



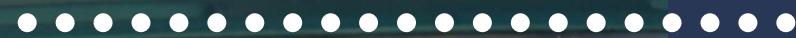
KNOWING THE BIG SEVEN IMPACTFUL CHANGES

On Destination Organization Roles, Responsibilities and Relationships Through 2025

DESTINATION CONSULTANCY GROUP

Providing Sound Research, Practical Service Management and Leadership Advice

OUR DESTINATION ORGANIZATION WORLD
WILL CHANGE FOR THE BETTER





25

YEARS ADVISING
IN DESTINATION
MARKETING &
DEVELOPMENT

Leadership Assistance
in 10 Practices

750

ASSIGNMENTS

Representing 300+
Destination Organizations

- COMMUNITIES
- COUNTIES
- REGIONS
- STATES/PROVINCES

2

OFFICES

Granbury/DFW TX



Calgary, Alberta



CDME
FOUNDER

PRE-DMAP
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REALIGNING DESTINATION CORE ROLES GIVEN COVID-19 CRISIS

ORGANIZATION
RESET



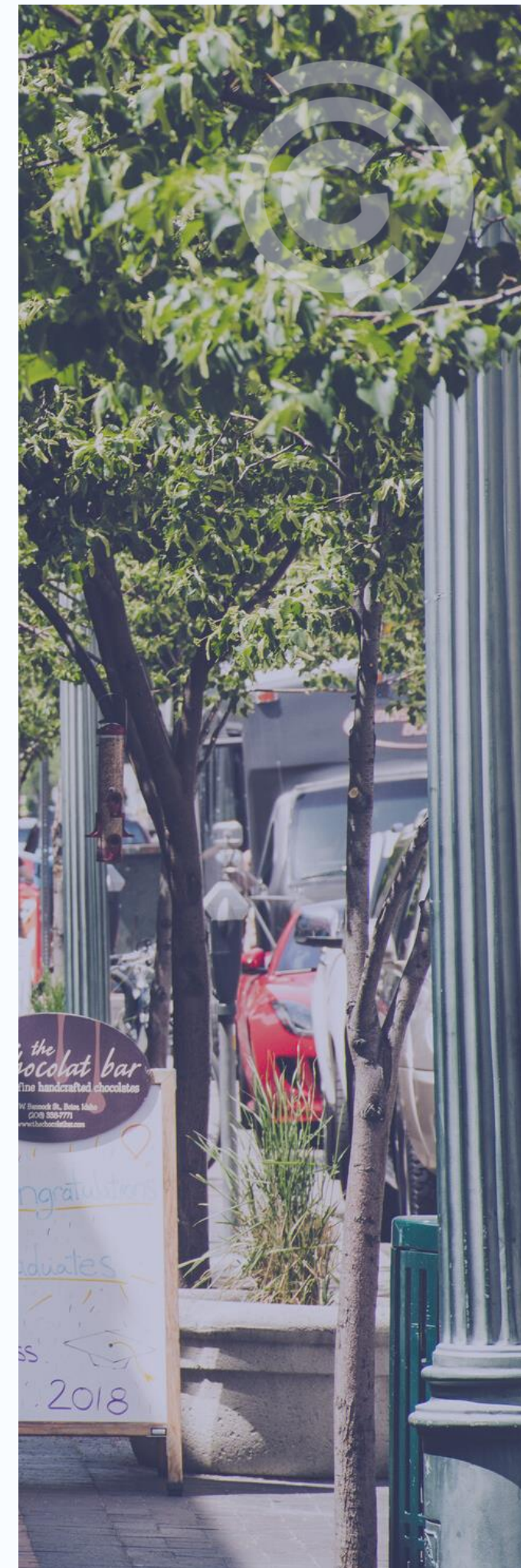
PROMOTION &
SALES PIVOT



EXPERIENCE
REFIT

SEVEN

MAJOR CHANGES WITH
IMPLICATIONS ON
DESTINATION ORGANIZATION
RESPONSIBILITIES &
RELATIONSHIPS





ORGANIZATION RESET

1

REINVENTED CREDIBLE ENTERPRISE WITH ROBUST DATA DRIVEN PLANNING, FUNDING AND EXECUTION RESULTS

Building community and industry trust as a viable, highly performing partner

- Short-term monetary and survival adjustments leading to core organization roles
- New organization value proposition relevant to community and industry needs
- Effective research and reporting program on visitor/stakeholder understanding, funding stability opportunities, tourism importance and performance accountability
- Effective strategic and aligned operational/recovery planning along with crisis/contingency reserve allocations



ORGANIZATION RESET

2

ACTIVE CONSOLIDATION OF REGIONAL/ COMMUNITY MARKETING AND DEVELOPMENT ENTITIES

Becoming a recognized and respected community leadership organization

- Integrated partnership of destination organization(s), chamber(s) of commerce and/or economic development organization(s)
- Seamless approach to regional/community development and promotion to visitors, investors and residents, and trade/neighborhood allies
- Coordinated advocacy messaging to defined regional/community stakeholders
- Increased downtown/MainStreet and other district involvement with parks & recreation/community development agencies

3

PROMOTIONAL & SALES PIVOT



ENHANCED FOCUS ON REGIONAL DRIVE-IN MARKETS

Traveling to close familiar places that alleviate safety and health concerns, and build confidence

- 3-hour drive/200-mile radius parameter
- Nearby metropolitan area/city visitor origin locations identification
- Key brand motivation understanding and messaging
- Getaway, day excursion, staycation and personal travel conversions and business-leisure programming with hospitality partners





4

PROMOTIONAL & SALES PIVOT



CONCENTRATED EFFORT ON THE VISITING FRIENDS & RELATIVES (VFR) MARKET SEGMENT

Typically largest destination market segment requiring a dedicated promotional effort

- Local resident sentiment and information exchanges
- Resident oriented online presence and engagement
- Tie-in to university/college student/alumni communications
- New tourism/niche market segments relative to health/medical and law enforcement

5

PROMOTIONAL & SALES PIVOT



NEW PARTNERSHIP OPPORTUNITY TO PROMOTE AND SECURE CORPORATE, MEETING AND GROUP TRAVEL BUSINESS

Reduced visitor industry marketing/sales force allowing potential to cover corporate/group markets

- Stronger programming with hotel and convention/conference center partners
- New and/or expanded destination branded event development
- Event/meeting protocol standards setup and compliance
- Agreed-to destination-wide and cooperative event/meeting strategy and plans

6

PROMOTIONAL & SALES PIVOT



INCREASED INVESTMENT IN DIGITAL AND SOCIAL MEDIA MARKETING PROGRAMMING AND CONVERSION

Primary communications platform conveying influential information and setting-up of buy proposition

- Brand research and strategy foundation
- Proactive content and specific online promotional strategies
- Community brand values communications
- Attractions and events as lead generators



EXPERIENCE REFIT

7

REINFORCED EMPHASIS ON SUSTAINABLE DESTINATION DEVELOPMENT

Delivering a safe, enjoyable and productive customer experience with referrals and gains to all affected audiences

- Community, attraction, and event carrying capacity limitations
- Safety and health protocols and enforcement
- Resident and business readiness acceptance
- Selective destination development/tourism experience master and project planning

ACKNOWLEDGING THE NEW NORMAL OF DESTINATION ORGANIZATIONS AT THE LOCAL COMMUNITY LEVEL



KEY FOUNDATIONAL ATTRIBUTES

- Heightened Community Orientation and Engagement
- Influential Local Government Funded and Directed
- Compulsory Agreed-to Investment Returns Reporting
- Integrated External Partner-Based Marketing/Promotion Strategy
- Active Placemaking Experiential Development Role
- Increased Visitor Industry Dialogue and Advice

KNOWING THE BIG SEVEN IMPACTFUL CHANGES



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Contact us regarding change implications on DOs, Destination Recovery Plans and your complimentary LeadDO Survey analysis.

