

题 目： 国际会议目的地营销策略分析 ——以杭州市为例

摘 要

随着经济全球化的发展，国际性会议的举办逐渐成为一个城市国际化水平高低的判断指标，怎样吸引更多的国际性会议来此召开、推动国际会议目的地建设成为各大一线城市共同面临的难题。而会议目的地在信息大爆炸且市场竞争激烈的背景下，想要突出自身的特点，从竞争者中脱颖而出，必须要利用各类营销手段。

论文以杭州市为例，利用 PEST 分析模型分析了杭州在政治、经济、社会、技术四方面的现状及未来发展的可能性，并且分析了国内外具有高代表性的国际会议目的地在发展过程中所具备的特点，探究了杭州进一步推动国际会议目的地建设过程中的发展方向以及可以利用的营销策略，对推动杭州会议目的地的建设具有一定的借鉴作用。

本文最后提出了以杭州市为例的针对推动国际会议目的地建设的营销策略，主要包括：与上海进行联合营销，强调求同存异、扬长避短；进行个性化营销，提高会议组织者、与会者的满意度；改善人文氛围，扩大影响力与认可度；加强展览与会议联动，实现会展双赢。

关键词：国际会议目的地；营销策略；杭州市；PEST 分析

Abstract

With the development of economic globalization, holding the international conferences has gradually become an important standard to measure the internationalization level of a city. How to attract more international conferences to be held and construct the destination of international conferences have become common problems faced by major first-tier cities. Under the background of information explosion and fierce market competition, conference destinations must use various marketing methods to highlight their own characteristics and stand out from competitors.

Taking Hangzhou as an example, the thesis uses the PEST analysis model to analyze the current status and future development possibilities of Hangzhou in the political, economic, social and technological. This thesis also analyzes the characteristics of highly representative international conference destinations domestic and abroad during their development. The paper explores the direction for further development and available marketing strategies of Hangzhou in construction of international conference destinations, which has a certain

referential role in promoting Hangzhou's construction of conference destinations.

This thesis finally puts forward a marketing strategy for promoting the construction of international conference destinations taking Hangzhou as an example, which mainly includes: conducting joint marketing with Shanghai, emphasizing common ground while reserving differences, advancing strengths and avoiding weakness; promoting the satisfaction of conference organizers and participants by personalized marketing; improving the humanistic atmosphere, expanding the influence and recognition; strengthening the linkage among the exhibitions and conferences to achieve a win-win situation for the exhibition and the conference.

Key words: international conference destination; Marketing strategy; Hangzhou; PEST analysis

目 录

一、选题背景与研究意义	1
(一) 选题背景	1
(二) 研究意义	1
二、相关概念与理论概述	2
(一) 相关概念	2
1. 国际会议目的地相关概念概述	2
2. 会议目的地品牌营销	3
(二) 理论概述	5
1. 生命周期理论	5
2. PEST 分析法	5
(三) 文献综述	6
三、代表性国际会议目的地分析	7
(一) 国外代表性会议目的地——德国	7
1. 国家重视与政府支持	7
2. 以展促会	8

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：

<https://d.book118.com/966210120144010233>