

Analyzing the Economic Impact and Stakeholder Perception of Destination Promotion: A Case Study of the First City on the Mississippi as 'True North'

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Abstract : Destination promotion has become increasingly important to economic development in the United States. Key stakeholders of the First City on the Mississippi recognizes the importance of the visitor economy and decided to invest in destination promotion of the city as 'True North'. The purpose of the study was to analyze the economic impact and stakeholder perceptions of destination promotion of the First City on the Mississippi as 'True North' using the case study method. Using a semi-structured guide consisting of 8 questions and additional probing questions, investigators engaged in 30-90 minute interviews with 20 key stakeholders. Data captured was then subjected to thematic analysis and interpretation. Through a review of literature and interview analysis, data indicate (1) there is increasing value in the visitor economy of the First City on the Mississippi, (2) the visitor economy warrants investments in destination promotion, (3) economic development can be more effective through coordination of destination promotion of as 'True North' and, (4) destination promotion fuels development across the entire economic spectrum. As a result, the First City on the Mississippi should prioritize marketing efforts of as 'True North' and coordinate these efforts with economic development initiatives. The destination promotion of the First City on the Mississippi as 'True North' may raise the communities profile and open doors to increased tourism, business relocation, business expansion, and entrepreneurs ready to start up a new organization.

Keywords : case study method, destination promotion, economic development, leisure and business travel

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