

MARKETING & COMMUNICATION | COURSE BROCHURE

Destination and Tourism Marketing

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Destinations compete globally for visitors, events and investment. This course covers destination and tourism marketing: destination branding, visitor segmentation, digital marketing and content, working with travel trade and airlines, events and MICE marketing, stakeholder partnerships and measuring tourism performance.

Destinations succeed when stakeholders market a coherent story. You will learn to plan destination marketing that attracts the right visitors.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Destination case studies, branding workshops, campaign planning and stakeholder exercises.

Course objectives

By the end of this course, participants will be able to:
• Develop destination brand and positioning
• Segment and target visitor markets
• Plan digital and content marketing
• Work with travel trade and partners
• Market events and MICE
• Measure destination marketing results

Target audience

This course is suitable for:
• Tourism board and destination marketing staff
• Hotel and hospitality marketers
• Event and MICE professionals
• Travel trade managers
• Local government economic development staff



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Target competencies

Participants will develop competencies in:

- Destination branding
- Visitor segmentation
- Digital marketing
- Partnership management
- Performance measurement

Course outline

Day 1: Destination Marketing

09:00–10:08	Tourism trends
10:08–11:00	Destination competitiveness
11:00–11:30	**Coffee break**
11:30–11:45	Destination competitiveness (continued)
11:45–12:53	Stakeholders
12:53–14:00	Exercise

Day 2: Branding

09:00–10:08	Destination identity
10:08–11:00	Positioning
11:00–11:30	**Coffee break**
11:30–11:45	Positioning (continued)
11:45–12:53	Brand story
12:53–14:00	Workshop

Day 3: Markets and Channels

09:00–10:08	Visitor segments
10:08–11:00	Digital channels
11:00–11:30	**Coffee break**



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11:30–11:45	Digital channels (continued)
11:45–12:53	Content
12:53–14:00	Exercise

Day 4: Partners and Events

09:00–10:08	Travel trade and airlines
10:08–11:00	Events and MICE
11:00–11:30	**Coffee break**
11:30–11:45	Events and MICE (continued)
11:45–12:53	Joint campaigns
12:53–14:00	Case study

Day 5: Measurement

09:00–10:08	Tourism indicators
10:08–11:00	Campaign evaluation
11:00–11:30	**Coffee break**
11:30–11:45	Campaign evaluation (continued)
11:45–12:53	Strategy
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,540.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Vienna Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,890.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,840.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Vienna Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,940.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Rome Confirmed dates	17 May 2027	21 May 2027	**€2,450.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	31 May 2027	4 Jun 2027	**€2,840.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Paris Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,860.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,650.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Dubai Confirmed dates	6 Sept 2027	10 Sept 2027	**€3,150.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Rome Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,890.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
London Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,890.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online