

# A Different Road to Tourism Success: ROUTE 21

Today even the smallest and least-known places are spending lots of money going after the sales, jobs, and tax revenues tourists make possible.

But despite lots of competition, most tourist offices are doing that without the marketing smarts they need. So in their brochures, advertising, signs, and websites, their message doesn't always get out the way it needs to.

"The Rest of Us" places without huge staffs and marketing budgets have a harder job. So they need a different road to success: **ROUTE 21**.

The road map is presented in *Tourist Marketing for the Rest of Us: How Lesser-Known Places Can Get Better Results With Smaller Budgets* by John L. Gann, Jr.

## ROUTE 21

**ROUTE 21--Rest Of Us Tourism Expertise for the 21st Century--**is based not on what other tourist offices do but on what the best marketers do in the competitive world of business.

Because they have a harder job, Rest of Us places need to know how to more skillfully use advertising, brochures, photographs, branding, slogans, logos, and maps. John shows you how by deconstructing examples that work and those that don't.

He'll save you money while improving results. And he presents--in user-friendly "bite-size" pieces--how-to ideas suggested by research and by the best marketers in business.

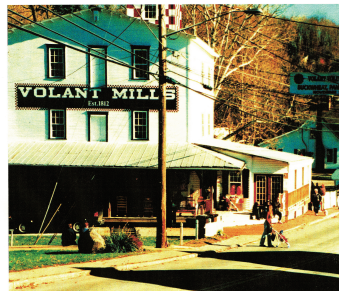
You'll use ROUTE 21 to do better work in house or more expertly select and evaluate contractors.

## What They Say About John

"I can't remember ever thinking 'Hey, this guy really knows what he's talking about' until this." *Ron Simoncini, President, Axiom Communications, Secaucus, NJ*

"Gann draws from his extensive professional experience and provides straight-forward advice...he confronts and contradicts conventional wisdom, providing a unique perspective...this is certainly the definitive resource...." *Dr. Michael John Dougherty, West Virginia University*

## TOURIST MARKETING FOR THE REST OF US



How Lesser-Known Places Can Get Better Results With Smaller Budgets

JOHN L. GANN, JR.

Author of Successful Smaller Downtowns & Business Districts, The Third Location Place, Marketing Big-on Thinking Small, Marketing Interstate Highways, The Downtown Message, Selling City Living, and How to Evaluate and Improve Your Community's Marketing

## Things You'll Know

When you go over this manual, you'll know what many of your peers do not.

How tourist marketers give the *most* attention to the factors that are the *least* important--p. 5.

Twelve keys to a more effective website--p. 15.

Two super-awful ads deconstructed--pp. 21-22.

Ten reasons logos don't work for tourism--p. 38.

Flubs to avoid on maps--p. 44.

Two techniques a car company used that could powerfully market destinations--pp. 55-56.

Why most tourism slogans are worthless--pp. 58-60.

Research found going back in time made people *younger*. Ways to help visitors with time travel--p. 54.

Avoiding Missing Persons photographs--p. 46.

A great brochure--p. 13. A great magalog--p. 36.

The most common mistake made with photographs--p. 42.

Using "travel trailers" to sell your destination--p. 32.

## Knowing Places

John L. Gann, Jr. ([citykid@uwalumni.com](mailto:citykid@uwalumni.com)), President of Gann Associates, knows places. He has lived in seven states and visited others for consulting and speaking engagements. His *Marketing UNterstate Highways* manual offers ways to revive rural towns bypassed by the Interstates.

His community development Cooperative Extension work at Cornell University helped communities in New York State. John has written seven other how-to manuals on how communities can market themselves for economic growth.

His *How to Evaluate and Improve Your Community's Marketing* published by the International City/County Management Association has been called the most "thorough and understandable dissertation on how to plan and put together an effective marketing campaign for an economic development organization."

## A Different Kind of Resource

*Tourist Marketing for the Rest of Us* has information you're unlikely to find in other tourism marketing books. Backed by research and expert opinion, it's a guide to action that allows you to learn from others' mistakes.

In short, it's a must-read title for the learners and leaders that entrepreneurial 21<sup>st</sup> century destinations need.

Fax to: .  
Toll-Free (866) 61-HORAM.

**Yes**, send \_\_\_ copies of *Tourist Marketing for the Rest of Us* (softcover, 74 pages, 44,000 words). I enclose \$77.75 + \$5.75 S&H per copy print or \$67.75 PDF, both + 8.25 % sales tax (IL orders).

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