

DESTINATION NEXT

Survey Kickoff

Irving Convention &
Visitors Bureau
March/April, 2018



Invitation to Participate

- In the last few years, Irving has seen exciting changes all over town, from the renewed energy on Main Street that its restaurant entrepreneurs have brought, to the massive Midtown Express project, to the plans for the Irving Archives & Museum to the Entertainment District.
- Everywhere you look in Irving, something good is happening, and that's not accidental. A series of strategic plans created by our elected and appointed officials, and forward-thinking organizations put these all into motion, built on the input of our residents, customers, partners and corporations.
- As we start to think about Irving's next chapters as a destination, we need your input once again.

About Destination NEXT

Vision:

Provide destination organizations with a powerful assessment tool and practical actions and strategies for sustainable success in a dramatically changing world

A Diagnostic Tool:

Scenario model intended to be strategic diagnostic tool, NOT a benchmarking index to rank DMOs, CVBs or destinations

Objective self-assessment about the destination to help identify priorities and strategies for the future

Key Components:

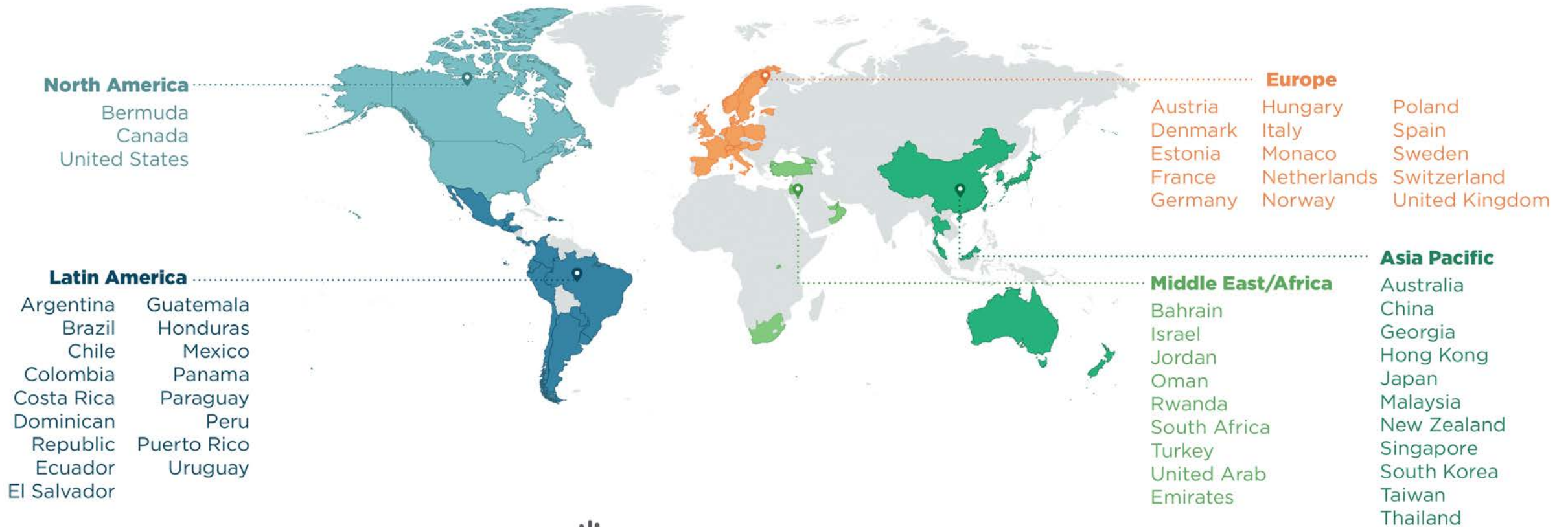
Futures Study on Key Trends & Opportunities
Scenario Model & NEXTPractices



Advisory Panels



We Listened to Everyone



 **433 participants**

 **52 countries**

A night scene of a festival, likely the Bonfire Night in Edinburgh, Scotland. Large, ornate braziers filled with burning wood are placed on a body of water, creating a dramatic display of fire. The braziers are surrounded by dark, spherical floats. In the background, a large crowd of people is visible on a raised platform, watching the event. The scene is illuminated by the warm, orange glow of the fires, with reflections visible on the water's surface.

Personalized, unique & authentic experiences

A black and white photograph of a man in a suit kneeling on a patterned carpet, operating a Kirby floor polisher. The man is looking down at the machine. To his right, a large box of Kirby Floor Polisher is visible, featuring the Kirby logo and the text 'FLOOR POLISHER'. The background shows a dark wooden cabinet and a lamp.

Less sales, more strategic partnerships

A large, dense crowd of tourists is gathered in front of a historic building with Gothic architecture. The building features a series of white columns and arches on the left side, and a large stone archway on the right. The crowd is diverse in age and appearance, with many people wearing hats and scarves. Some individuals are taking photos with their smartphones. The scene is set outdoors, and the lighting suggests it might be late afternoon or early morning. The text "Sustainable tourism" is overlaid in the center of the image.

Sustainable tourism

SCENARIO MODEL & SURVEY SCOPE



DESTINATIONS
INTERNATIONAL

Scenario Model



Destination Strength Variables



**Destination
Performance**



Brand



Accommodation



**Attractions and
Entertainment**



**Conventions & Meeting
Facilities**



Air Access



Events



**Sporting and
Recreation Facilities**



**Communication &
Internet Infrastructure**



Mobility and Access

Community Support & Engagement Variables



**Effective DMO
Governance Model**



**Membership Strength
& Support**



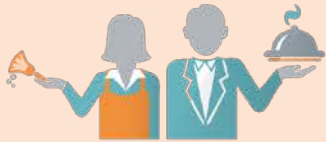
Industry Support



**Local Community
Support**



**Policy and
Regulatory Environment**



Workforce



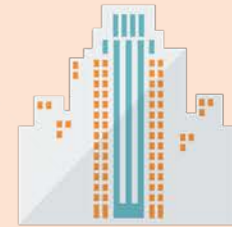
Hospitality Culture



Regional Cooperation



**Funding Support &
Certainty**



Economic Development

Questions?

**Access the Survey at:
www.IrvingNEXT.com**



DESTINATIONS
INTERNATIONAL

Schedule/Timing

- ✓ March 16 – ICVB Board Development Committee
- ✓ March 26 – ICVB Board of Directors
- ✓ March 27 – Chamber of Commerce
- ✓ April 3 – ICVB Board Community Relations Committee
- April 4 – City Council Work Session
- April 4 – Survey Launches
- April TBD – Hotel Associations and/or Meet the Bureau
- May 1 – Survey closes
- May 21 – Survey results presented at ICVB Board Meeting
- June 21-22 – ICVB Board Strategic Planning Retreat
- August/September – Adopt Strategic Plan

*“One way
to keep momentum
going is to
have constantly
greater goals.”*

Michael Korda