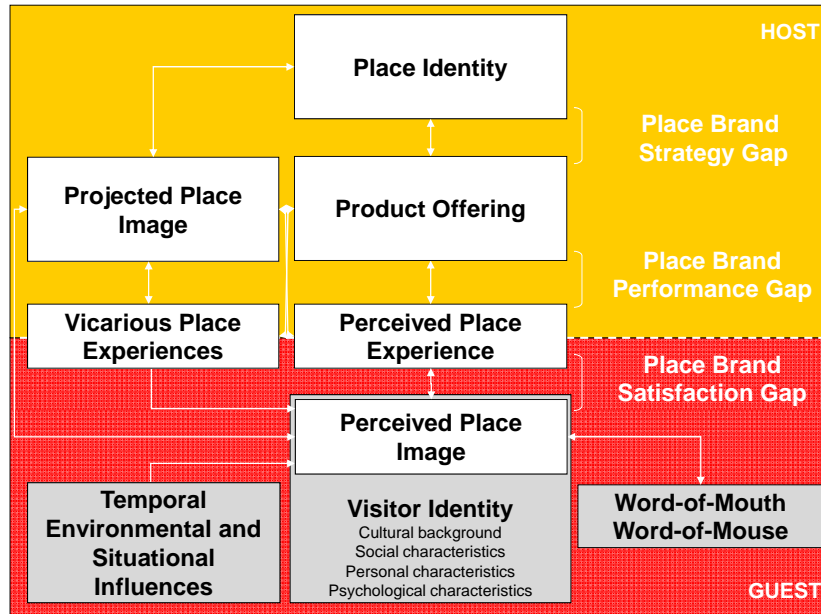Globalisation has made people footloose

Where is the sense of place?
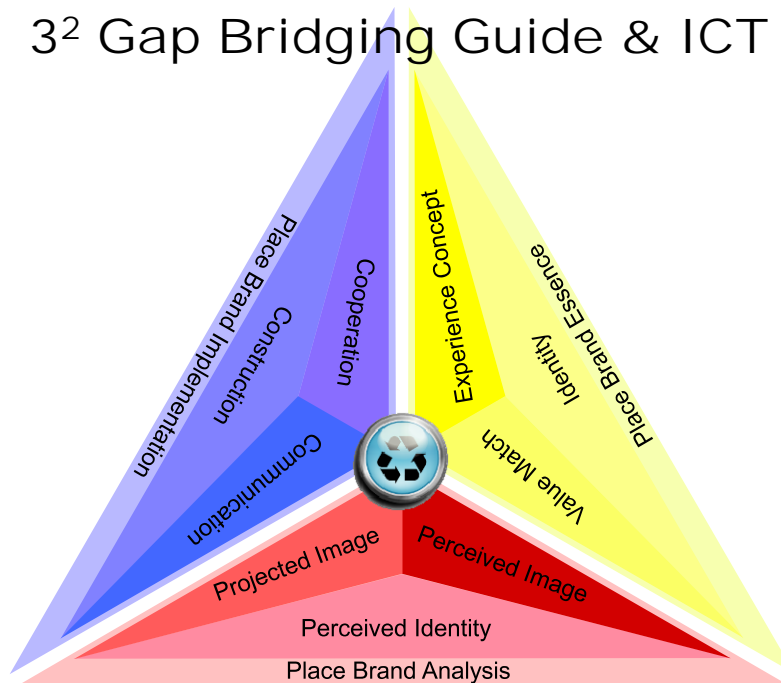
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The 3-gap Place Branding Model

3² Gap Bridging Guide & ICT

Place Brand Analysis

- **Perceived identity analysis:**
  - **www.nzedge.com**
- **Perceived image analysis:**
  - **http://tinyurl.com/ygy7735**
- **Projected image analysis:**
  - **www.google.com/trends**
  - **www.radian6.com**
  - **www.mediatenor.com**
  - **http://tourism.wu-wien.ac.at/Jitt/JITT_7_2_Govers_Go.pdf**
  - **http://linkbc.ca/torc/downs1/JITT61GoversGoDstinationImage.pdf**

Place Brand Essence

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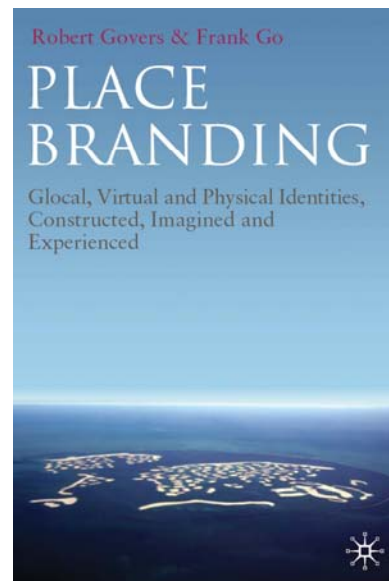
Place Brand Implementation

- **Construction: Link virtual and physical**
  - www.youtube.com/watch?v=M-rfH-UrC-s
- **Cooperation:**
  - www.thevoiceofwales.com/
- **Communication:**
  - www.youtube.com/watch?v=_RmPgPS8cN0
  - www.youtube.com/user/PureNewZealand
  - http://twitter.com/visitholland

Questions?

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PLACE BRANDING

Glocal, Virtual and Physical Identities,
Constructed, Imagined and
Experienced

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