

# WACVB

Western Association of  
Convention & Visitors Bureaus

PRESENTS:

# ON-LINE PACKAGING FOR DESTINATIONS



BY:



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# I. ON-LINE PACKAGING FOR DESTINATIONS:

1.) YOUR CUSTOMERS' WORLD:



2.) THE ELEMENTS OF A DESTINATION PACKAGING STRATEGY:

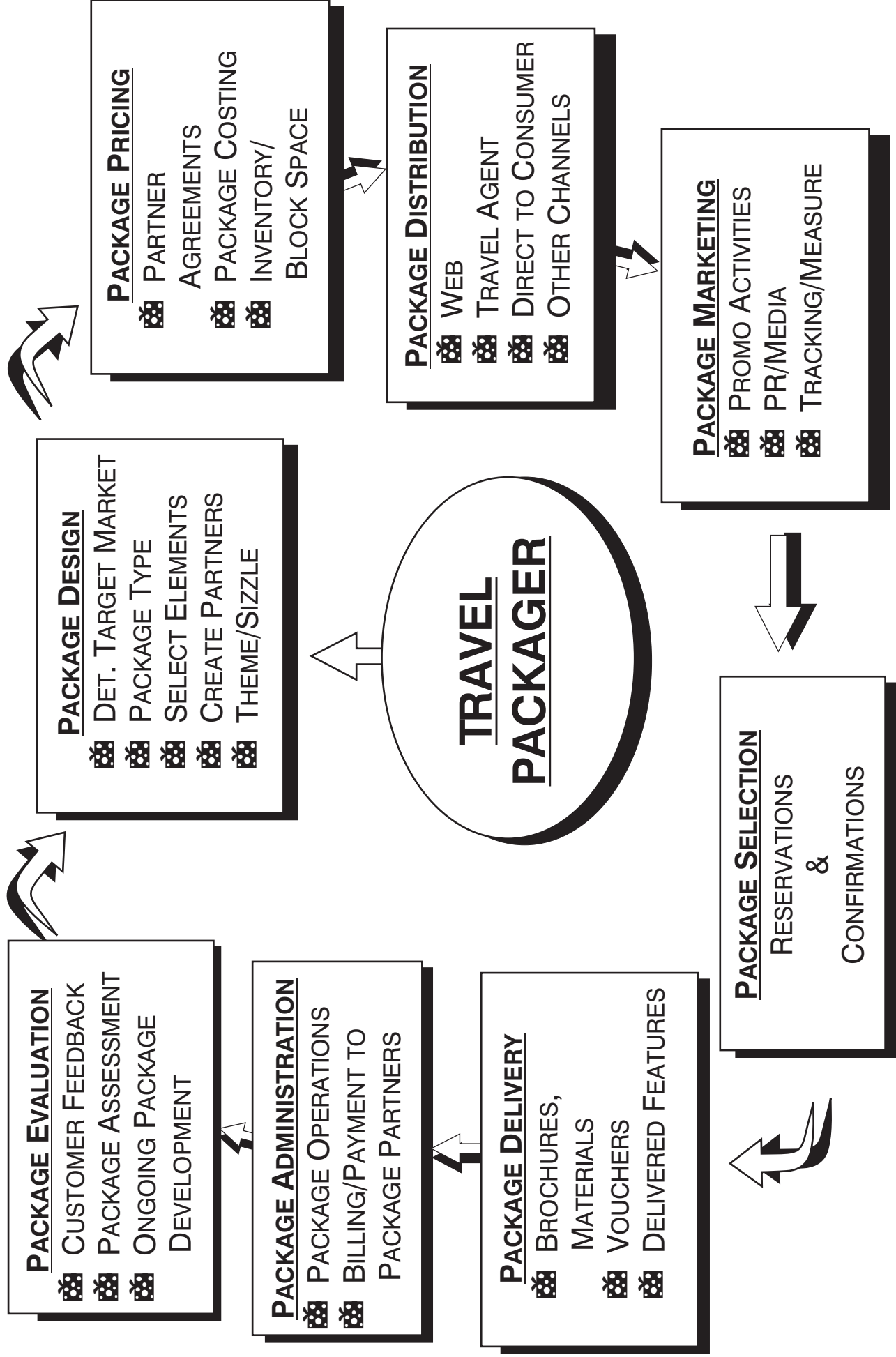
3.) THE PACKAGING PROCESS:

4.) ON-LINE PACKAGING MODELS:

5.) CREATING DESTINATION SIZZLE WITH PACKAGING:

6.) SECRETS FOR DESTINATION PACKAGING SUCCESS:

# THE PROCESS OF TRAVEL PACKAGING



# ON-LINE PACKAGING MODELS:

1.) POSTING



2.) MERCHANT MODEL - OUTSOURCING

3.) DYNAMIC PACKAGING



# MY PLAN FOR ON-LINE DESTINATION PACKAGING ...

IDEAS

ACTION STEPS

