

DESTINATION MARKETING PRINCIPLES



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Agenda

- ◆ Welcome
- ◆ Introductions
 - ◆ Name
 - ◆ Position and organization represented
 - ◆ What do you hope to get out of this session
- ◆ Review of material
- ◆ Break
- ◆ Complete review of material
- ◆ Q & A



Session Overview

- ◆ Acronyms
- ◆ History of DMO's
- ◆ Purpose, Structure and Funding of DMO's
- ◆ Hotel Occupancy Tax
- ◆ Marketing, Advertising & Promotions
- ◆ DMO Sales & Services
- ◆ Resources & Relevancy
- ◆ Leadership & Stakeholders
- ◆ Measurements of Success

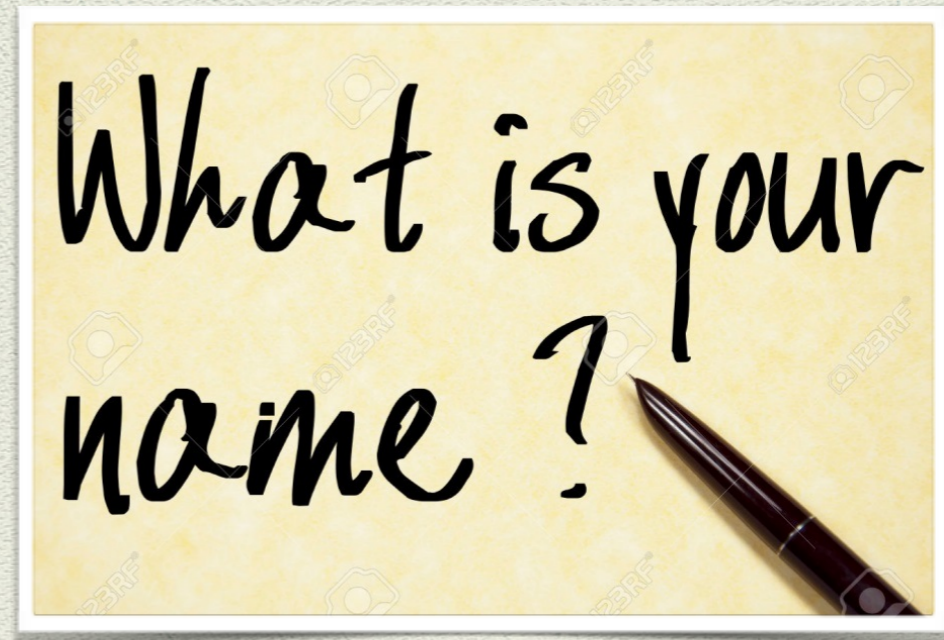


Acronyms

OTIA	DI	TTIA	HSMAI	OTRD	MPI	CMP
ABA	ACOM	ASAE	ASTA	CVB	EDC	HOT
DFWAE	NTA	FIT	IAAM	IAME	MTW	NRA
GLAMER	OMCA	PATA	PCMA	RMA	SGMP	SITE
SMERF	TACO	TCCE	TCMA	TEDC	TFEA	TFC
OIA	TOWA	TRA	ODOT	OTRA	OUFC	USTOA
ADR	ROOI	PSA	CEO	CRME	SHDM	CHSE
CHME	DMAP	CDME	PDM	CTIS	TSAE	CTA
SWAT	SOP	SITE	CCTC	CFCC	CHE	CTM
CTP	FAA	GIT	PR	SHTW	IAMTM	IT
MAP	MARS	OHG	PATA	PCMA	SMERF	TDM

For Today's Presentation

- ◆ **DMO'S = Destination Marketing Organizations**
 - ◆ Convention & Visitors Bureau
 - ◆ Convention & Visitors Council
 - ◆ City Convention & Visitors Authority
 - ◆ Choose Chicago
 - ◆ Destination DC
 - ◆ Discover Las Vegas
 - ◆ Visit Stillwater
 - ◆ San Francisco Travel
 - ◆ Tour Tahlequah
 - ◆ Visit Lubbock



History of DMO's

What is The Purpose of a DMO?



What is the Purpose of a DMO?

- ◆ Marketing Arm of Destination
- ◆ Brand Managers
- ◆ Advocate for the Destination
- ◆ Service and Host Events
- ◆ Educate

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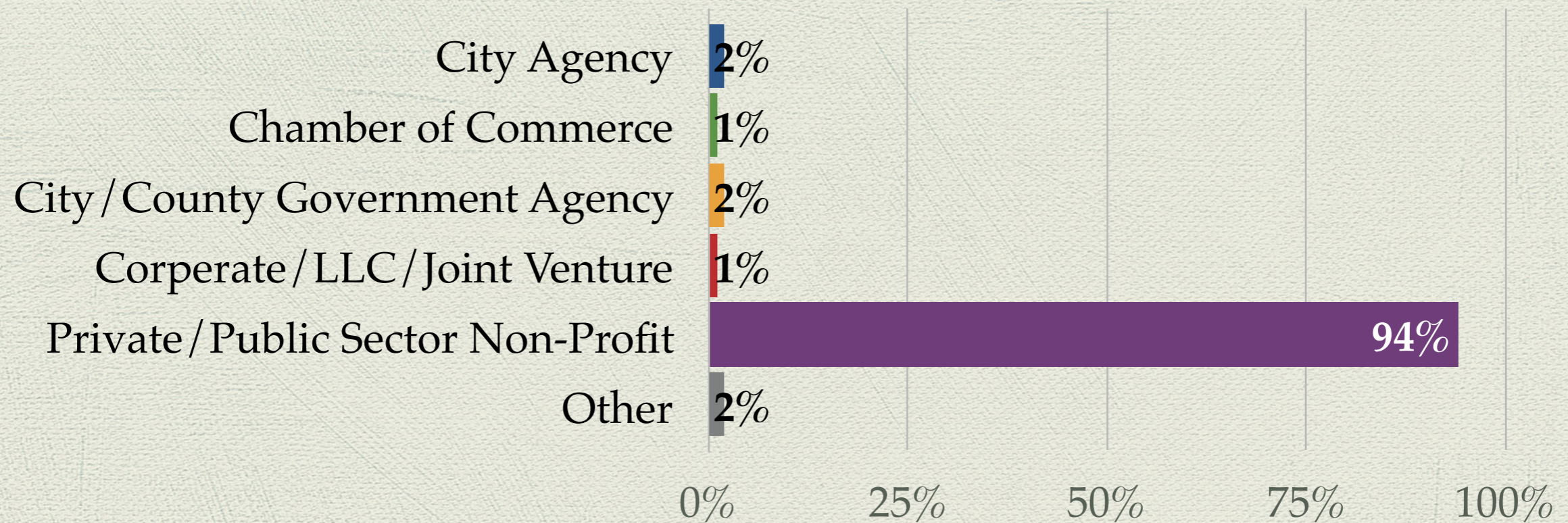
What is the Purpose of a DMO?

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- ◆ Create Events
- ◆ Solicit Group Business
- ◆ Voice of the Visitor
- ◆ Product Development
- ◆ Historic, Cultural & Recreational Opportunities

Economic Impact = Quality of Life & Sustainable City

Make up of National DMO's



Based on study from Destinations International-619 DMO's Responded

Median Operating Budget of a DMO



\$3,280,438

Based on 2017 Destinations International Organizational & Financial Profile Study

Funding of Today's DMO

Top Public Funding Sources

Occupancy Tax 73%

Sales Tax 12%

TID / Marketing Assessment 9%

Grants 3%

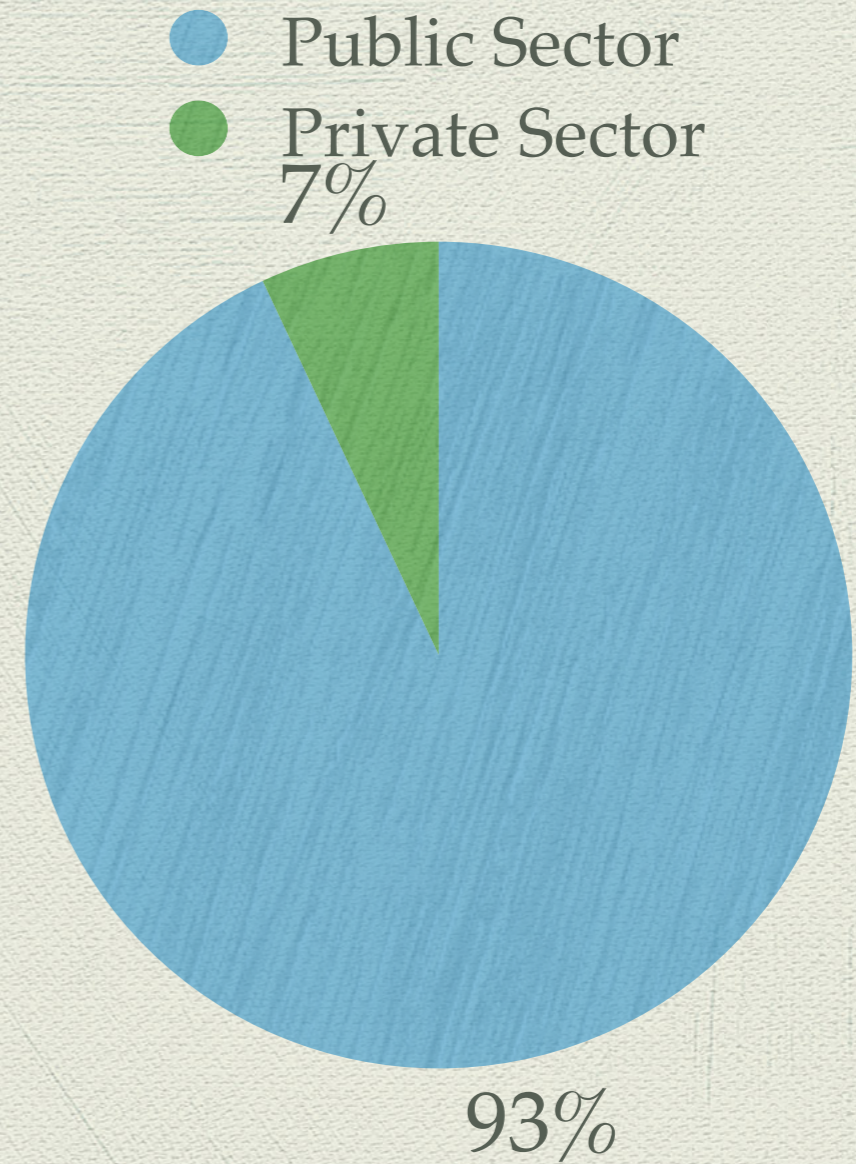
Top Private Revenue Sources

Membership / Partnership Revenue 35%

Marketing / Publications / Promotions Revenue 31%

Building Related Revenue 20%

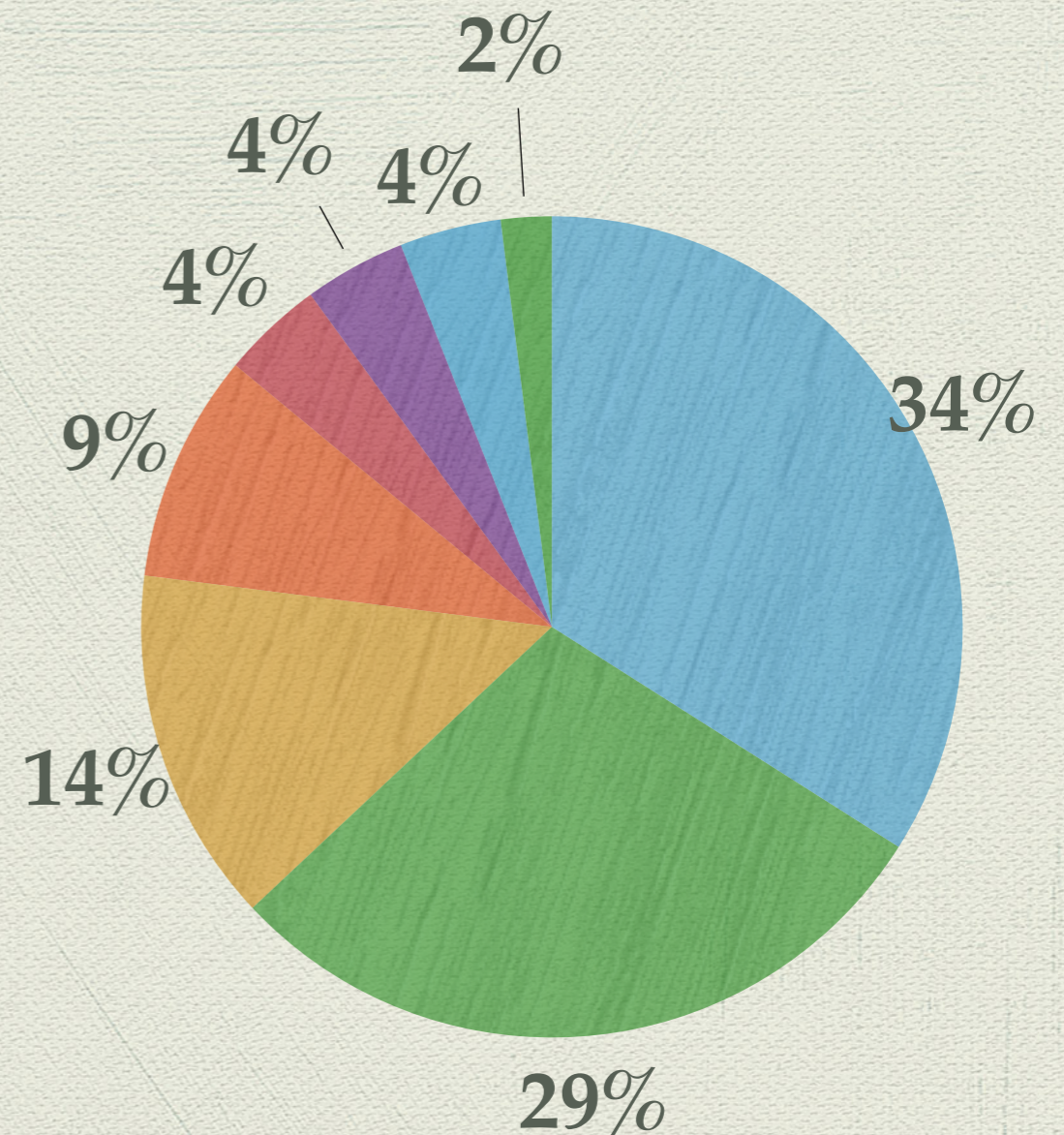
Other 14%



Based on 2017 Destinations International Organizational & Financial Profile Study

Occupancy Tax Allocation

- Municipality General Fund
- Convention Center
- Destination Organization
- Sports Facilities
- Maintenance / District Upkeep
- Event Funding
- Arts Organizations
- Heritage



Based on 2017 Destinations International Organizational & Financial Profile Study

Hotel Occupancy Tax Oklahoma

- ◆ What state and local hotel taxes are in play for an ordinary hotel guest in Oklahoma?
- ◆ A hotel guest in Oklahoma must pay 4.5% state sales tax. See Okla. Admin. Code 710:65-19-143.
- ◆ Municipal sales tax (0.25-5%) and / or
- ◆ County sales tax (0.25-2%) will also apply.

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Information from Oklahoma Hotel & Lodging Association Website under "FAQ"

Hotel Occupancy Tax Oklahoma

- ◆ Municipalities and counties may also charge their own lodging tax.
- ◆ For example:
 - ◆ Lodging tax in Oklahoma City is 5.5% in addition to the 4.5% state sales tax and the 4.125 city sales tax, for a total of 14.125%
- ◆ Exemptions:
 - ◆ Lodging tax are governed by the taxing municipality or county; however they appear to often mirror certain exemptions of state sales tax.

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Information from Oklahoma Hotel & Lodging Association Website under "FAQ"

Hotel Occupancy Tax Oklahoma

- ◆ The Oklahoma Tourism Promotion Tax, which levied a 0.1% was on hoteliers on gross receipts from room sales, was repealed in 2006.
- ◆ Hotel / Lodging Tax is to be spent on authorized uses as set by each municipality through their ballot language and city ordinance.

Information from Oklahoma Hotel & Lodging Association Website under "FAQ"

DMO Start Up?

What do I need to do to get started?



DMO Start Up?

- ◆ **Assess your DMO's core mission responsibilities**
 - ◆ Each community has a unique approach
- ◆ **Assess your community's tourism assets**
 - ◆ Strengths, weaknesses, opportunities, threats
- ◆ **Create Destination Marketing & Business Development Plan**
 - ◆ Use the Resource Libraries, industry peers, or counterparts from your area

DMO Development Questions to Ask Your Team

- ◆ What is your Vision Statement?
- ◆ What is your Mission Statement?
- ◆ What are your Strategic Goals & Objectives?
- ◆ What steps will help you get there?
- ◆ Who will help you get there?

For Every Task You Should Have

- ◆ Objectives
- ◆ Strategies
- ◆ Tactics
- ◆ Responsibilities
- ◆ Timeline
- ◆ Follow-up / Review



Strategic Alliances

Chamber of Commerce

Main Street Organizations

City Leaders

Parks Departments

Museums & Attractions

Arts Councils

Hotels/Lodging

**Economic Development
Organizations**

Elected Officials

Others?

Conference Call in Real Time



**Define Your
Target Market**

Define Your Market...

Business Travel / Groups

Business Travel / Groups

- ◆ Associations
- ◆ Education Governmental
- ◆ Corporate
- ◆ Special Interest (Medical, Veterinary, Engineering , etc.)

Partnership Opportunities

- ◆ Co-op Opportunities
- ◆ Cities of the Big 12
- ◆ Athletic Conferences
- ◆ Regional / Local
- ◆ Others?



Define Your Market...

SMERF

SMERF

- ◆ Social
- ◆ Military
- ◆ Educational
- ◆ Religious
- ◆ Fraternal
- ◆ And other similar markets (Hobby , etc.)



Define Your Market...

Niche

- ◆ Niche Marketing
- ◆ Alumni
- ◆ Nature - Birding, Fishing, Boating
- ◆ Culinary
- ◆ AgriTourism / Eco Tourism
- ◆ Family Reunions
- ◆ Film, TV, and Still Photography
- ◆ Golf
- ◆ Retail
- ◆ Weddings
- ◆ Others?



Define Your Market...

Leisure Tourism

Leisure Tourism

- ◆ Define and know your brand / product
- ◆ Research and identify potential markets
- ◆ Group Tours vs. Leisure Travelers
- ◆ VFR - Visiting Friends and Relatives
- ◆ FIT - Frequent Individual Travelers
- ◆ Sports Tourism
- ◆ Festivals and Events



Define Your Market...

Sports

Sports Tourism & Events

Local Resources

- ◆ Youth / Adult Amateur
- ◆ Junior Colleges & Universities
- ◆ Parks & Recreations Department
- ◆ Community Leagues and Associations
- ◆ ASA / AAF / USSSA / NAIA

Partnership Opportunities

- ◆ Cities of the Big 12, NCAA, Athletic Conferences
- ◆ Regional / Local
- ◆ Team Texas
- ◆ Create your own events / tournaments



What and How do DMO's Sell

Lead Sources



How Do DMO's Get Leads?



How do DMO's Get Leads?

- ◆ empowerMINT
- ◆ Trade Shows / Co-op Events
- ◆ Sales Calls & Sales Blitzes
- ◆ Association Memberships
 - ◆ OSAE, MPI, RCMA, SGMP, HSMAI etc...
- ◆ Internet Mining
- ◆ “Backyard Marketing”
- ◆ Buy Lists
- ◆ Local Leaders / Organizations



How do DMO's Service?

Conventions / Meetings & Tournaments



How do DMO's Service?

Conventions / Meetings & Tournaments

- ◆ Registration Services
- ◆ "Welcome" Bags, VIP Baskets, Door Prizes
- ◆ Event Hosting / Sponsorships / Incentives
- ◆ VIP "Welcome" from City Leaders
- ◆ Maps
- ◆ Photos
- ◆ Shell Brochures
- ◆ Promotional Items

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How do DMO's Service?

Conventions / Meetings & Tournaments

(CONT)

- ◆ Promotional Mailings
- ◆ Planning Assistance for Offsite Activities
- ◆ Post Meeting Reports (room pick up and other service reports, surveys)
- ◆ Corporate Social Responsibility Programs / Tourism Gives Back
- ◆ **Charge for servicing?**
- ◆ **Tied into room nights?**

How do DMO's Service?

Visitor information services

Visitor Centers

- ◆ Community Information
- ◆ State & Regional Information
- ◆ Affiliate Information
- ◆ Mobile Visitor Information Centers

Request Fulfillment

- ◆ Reader Responses to Ad Placement
- ◆ Website / Phone Call Requests

Social Media & Email Marketing



How do DMO's Service?

Group Leisure Business

Tour Groups - motor coach, church, student, etc.

- ◆ Step-on Tour Services
- ◆ “Welcome” Bags
- ◆ Itinerary Planning
- ◆ VIP “Welcome” and Interactions
- ◆ Check in Reception
- ◆ Baggage Handling
- ◆ Others?



Economic

IMPACT



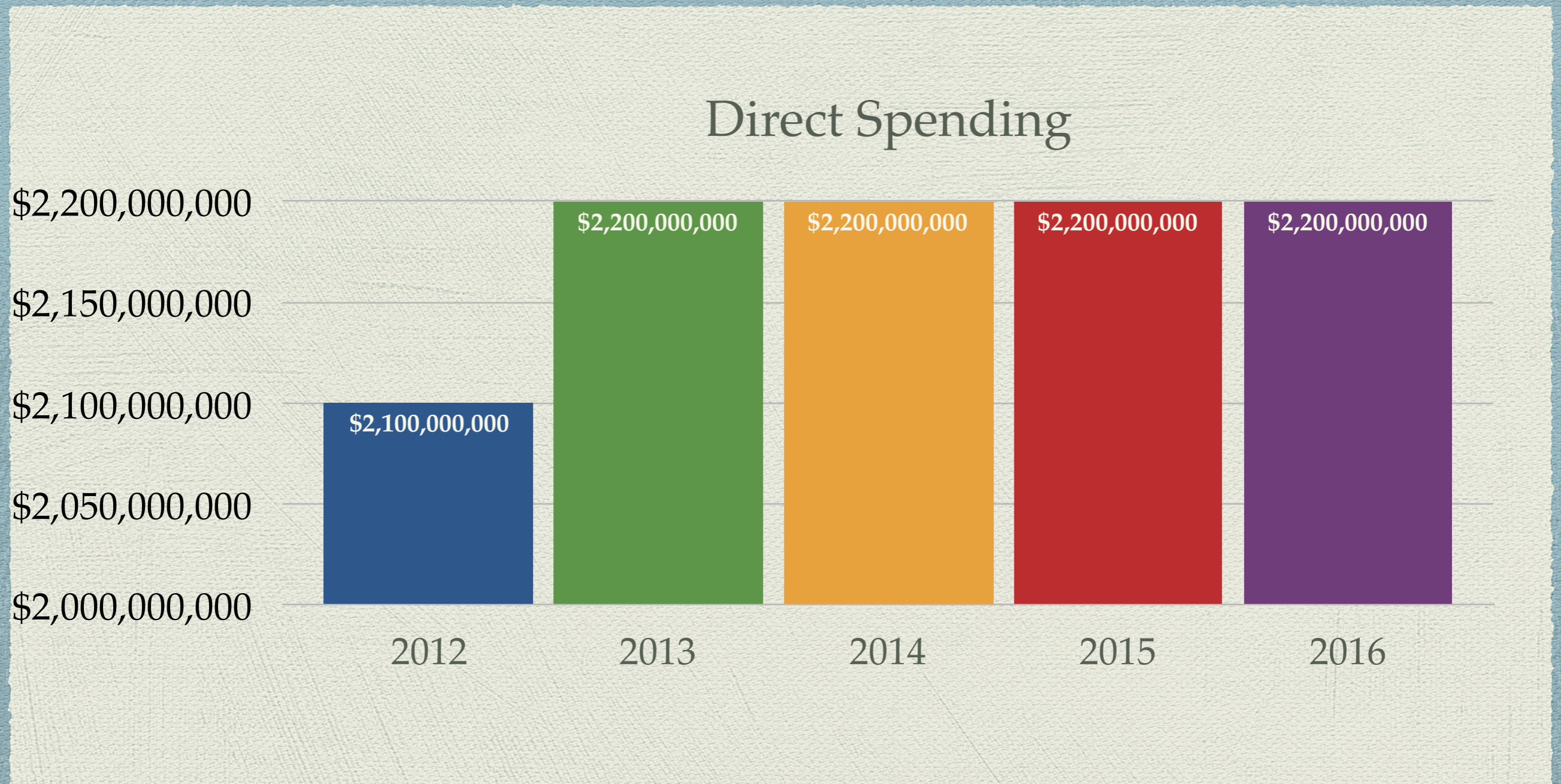
Economic Impact in Oklahoma

From the 2015 Oklahoma Impact Study

	Travel Party Day	Travel Party Trip	Person Day	Person Trip	Party Size	Length of Stay
Market	Lodging		Totals			
Hotel/Motel	\$386	\$937	\$160	\$384	2.4	2.4
Air Tran.	\$433	\$1,615	\$238	\$923	1.7	3.7
Ground	\$381	\$844	\$152	\$354	2.5	2.3

Direct Travel Spending

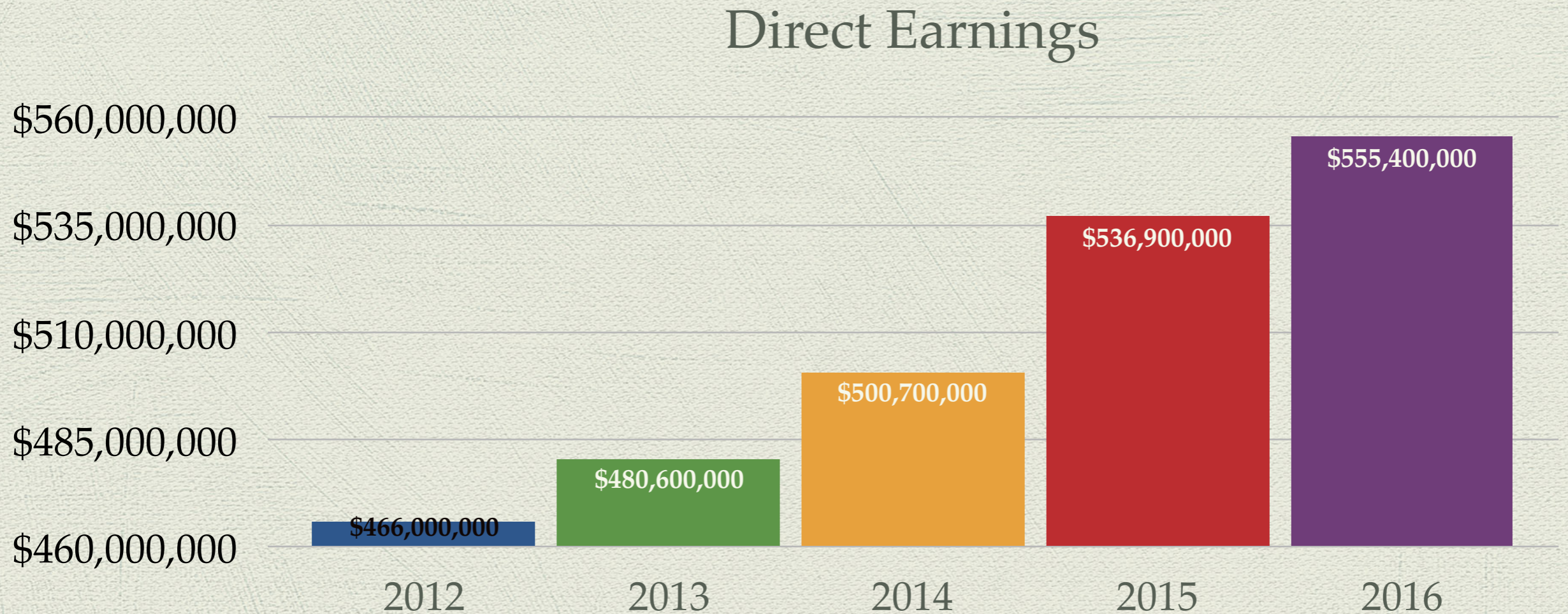
Oklahoma County



Based on the Dean Runyan study found on the www.Travelok.com website

Total Direct Earnings

Oklahoma County

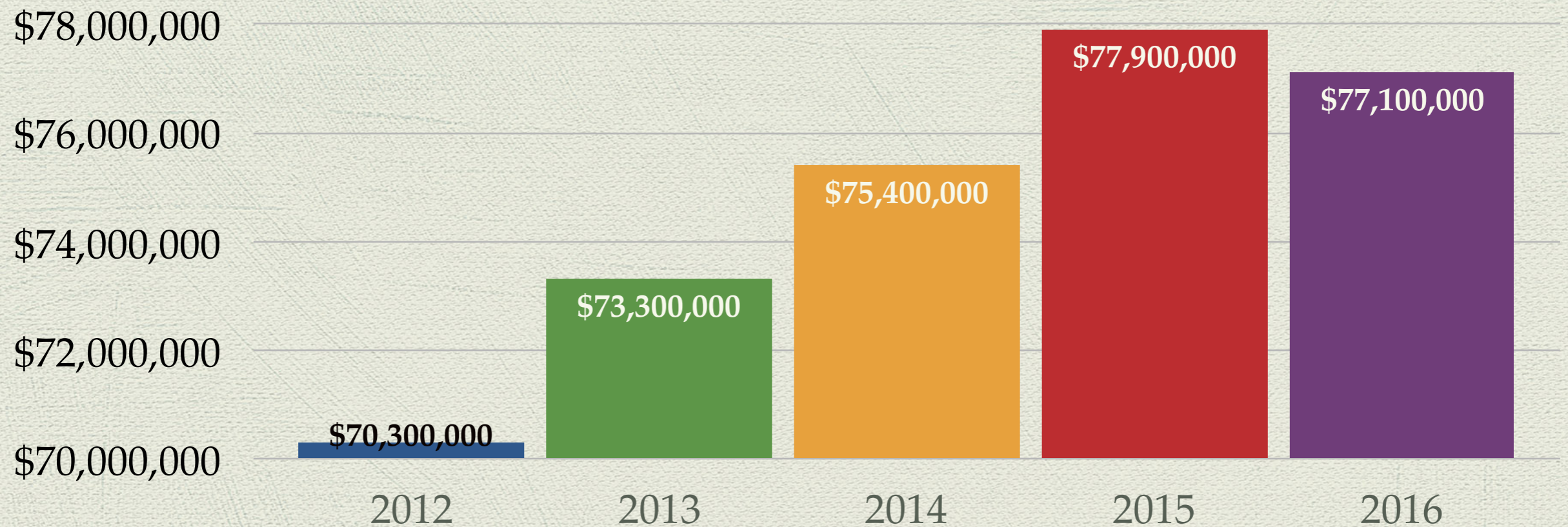


Based on the Dean Runyan study found on the www.Travelok.com website

Local Government Revenue

Oklahoma County

Local Visitor Tax Receipts

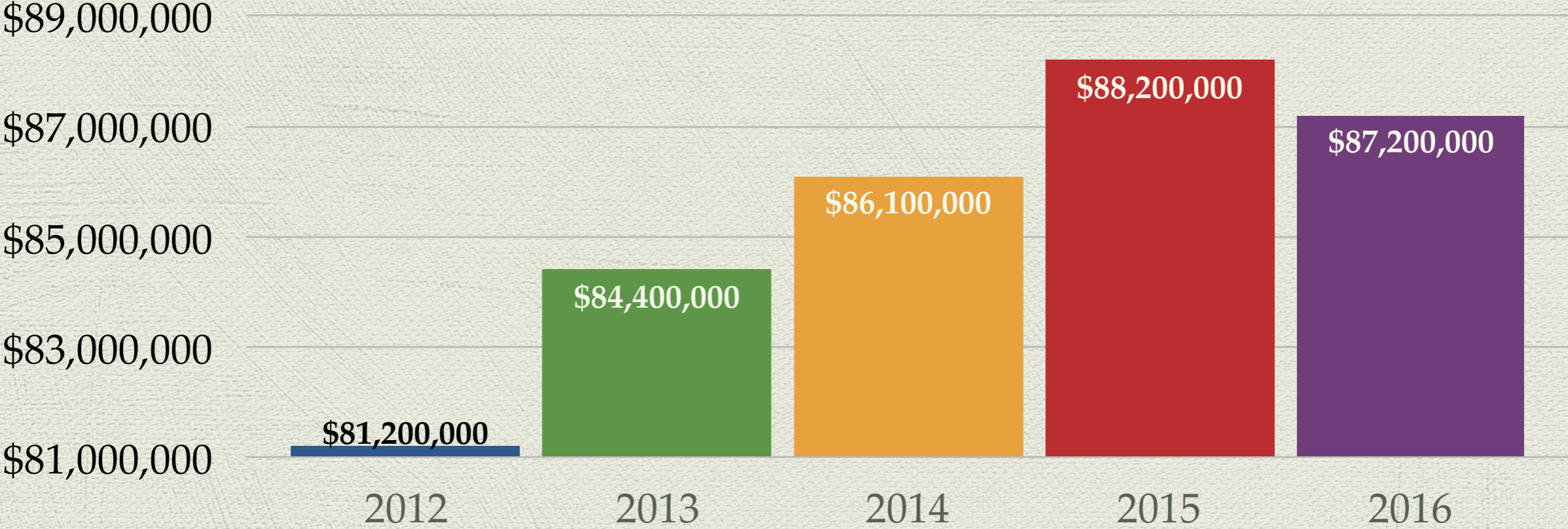


Based on the Dean Runyan study found on the www.Travelok.com website

State Government Revenue

Oklahoma County

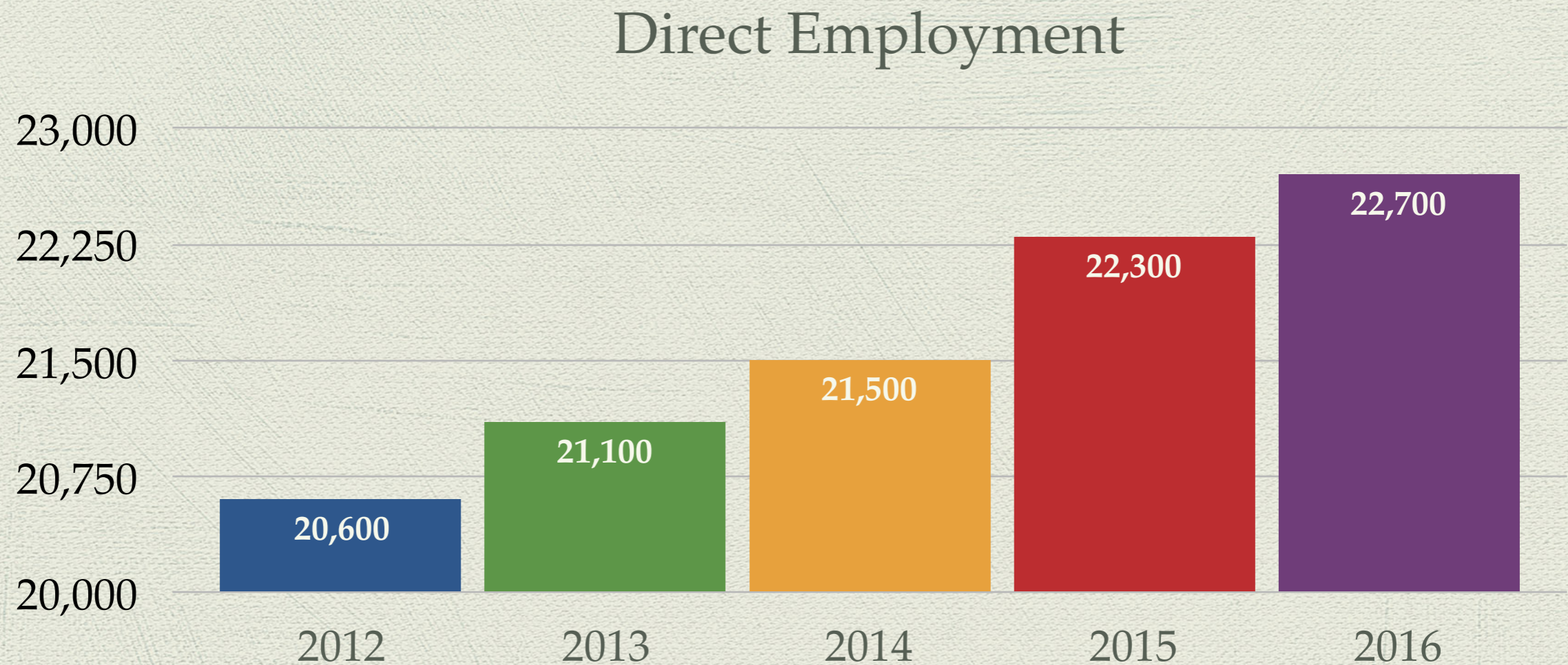
State Tax Receipts



Based on the Dean Runyan study found on the www.Travelok.com website

Total Direct Employment

Oklahoma County



Based on the Dean Runyan study found on the www.Travelok.com website

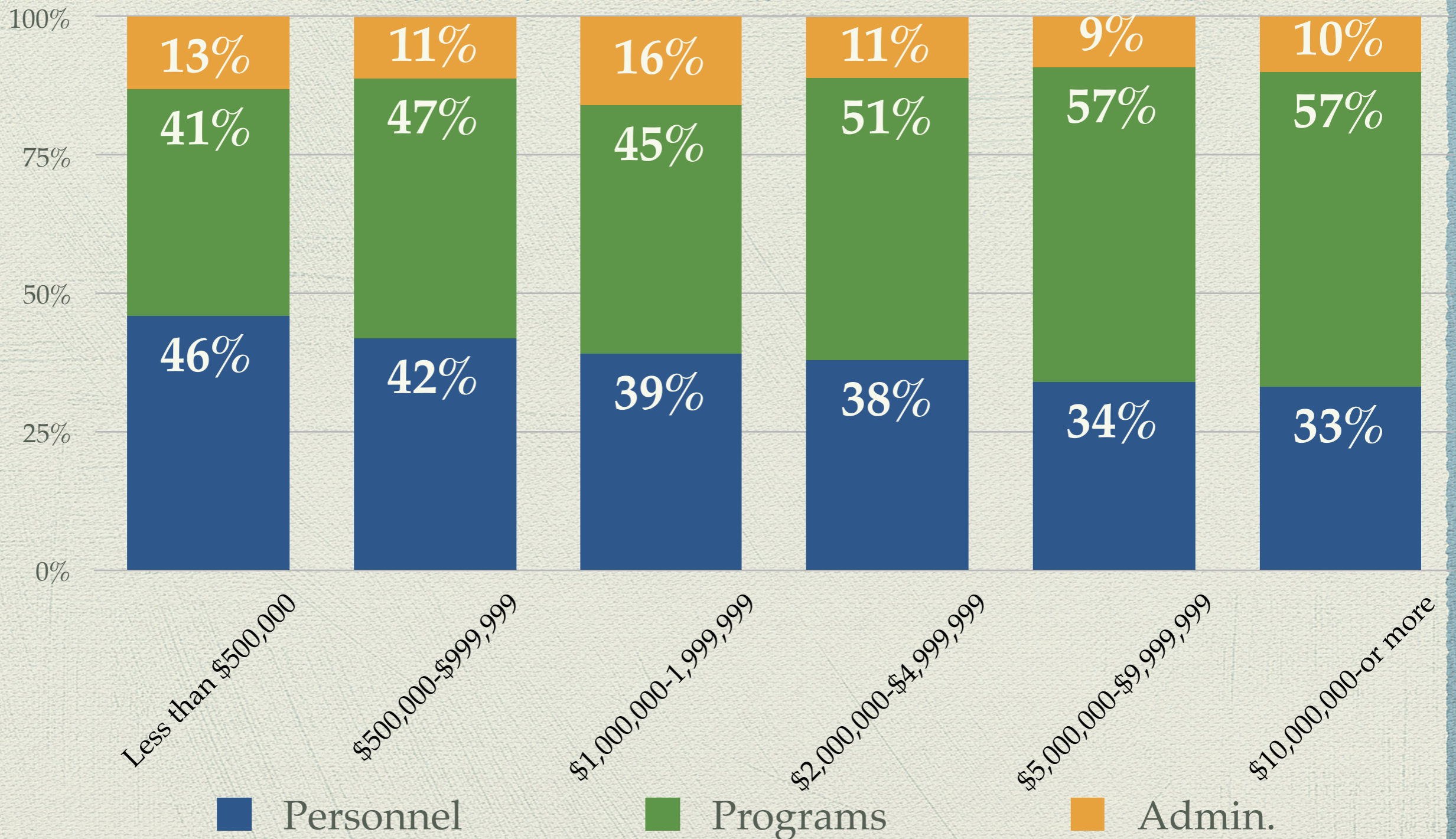
You Can Find This Information By Going To:

1. https://www.travelok.com/industry_reports
2. Click on [OK Travel Impacts Interactive Website](#)
3. Click on [Click Here or on thumbnail for interactive data access](#)
4. Select
 - ◆ County
 - ◆ House or Senate District
 - ◆ State

DMO Budget Allocations



Annual Budget Allocations



Program Allocations by Market

From the 2017 DMO Organizational & Financial Profile Study

Market	% of Sales & Marketing Expenses
Leisure Marketing (Consumer)	25%
Sales and Marketing (Convention)	23%
Other	12%
Sales & Marketing (Sports)	8%
Communications & PR	8%
Administration / HR / Finance	7%
Sales and Marketing (Travel Trade)	7%
Convention Services & Housing	5%
Visitor Services	2%
IT / Technology Management	2%
Membership	2%

Personnel Expenses From the 2017

DMO Organizational & Financial Profile Study

Department	Staff %
Sales	32%
Marketing	17%
Admin.	13%
Finance / HR / Ops / Tech / Research	12%
Community / Public Affairs	11%
Executive	8%
Membership	7%

Marketing, Advertising & Promotions



Marketing, Advertising & Promotions

Knowing and Understanding Your Product First

- ◆ What does your destination have to offer the conventions and meetings market?
 - ◆ Convention Hotels
 - ◆ Convention Center
 - ◆ Air Service
 - ◆ Local Shuttle Service
 - ◆ Off Site Venues
 - ◆ Free Wi-Fi
 - ◆ Free Parking
 - ◆ etc.



Marketing, Advertising & Promotions

Knowing and Understanding Your Market

- ◆ Who Visits Your Destination?
- ◆ Who Looks at Your Website?
 - ◆ Based on Research / Google Analytics
- ◆ What are Your Feeder Markets?
- ◆ Identify the Groups That are Most Likely to Come to Your City:
 - ◆ A Meeting or Tour
 - ◆ Festival, Event or Recreational
 - ◆ Vacation or Weekend Get-A-Way
 - ◆ Corporate Travel

Marketing, Advertising & Promotions

Travel Shows and Marketplaces

Group/Business

- ◆ Rejuvenate
- ◆ Collaborate
- ◆ Connect
- ◆ Small Market Meetings
- ◆ Religious Conference Management Association
- ◆ Fraternity Executives Association
- ◆ Meeting Professionals International
- ◆ American Society of Association Executives
- ◆ Society of Government Meeting Planners
- ◆ Others



Marketing, Advertising & Promotions

Travel Shows and Marketplaces

Sports

- ◆ TEAMS
- ◆ NASC
- ◆ SportsLink
- ◆ Connect Sports

Consumer Shows

- ◆ Travel and Vacation Shows
- ◆ RV, Boat, and Outdoor Shows
- ◆ Military Shows
- ◆ Garden Shows
- ◆ Other Consumer Shows (Women's Expo, Home and Garden)
- ◆ Albuquerque International Balloon Fiesta



Marketing, Advertising & Promotions

Travel Shows and Marketplaces

Traditional Media

- ◆ Print Collateral
- ◆ Billboards
- ◆ Editorial Placement
- ◆ Newspapers, Leisure & Trade Publications
- ◆ Radio
- ◆ Television

(CONT)



Marketing, Advertising & Promotions

(CONT)

Digital/Electronic Media

- ◆ Internet
- ◆ Email Marketing
- ◆ Podcasts
- ◆ Social Media
- ◆ Facebook, Twitter
- ◆ Flickr, Pinterest, Blogs, LinkedIn, Instagram, YouTube, Snapchat, Key Influencers, Bloggers, etc...

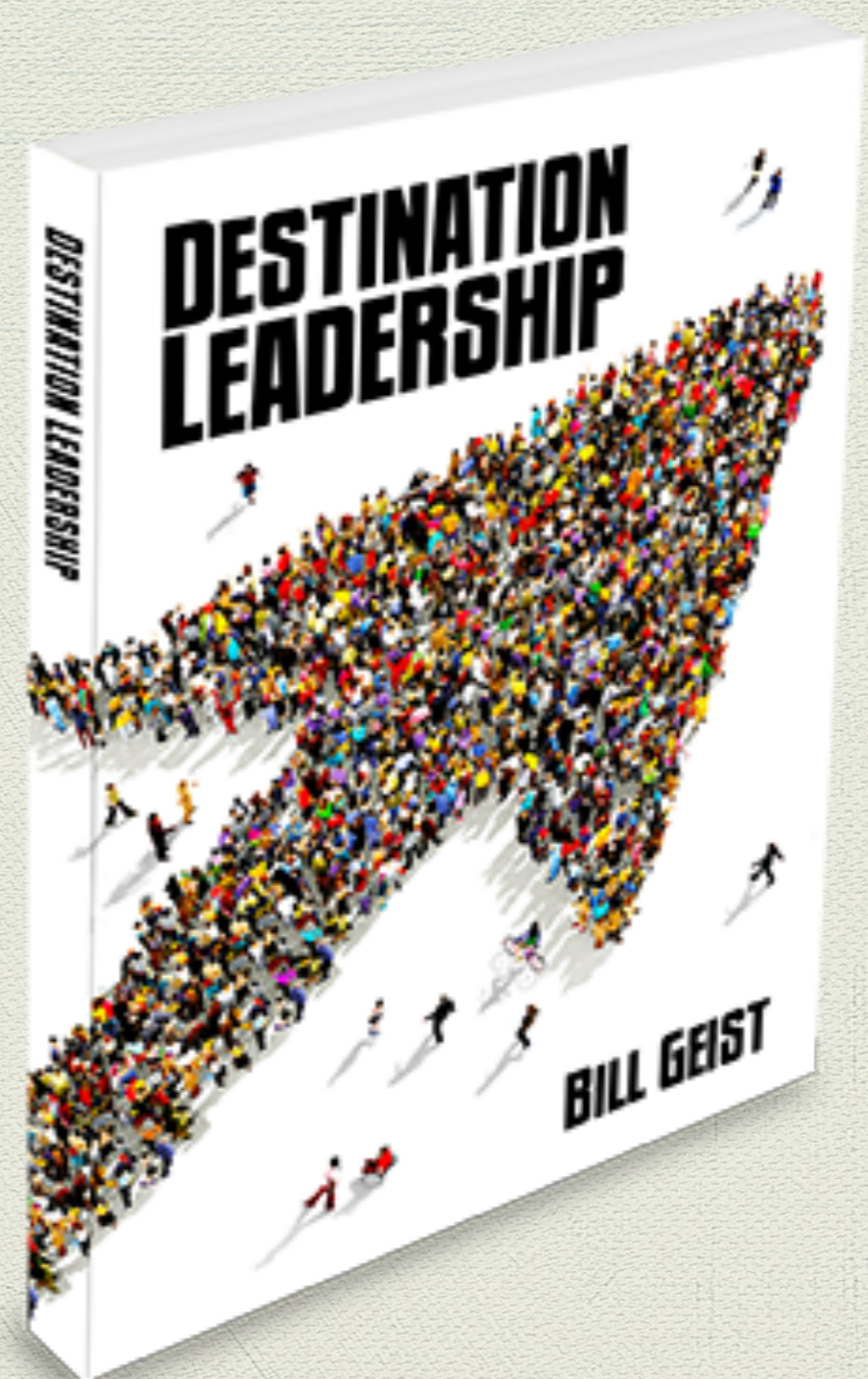
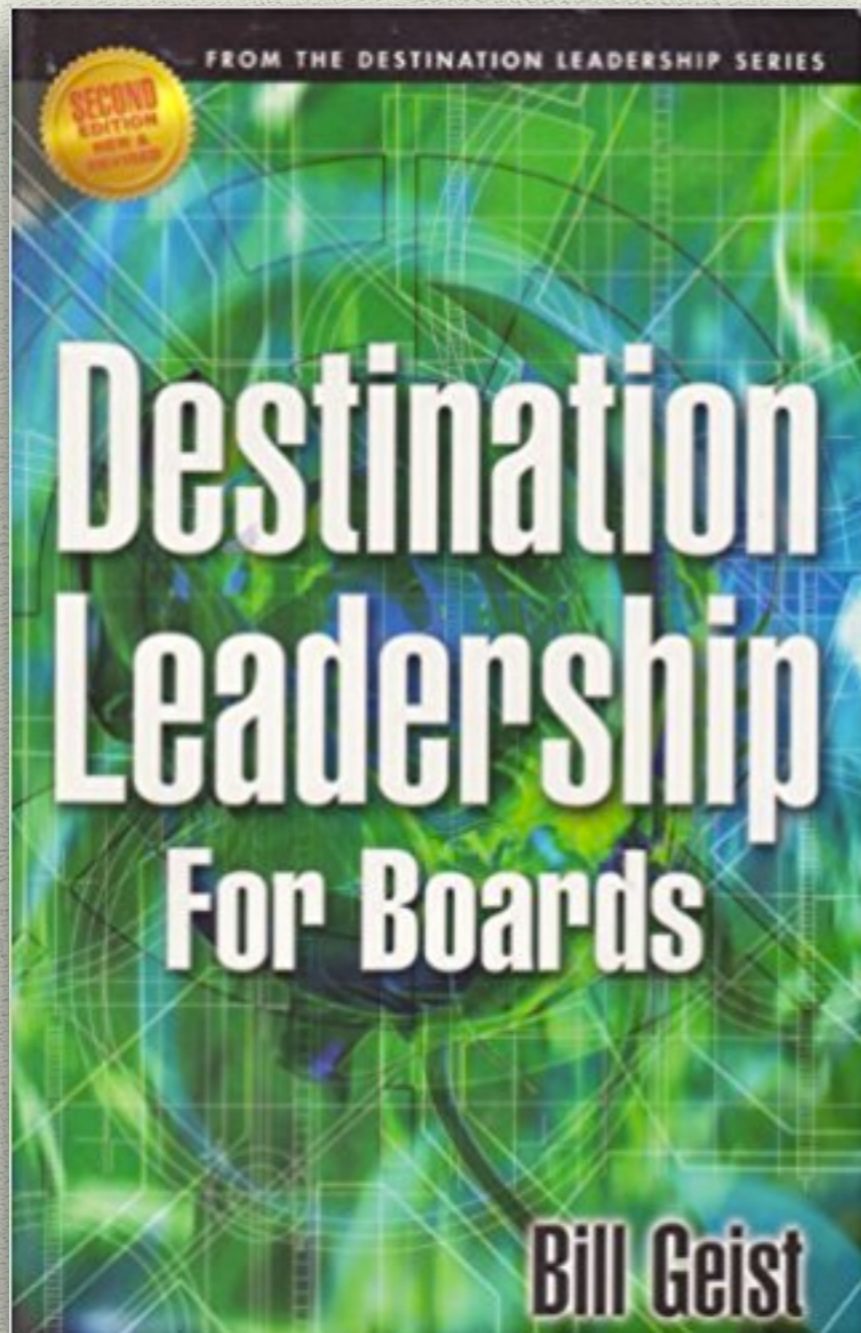


Leadership / Stakeholders

- ◆ Board - Advisory or Governing?
 - ◆ Who is on the board and why
- ◆ Working with Councils and other Funding Partners
- ◆ Committees
- ◆ Economic Development
- ◆ Community Partners Policy
 - ◆ Memo of Understanding (MOU)
 - ◆ Booking Policies
- ◆ Research Issues
- ◆ Destination and Brand Management



Board Leadership



Meetings Means Business



Measurements For Success

Measurements and Tracking Success
for Conventions / Meeting Sales:

Is it Just **Heads in Beds?**



Measurements For Success

Group Business

Measurements and Tracking Success

- ◆ Room Nights - Still Important?
- ◆ Sales Efforts...
- ◆ Marketing Campaigns
- ◆ Familiarization (FAM) Trips / Site Inspections
- ◆ Servicing / Total Attendance
- ◆ Use Data & Research - STR, Source Strategies, Dean Runyan, PKF, Tourism Economics
- ◆ Destinations International Event Calculators
- ◆ Others?

Standard DMO Performance Reporting - Destinations International

Measurements For Success

Leisure

Measurements and Tracking Success

- ◆ Room Nights
- ◆ Sales Efforts
- ◆ Advertising / Marketing Campaigns
- ◆ Media
- ◆ Visitor Inquiries
- ◆ Trade Shows Attended
- ◆ Intercept Surveys
- ◆ Others



DMO Resources

- ◆ Other DMOs
- ◆ The Person Sitting Next to You
- ◆ Find a Mentor
- ◆ Resource Libraries
- ◆ Oklahoma Travel Industry Association
- ◆ Oklahoma Tourism and Recreation Department
- ◆ Industry Consultants
- ◆ Destinations International



Maura Gast, CEO Irving, TX DMO



OKLAHOMA TRAVEL
INDUSTRY ASSOCIATION



Destinations International Tools

- ◆ Destination Next Study
- ◆ Advocacy Tool Kit
- ◆ Compensation Studies
- ◆ Organization & Financial Profile Study
- ◆ Standard DMO Performance Reporting
- ◆ DMO Uniform System of Accounts - Standard Financial Reporting Practices for DMO's
- ◆ DMAP Accreditation
- ◆ Education Opportunities
- ◆ Etc...

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