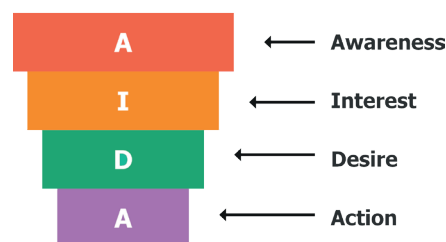
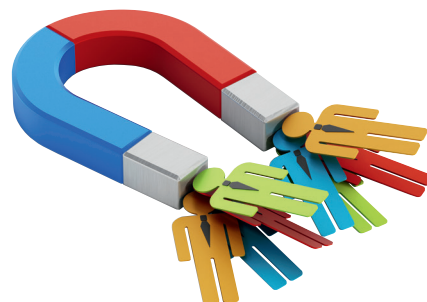


Attracting customers' attention

The tourism industry sells products, services and places in order to make profit by fulfilling customers' desires. To do this it is necessary to attract the customers' attention by making one's promotion effective. A good idea is to follow the four steps of the so-called **AIDA principle**, that is: raise the customer's **A**wareness, stimulate the customer's **I**nterest, provoke the customer's **D**esire and motivate the customer to take **A**ction. These are some of the tools that can be used:



- **Advertising:** Successful advertising programmes include beautiful pictures, a brand and a slogan for your destination describing both what you have to offer and the identity of the place.
- **Trade shows:** attending trade fairs around the country or abroad provides direct access to tourist service providers and travel operators in the region. Tourism trade fairs draw together every aspect of the tourist industry in one place and they also attract general public and media attention.
- **Partnerships:** a broader audience may be reached through a marketing contract with a national travel agency which is already selling products similar to the one you would like to promote.
- **Sponsorship:** sponsoring events that take place in the regions where you want to reach your target customers can help to convey a positive image. Choose the events with care, taking into consideration your potential customers' interests.
- **Online:** the online environment includes the company website, the social media presence, direct mail or newsletters. The website should have a clear home page and menu so as to help potential customers to find the information they require immediately. Allow your past customers to upload reviews, photos and videos.



- 1 Look at the brochures and find out the customers whom the tourist products were produced for and what ideas the photographs on the covers convey.

