



Challenge Activities

Reef HQ Promotion

Challenge

If we build it will they come?

Survival of a business in the tourism industry is highly dependent on effective and efficient promotions. The promotional tools and mix is dependent on target markets.

Using your new product line as an example, outline the promotional tools that you would use to reach the following markets.

Target Market	Promotional Tools to be used List the promotional tools in order of importance with the first being most important
Local	
Regional	
National	
Global	

