



Attracting Attention: Promotion and Marketing for Tourism Attractions

By Andi Stein

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From theme parks and museums to zoos and aquariums, attractions draw millions of visitors each year. Regardless of type, they all share one common denominator – they are intended to provide visitors with memorable experiences. This book offers information about how to promote and market tourism attractions for maximum results. It looks at different approaches, strategies, tools, and techniques marketers can use when promoting their organizations to the public. Topics include advertising and marketing; media relations; social media marketing; sales promotion and merchandising; special events; guest relations and customer service; employee relations; crisis communications; and social responsibility and sustainability. In addition, it includes a variety of examples from attractions that have implemented successful promotion and marketing activities.

Whether in the form of a news story, television commercial, brochure, website, Facebook posting, or special event, promotion and marketing have the potential to show customers the possibilities that await them. This book addresses the many different ways to reach this potential. It explains how to make the most of promotion and marketing to bring people into an attraction and keep them coming back for more. *Attracting Attention* offers valuable information for practitioners and for students enrolled in tourism, hospitality management, marketing, and communications programs. It is a handy resource for those working for attractions and tourism-related organizations.

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Editorial Review

About the Author

Andi Stein (PhD, University of Oregon) is Professor in the Department of Communications at California State University, Fullerton. She worked as a journalist and public relations practitioner for 16 years prior to becoming a professor. She is the author of *Why we Love Disney: The Power of the Disney Brand* (Peter Lang, 2011), and co-author of *An Introduction to the Entertainment Industry* (Peter Lang, 2009) and *News Writing in a Multimedia World* (2004).

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