

D.4.2.1.a COMMON METHODOLOGY TO ELABORATE THE POSITIONING STRATEGY (PS)



Work Package	WP4 - WIDEPREAD WELCOMING		
Deliverables	D.4.2.1.a		
Deliverable name	Common Methodology to Elaborate the Positioning Strategy (PS)		
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The goal of the EXCOVER Positioning Strategy is to become a marker of uniqueness and identity of this crossborder destination in the Adriatic region, not only recognised for representing unknown hidden treasures but also a destination offering unconventional and differently organised tourism services.

The strategy will point at positioning the EXCOVER destination in the national/international tourism market based on what of distinctive and appealing each town/area owns, as, for example, little or totally unknown cultural and natural heritage site, typical handicraft, outstanding gastronomy, unique events and folklore, combining these distinctive resources with other key factors as accessibility, availability of accommodation structures, information points etc.

This PS will be based on the results of the **SWOT** analysis in **WP3** and **the many results and finding in steps 1 to 5 in WP4**, related to the cultural heritage and natural patrimony, tangible and intangible, and all potential attractions in the target areas of the EXCOVER crossborder Adriatic destination, the market research and analysis', the value chain analysis', the portfolio of the tourism products, the drafted pilot tourist packages...



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PRODUCT 1

SOURCE OF INFORMATION	INFORMATION REQUIRED	
Refer to: WP3 - Reputation analysis	What is the image of your destination in the minds of current and potential visitors?	
Refer to: Preparatory local report in WP3	Think about your destination: what visitors do you serve now?	
Refer to: Shortlist and Market analysis in WP4.3.1.d	Think about the tourist product, what market segments do you target at?	
Refer to: Google trend analysis (WP3), market analysis (WP4) and/or additional research made by consultants	Have you identified the competitors* for this product?	
See above	If you did it, how does your service/products differ from those of your competitors?	
Swot for the territory (WP3) and Cosumap for product or service (WP4.3.2)	What changes do you need to make to your service offerings in order to strengthen our competitive position within our target segment(s)?	

*Competitor (direct competitor or rival) is any destination that offers a similar product or service. Please identify:

1. how many competitors you have
2. who your competitors are
3. where your competitors are located

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POSITIONING STATEMENT (PRODUCT 1)

Following the checklist (Guidelines Positioning Strategy, p. 9), elaborate a **Positioning Statement**, a compelling and unique message able to speak to your (actual and potential) tourists.

Please refer to Unique Selling Proposition and **remember to use your positioning statement in your communication plan!**



PRODUCT 2

SOURCE OF INFORMATION	INFORMATION REQUIRED	
Refer to: WP3 - Reputation analysis	What is the image of your destination in the minds of current and potential visitors?	
Refer to: Preparatory local report in WP3	Think about your destination: what visitors do you serve now?	
Refer to: Shortlist and Market analysis in WP4.3.1.d	Think about the tourist product, what market segments do you target at?	
Refer to: Google trend analysis (WP3), market analysis (WP4) and/or additional research made by consultants	Have you identified the competitors* for this product?	
See above	If you did it, how does your service/products differ from those of your competitors?	
Swot for the territory (WP3) and Cosumap for product or service (WP4.3.2)	What changes do you need to make to your service offerings in order to strengthen our competitive position within our target segment(s)?	

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POSITIONING STATEMENT (PRODUCT 2)

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