



# *Destination Lucknow*

*Willingness to Change!* 12<sup>th</sup> April 2012

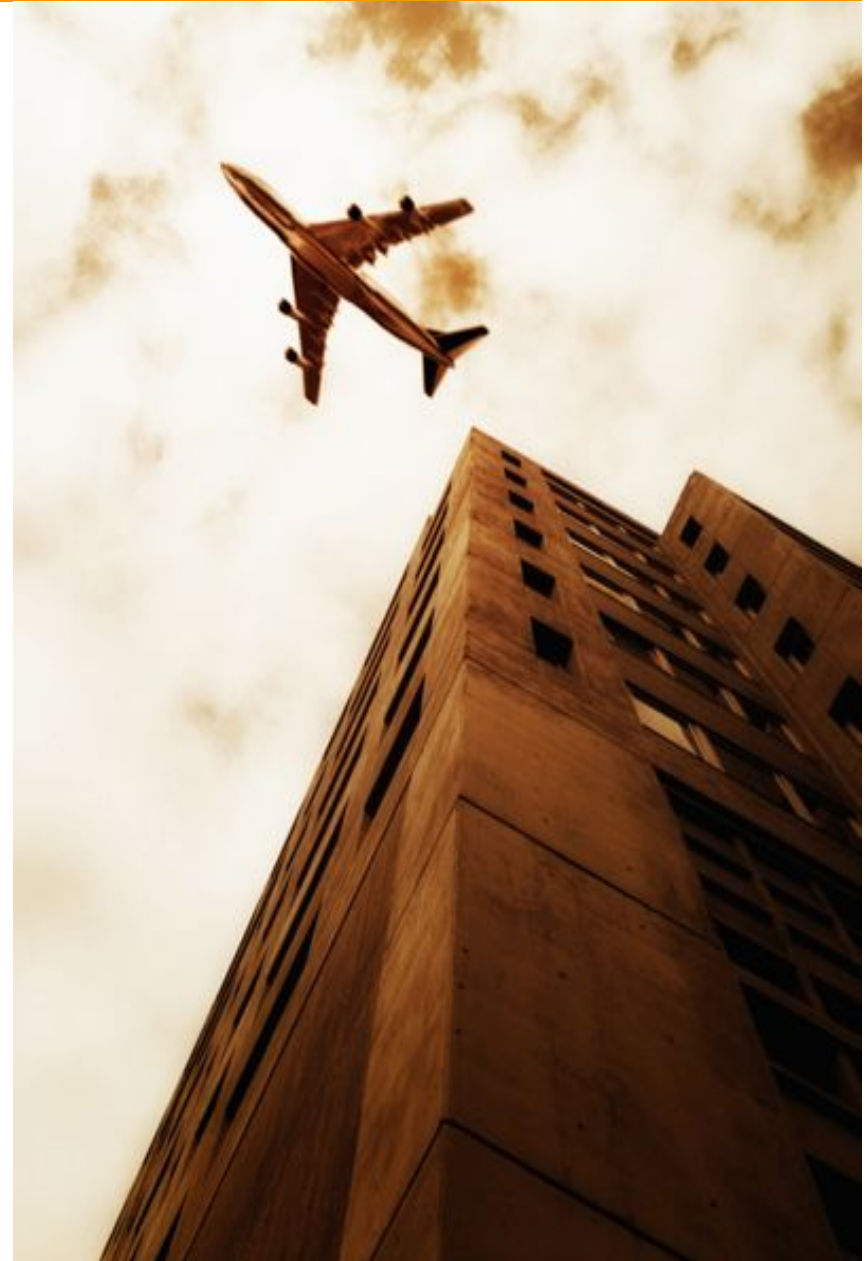
CREATE BRAND MARKET

*Pehle  
Aap....*



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- What is Destination Marketing?
- Promoting Destination Lucknow
- About Creatingdemand



## The Consumer is Now in Control

You must be:

- Transparent
- Trustworthy
- Engaged
- Responsive

You must embrace

- Consumer Generated Media
- New PURCHASE planning process



## Around Destination Marketing

### Tourist Attraction

- attract quality tourists
- spread demand
- increase visitor spending
- and length of stay

### Place Marketing

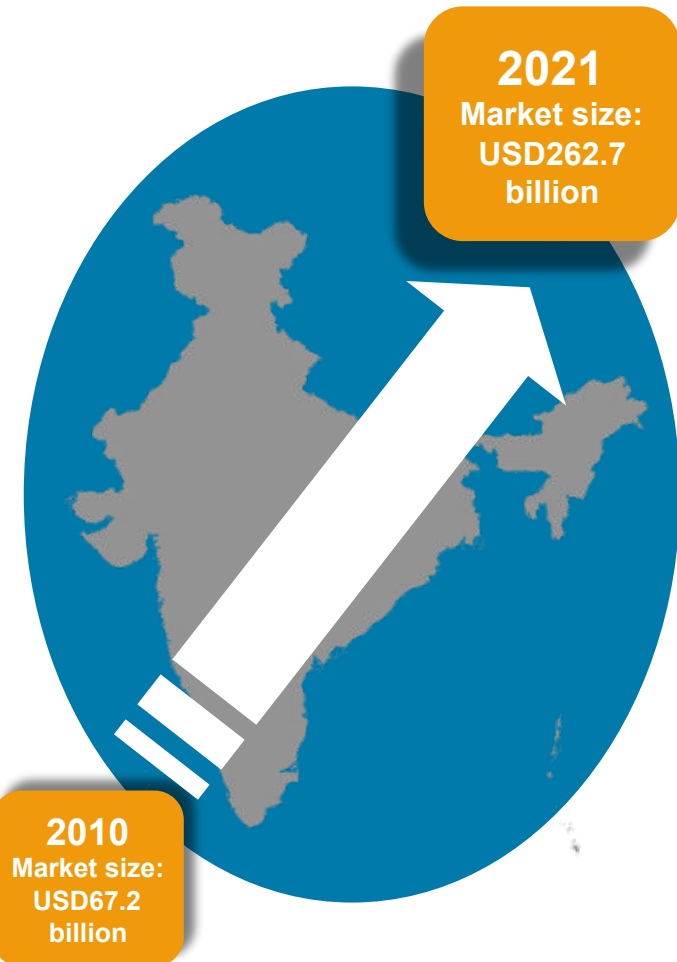
- create positive images
- improve quality of life
- green initiatives
- attract residents & investors
- communicating with power & economy

### Image Maker

- promote attractions
- create and enhance themes
- combat negative imagery
- building global/regional competitive advantage

### Catalyst

- stimulate infrastructure
- assist urban renewal
- stimulate business/trade
- open culture exchange
- source of economic value





***Destination Management &  
Location Marketing***



***Crafting strategy for destination Lucknow***

## Facts about Lucknow, Tier 2 city

Lucknow , population 3.6 million, capital city of Uttar Pradesh, the most populous state

Popularly known as the The City of Nawabs, Golden City of the East, Shiraz-i-Hind and The Constantinople of India.

The *Pehle-Aap* (after you) culture, popularised as a tagline.

Beautiful gardens, poetry, music and cuisine

Historically known as the Awadh region, Lucknow has always been multicultural

## Economy

Ranked 6<sup>th</sup> among all the cities in India for fastest job-creation

Emerging hub for producers of goods and services

Government departments and the public sector undertakings are the principal employers

A good catchment area for the recruitment of quality personnel by IT companies

Business-promoting institutions (few):

1. SIDBI
2. PICUP
3. UPSIDC
4. IIA
5. CII
6. EDI

### Attraction

Presence of established brands and support structure like:  
Affordable Medical facilities, good educational Institutions, High-end premium residential projects, IT parks, Commercial property, Business centres, Multiplexes, Clubs, Banks, Food courts, Entertainment centre, Finance institutions, health clinic etc

### Existing Businesses

- Hindustan Aeronautics Limited
- Tata Motors
- Eveready Industries
- Scooters India Limited

Others include :

- Chicken embroidery
- Milk production
- Steel-rolling units
- LPG bottling

The city's MSME units:

- Chinhat
- Aishbagh
- Talkatora
- Amausi



## Therefore: Why Lucknow!

**Political:** Currently Stable, full majority and looking forward to economic growth and providing opportunities. Positive intent

**Social, Cultural and Heritage:** Well knitted , diversified culture of a metropolis with a history of art, tourism, food and rich heritage. Very supportive and soft spoken culture multilingual/ English

**Climate:** Reasonably good conditions with all four season extremes

**Blend:** Modern yet advantage and luxury of a small city

**Talent:** Large pool of employable youth and talent in the areas of technology, business

**Infrastructure:** Well connected roads, almost uninterrupted power supply. Seamlessly Connected by Road, Train and Air

**Income:** Large disposable ...for the second and third generation

**Most importantly:** youth and employable workforce, entrepreneurs are looking back to come home. Its an invitation and opportunity to be back with family.

## Key influencer - Tourism

- To raise awareness among foreign residents about the tourism potential of Uttar Pradesh. Promoting State Tourism.
- To promote the city of Lucknow to target audience using print, audiovisual, electronic and non-media tools.
- To add to the Government of Uttar Pradesh's efforts in identifying tourist markets.
- To leverage the growing awareness in world about India, stemming from the Incredible India campaign.
- To take advantage of our team's vast combined experience in creating and running promotional campaigns, travel services, pre-eminent knowledge of and background of AKWL.



To persuade and enable every tourist making a trip to India to visit Lucknow by engaging trade



Creatingdemand™

*Destination Lucknow* *Willingness to Change!*



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DELHI LONDON MELBOURNE NEW YORK ITALY

**Thank You**

My goal is to strengthen  
your destination brand and  
create brand promise.

Are you ready to exploit your  
core capability and be  
competitive on natural resources  
and competence?