WYOMING GOVERNOR’S
CONFERENCE ON TOURISM
26 January 2009
Cheyenne, WY

The Future of Destination Marketing:
Tradition, Transition & Transformation
Travel Industry Size & Scope*

- $700 B from domestic & int’l travelers
- $177 B in payroll income
- $109 B tax revenue for federal, state & local governments
- Generated 7.5 M jobs

* Source: Travel Industry Assn.
Customer Focused & Market Driven

• Transitioned from “response-oriented” programs
• Principal business is DESTINATION MARKETING
• Tactical programs include: advertising, direct sales, customer service programs, collateral development, media publicity, the Internet
DMO Mission

- Coordinating entity for diverse group of community stakeholders
- Consolidates community wide marketing under one “umbrella program”
- Responsible for tracking & producing quantifiable business
Business Model

- Independent 501-c6 non-profit agency
- Primarily funded by government through TRANSIENT OCCUPANCY TAX (TOT) paid by visitors
- Produces business returns benefiting entire community
- Chamber of Commerce, city agency or a form thereof
What Exactly Does the DMO Deliver?

- Enhance visitor support of quality of life issues and resulting amenities for residents
- Create local jobs at various income levels actually lowering local taxes
- Increased economic impact of visitors
- Goal based results in marketing
Profile of Success

• Deliver a successful “umbrella” marketing program for its tourism business constituents enhancing their profit potential through new visitor business to the destination
Economic Development Benefits

• Based on the attraction of incremental visitors through various market segments

• Results are QUANTIFIABLE, FORECAST IN ADVANCE AS GOALS, REPORTABLE TO ALL IN THE COMMUNITY
Marketing, Management and Operational Excellence

- Financial oversight
- Market research
- Market planning
- Business execution
- Evaluation steps
Effective Tourism Development

- Destination management & marketing
- Planning
- Coordinating community efforts
- Research
- Long range visioning
Who is DMAI?

- Destination Marketing Association International
- Represents over 650 DMOs in 30 countries
- Started in 1914
The Future of Destination Marketing: 
*Tradition, Transition & Transformation*
DMAI’s Futures Study

- Relevance
- Visibility
- Value Proposition
The “Strategic Radar” Model

Eight Sectors

- Customer
- Competitor
- Economic
- Technological
- Social
- Political
- Legal
- Geo-physical
<table>
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<tr>
<th>“Radar” Sector</th>
<th>Super Trend</th>
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<td>Customer</td>
<td>“Proliferating Preferences”</td>
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<td>Competitor</td>
<td>“The Battle for Attention”</td>
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The Future of Destination Marketing

Tradition, Transition, and Transformation

Advise and Support Marketers
Inform, Educate, and Advise the Visitor
Advocate the Total Visitor Experience
Support and Develop the Destination Strategy

The New Strategic Map

8 Super Trends

1. Proliferating Preferences
2. The Battle for Attention
3. Dodging Asteroids
4. Smart and Friendly Websites
5. The Electronic Culture
6. The Quest for Relevance
7. Mixed Signals from Government
8. Going Green

Key Themes
Relevance, Value, Proposition
Visibility
If DMO Marketing Continues

• There is no point of diminishing return on benefits accrued
• ROI increases through new visitor receipts, job generation and other benefits
• Creates additional infrastructure for visitors and local residents to enjoy
Destination Marketing Accreditation Program (DMAP)
What is Accreditation?

“A conformity assessment process where an organization uses experts in a particular field of interest or discipline to define standards of acceptable operation/performance and measures compliance with them.”
Attributes of Accreditation Programs

• Voluntary process
• Non-governmental
• Long term commitment by applicants to continuous improvement
• International focus
• Dynamic standards
• Branding value for DMAI & applicants
• Renewal process
Why is DMAP Important?

Provides a good method to assure staff, volunteer leadership and external stakeholders (customers, media, members, partners) that the DMO is following proper practices and performing at an acceptable level for the industry.
Benefits of DMAP

✓ Adds credibility to the DMO and the tourism industry locally

✓ Successful accreditation has enhanced the public profile and acceptance of universities, hospitals, & chambers of commerce
MINT
Meeting Information Network

empowerMINT initiative
the benefits of partnership

Improved Meeting Information Network with Exciting New Power Tools!

DMO PUZZLE PIECES

EXTERNAL DIRECT STAKEHOLDERS

- Industry associations & travel trade partners
- Political bodies and funders
- DMO customers
- Members (if membership)
- Other DMOs in region
- Community opinion makers
- Media
- Industry Employees
DMO PUZZLE PIECES

INDIRECT STAKEHOLDERS

- Customers of DMO stakeholders
- Community competitors for resources
- Community *NON* competitors for resources
- Unions
- Civic organizations
- Suppliers to members
- Other political bodies
Everyone in this Room is Important to One Another

A visitor’s “intent to return” to a destination is based on the summation of their experiences
Thank you for your time and commitment to the travel industry!

Karen M. Gonzales, CMP
VP, Membership
DMAI
www.destinationmarketing.org