

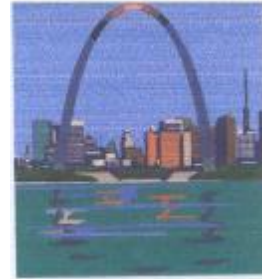


Jones County Tourism E-News

Branding of our communities or area's

Branding your community involves more than slogans and logos. In fact, slogans and logos are ineffective in building a brand without product to back up the claim to fame. And that product MUST be different or better than everyone else's product. That's why auto-makers and fast-food restaurants spend millions of dollars differentiating themselves from each other.

Branding is all about setting yourself apart from the competition in terms of attractions, activities, and overall image. Ninety-six percent of all counties in the U.S. promote outdoor recreation as one of their primary activities. Nearly sixty percent of the counties in Texas promote bird watching. If I can enjoy the activity in the county next door, then why travel halfway across the state for the same thing? However, if you have the "best" birdwatching in Texas, and you have Audubon (and other organizations) to back you up on the claim, then perhaps you will be worth a special trip and an extended stay.



The arch in St Louis is a good example of branding, when we see it or pictures of it we automatically think of St Louis.

Staycation: A new word to us? What does it mean? Well in these tough economic times, we still need to get away from the every day grind, so why not explore all the things there are to see and do close to home.

But to be a true vacation we need to plan a staycation just as we do any other vacation, day to day activities and follow through on them, make sure you get away from that computer and Blackberry, quit checking e-mails and in at work, they get along with out you fine if you are across the country and they will get along without you if you are closer to home. Look at the money you are going to save on gas, Motels and eating every meal out.

What is the best way to plan a Staycation? Stop in at Jones County Tourism and we will give you a list of all the great things there are to do within an hour or so drive from home,



some quotes I like and "on the lighter side"



Have you checked out our web page recently? The calendar of events changes daily.
www.jonescountytourism.com

- "I am an old man who has known many troubles, most of which never happened."—Mark Twain
- "Of course I believe in luck. How else to explain the success of those you dislike?"
- "A committee is a cul-de-sac down which ideas are lured then quietly strangled."—Barnett Cox
- "It takes two to feel inferior."—Eleanor Roosevelt
On The Lighter Side
- A 6-year-old was asked where his grandma lived. "Oh," he said, "she lives at the airport, and when we want her, we just go get her. Then, when we're done having her visit, we take her back to the airport."
- I didn't know if my granddaughter had learned her colors yet, so I decided to test her.. I would point out something and ask what color it was. She would tell me and was always correct.. It was fun for me, so I continued. At last, she headed for the door, saying, "Grandpa, I think you should try to figure out some of these, yourself!"