

CITY TOURISM: INNOVATIVE POSITIONING AND BRANDING STRATEGIES - 10TH LOCAL ECONOMIC DEVELOPMENT FORUM - TBILISI, GEORGIA

WHEN PLACE BRANDING MEETS DIGITAL TOURISM

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BOISEN: FOR THE LOVE OF PLACE

THE INTERNATIONAL PLACE BRANDING ASSOCIATION
THE EUROPEAN PLACE MARKETING INSTITUTE

UNIVERSITY OF GRONINGEN

AMSTERDAM



THE HAGUE



LIMBURG PROVINCE



THE VELUWE



FOR THE LOVE OF PLACE



OSLO REGION



LUXEMBOURG



COPENHAGEN-MALMÖ



RIO DE JANEIRO

An aerial photograph of a historic town, likely in Europe, featuring a prominent church with a tall spire and a large stone building. The town is built on a hillside, with a rocky cliff face visible in the background. The entire image is overlaid with a semi-transparent red filter.

WHEN PLACE BRANDING MEETS DIGITAL TOURISM

the management of the reputation of a place through
image-orchestration and on-brand experiences



WHEN PLACE BRANDING
MEETS DIGITAL TOURISM

An aerial photograph of a historic town, possibly in Europe, with a prominent church spire and a large stone structure on a hillside. The entire image is overlaid with a semi-transparent red filter. The text is centered over the image.

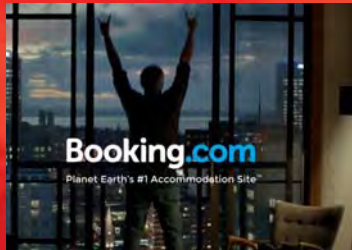
WHEN PLACE BRANDING MEETS **DIGITAL TOURISM**

encompassing all the digital media and technologies
relating directly in the tourism industry

An aerial photograph of a town, likely Boise, Idaho, with a prominent red overlay. The town features a mix of residential and commercial buildings, a large church with a steeple, and a bridge in the distance. The red overlay is semi-transparent, allowing the town's details to be visible while creating a strong color theme.

**IT'S NO SECRET
THAT:**

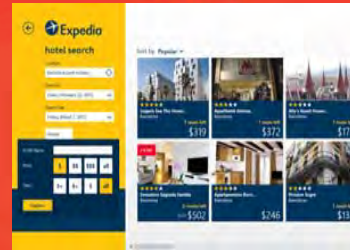
BOOKING.COM



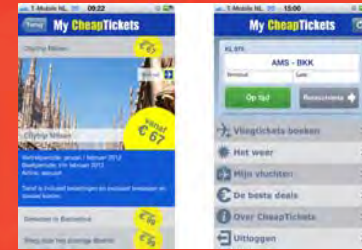
TRIPADVISOR



EXPEDIA



CHEAPTICKETS



ONLINE PLATFORMS DISRUPTED TOURISM...



AIRBNB



UBER



FACEBOOK

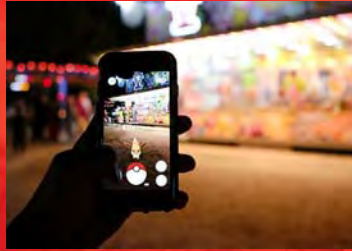


GOOGLE MAPS

An aerial photograph of a city, likely Boise, Idaho, with a prominent red overlay. The city features a mix of residential and commercial buildings, a large church with a steeple, and a bridge in the distance. The text is centered over the image.

**...BUT WHAT'S THE
NEXT BIG THING?**

GAMIFICATION



LAYAR/POI-STYLE APPS



GOOGLE STREETVIEW



EDUCATION



AUGMENTED REALITY (AR) & VIRTUAL REALITY (VR)



VISIT THE MOON



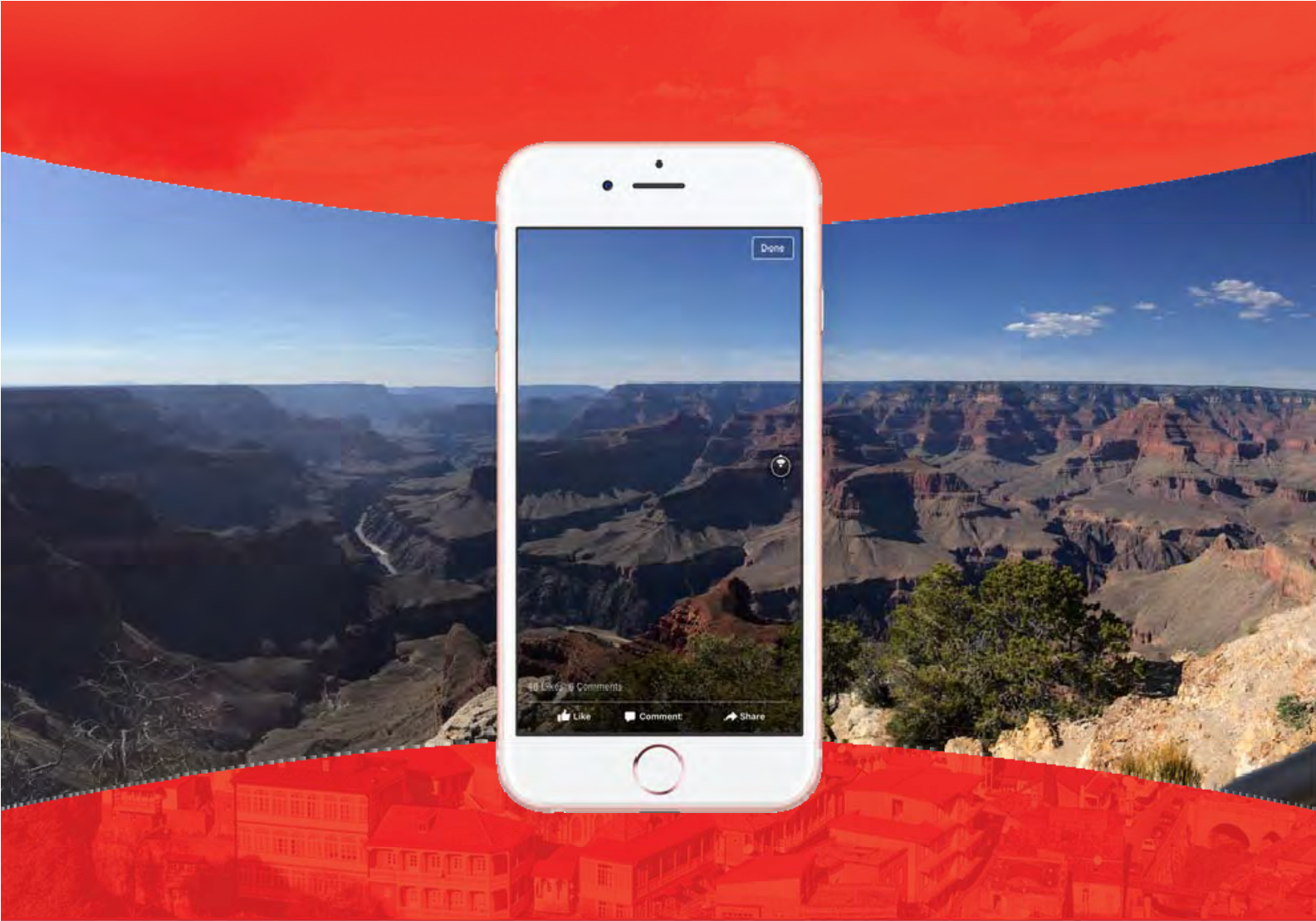
VIRTUAL TOURS



FACEBOOK 360



GO PRO ADVENTURES









An aerial photograph of a historic town, possibly in Europe, featuring a prominent church with a tall spire and a large stone building on a hillside. The entire image is overlaid with a semi-transparent red filter. The text is centered in the middle of the image.

**THIS WILL INFLUENCE
ALL ASPECTS OF TOURISM**

An aerial photograph of a historic town, possibly in Europe, with a prominent church spire and a large stone structure on a hillside. The entire image is overlaid with a semi-transparent red filter. The text is centered over the image.

THIS WILL INFLUENCE ALL ASPECTS OF TOURISM

the customer journey might become (partially) virtual,
but it will certainly become (partially) augmented

the management of the reputation of a place through image-orchestration and on-brand experiences

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behavioural
managerial
economic
financial
editorial
social
legal

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