International Standard

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Brand evaluation — Tourism city

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This document was prepared by Technical Committee ISO/TC 289, *Brand evaluation*, in collaboration with Technical Committee ISO/TC 228, *Tourism and related services*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

0.1 General

A brand identifies an entity's goods, services or the entity itself as distinct from what is offered by another entity. A brand can thus be connected to an entity, a product or service, lines or portfolios of products, a city, a region, etc.

The function of tourism city brand is to establish a distinctive identity for the entity and the products or services. Through brand building, tourist cities can create a distinctive image to attract tourists and establish emotional resonance with tourists by transmitting brand value propositions. Increasingly, brands also seek identification with experiences that relate to the tourism city through its products, services or other operations. These experiences go beyond the mere usage of the product or service and lead to a higher-level engagement with them, which can build brand image in the consciousness of stakeholders gradually.

Tourism city brand is not only valuable to its holders, but also to other stakeholders. The primary purposes of tourism city brand are to increase the total business value of the brand-using entity, reduce risk, and extend the sustainable existence of the brand-owning entity. In practice, strong tourism city brands attract customers and add revenue through either increased price or volume premiums, or both, including repeat purchase loyalty. More broadly, it is also the case that brands can reduce costs and create a competitive advantage in the minds of stakeholders. A brand thus has an impact on revenue and profitability and can influence brand value.

0.2 Tourism city brand evaluation

Tourism city brand evaluation refers to the evaluation of the value of tourism city brand. Tourism city brand evaluation is defined from the perspective of stakeholders, reflecting the value that a brand holds for stakeholders in deciding whether to purchase or accept a certain product or service. In other words, the tourism city brand evaluation activity determines to what extent the brand contributed to the attractiveness of the tourism city.

The steps and reporting process of tourism city brand evaluation are referred to ISO 20671-2.

0.3 Tourism city brand strength

Brand strength is the extent to which a brand is positive or negative in its potential to affect customers and other stakeholders. This document uses brand strength to reflect the results of tourism city brand evaluation. This document also details possible indicators of each dimension for assessing brand strength.

0.4 Continuous improvement

Brand evaluation is complex and multi-dimensional, and the degree of improvement in brand strength can be reflected through continuous evaluation of brand input factors, output dimensions and their relationship. The brand evaluation of tourism city thus creates a feedback loop for the continuous improvement of a brand that leads to greater value for the entity over time. Tourism city brand entities can conduct brand management and brand evaluation at least once a year to enhance the brand attraction. By investing (changing the composition and level of brand input elements) based on such feedback, brands can be improved to provide greater benefits and better experiences to customers and other stakeholders and higher returns on the brand asset to the entities which use and own the brand.

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