



Visit Overland Park

DestinationNEXT Summary

December 1, 2022



MMGY NextFactor

Corporate Overview

- Consulting company specializing in the travel & tourism industry
 - Strategic planning
 - Destination master planning
- Over 320 clients worldwide
- Exclusive licensing agreement with Destinations International to manage & deliver DestinationNEXT
- Exclusive deck of 600 NEXTPractices
- Joined MMGY Global in 2019





Purpose of the Project

Curate stakeholder, customer and civic leaders' perceptions of Overland Park as a destination -to use in future strategic planning and community decision-making



THE 2021 FUTURES STUDY

Overview of trends and strategies for destination organizations worldwide

Top Destination Marketing Organization Trends

- 1. Greater industry, community and government alignment is driving destination competitiveness and brand -NEW**
2. Customers are increasingly seeking a unique, authentic travel experience
- 3. Content creation and dissemination by the public across all platforms drives the destination brand and experience**
- 4. Video becomes the new currency of destination marketing and storytelling**
5. Travelers are demanding more information, control, interaction and personalized information
6. Travelers are seeking more personal enrichment and wellbeing
- 7. Social media's increasing prominence in reaching the travel market**
8. Mobile devices and apps are becoming the primary engagement platform for travelers
- 9. Customers increasingly expect highly curated and customized destination content**
10. Travelers want assurances of high standards of cleanliness and hygiene -NEW
- 11. Better, more holistic data management platforms are helping optimize strategy**
12. Air access to a destination is key factor in attracting business travelers
- 13. Harvesting data and developing business analytics differentiate successful tourism destinations**
14. Greater demand for more dynamic outdoor experiences -NEW
- 15. Business event customers looking for better collaboration with destinations to achieve greater business outcomes - NEW**

Orange Bold - Visit OP is currently working on

Top Destination Marketing Organization Strategies

1. Focus significant attention on content creation and dissemination strategies
- 2. Play more of a central role in advocacy in my destination**
- 3. Enhance engagement with the local community to manage future considerations for the visitor economy**
- 4. Build the destination brand around the community's goals, values and creative energy -NEW**
5. Focus on developing authentic experiences for the customer
6. Develop new KPIs to measure economic & social impact of tourism/business events beyond visitor volume -NEW
- 7. Develop a destination master/management plan to define long-term destination development**
- 8. Be more involved in economic development initiatives -NEW**
9. Invest more effort and resources into video content to market the destination
- 10. Better integrate tourism, economic development and talent attraction**
11. Connect visitor experience with the quality of life of residents in my community
- 12. Improve and align data management and digital strategy to optimize marketing ROI**
13. Develop strategies to protect what we have while attracting events and visitation to our community
14. Protect and steward our natural environment and our authentic social and cultural characteristics
- 15. Form more strategic alliances outside the visitor industry**

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EVOLVING DMO ROLES

Current & Ideal Organization Roles

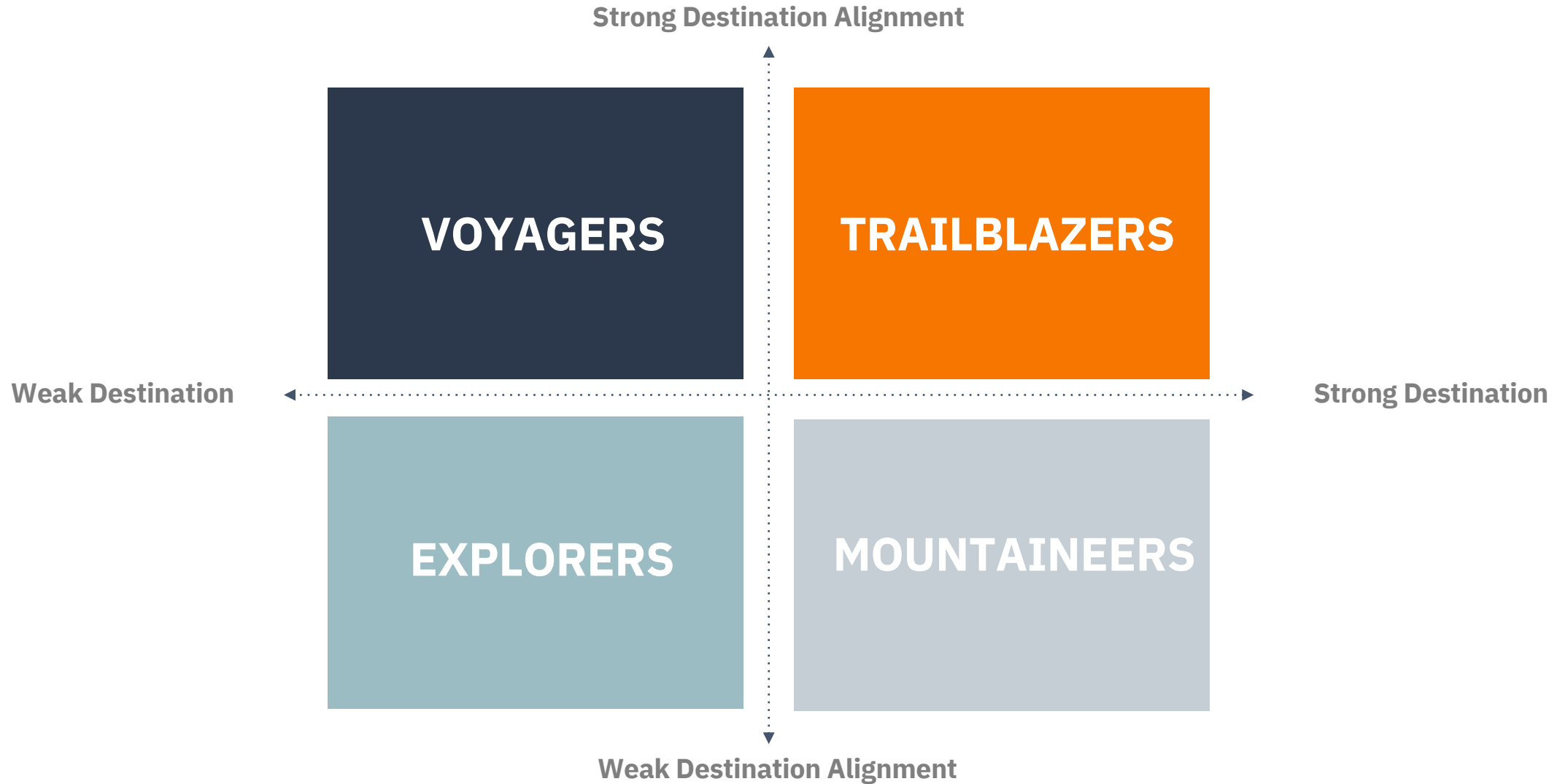
Organization Role	Current	Ideal	
Destination marketing	1	1	
Brand management	2	2	
Destination and product development	7	3	↑
Data research and business intelligence	8	4	↑
Destination information resource	3	5	
Community relations	4	6	
Industry advocate	5	7	
Visitor experiences and services	11	8	↑
Broader economic development	6	9	
Meetings and conventions sales	9	10	
Sustainability advocate	13	11	
Equity, Diversity, Inclusion advocate	10	12	
Major event partner/developer	14	13	
Workforce development	17	14	↑
Health and safety resource	12	15	
Leisure sales (group tour & independent)	16	16	
Convention services	15	17	
Venue manager/operator	18	18	

A warm, orange-toned photograph of a resort at sunset. The scene features a swimming pool in the foreground, with several palm trees and lounge chairs around it. The sun is low on the horizon, creating a bright glow and reflecting off the water. The sky is a mix of orange and yellow, with some clouds. The overall mood is peaceful and relaxing.

DNext Scenario Model

Detailed assessment
of 250 destinations
in 12 countries

DestinationNEXT Scenario Model



Destination Strength Variables



**Attractions &
Experiences**



**Arts, Culture &
Heritage**



**Dining, Shopping &
Entertainment**



Outdoor Recreation



**Conventions &
Meetings**



Events & Festivals



Sporting Events



Accommodation



**Local Mobility &
Access**



Destination Access



**Communication
Infrastructure**



Health & Safety

Destination Alignment Variables



Business Support



Community Group & Resident Support



Government Support



Organization Governance



Workforce Development



Hospitality Culture



Equity, Diversity & Inclusion



Funding Support & Certainty



Regional Cooperation



Sustainability & Resilience



Emergency Preparedness



Economic Development

A sunset scene at a park with palm trees and a pool reflecting the sky. The sun is low on the horizon, creating a warm, golden glow. Palm trees and other vegetation are silhouetted against the bright sky. A pool in the foreground reflects the scene, showing the silhouettes of the trees and the sun. In the background, there are some structures and what appears to be a beach area with umbrellas.

DNext Overland Park Assessment Results

Overland Park Stakeholders Surveyed



Overall Assessment

Voyagers

Trailblazers

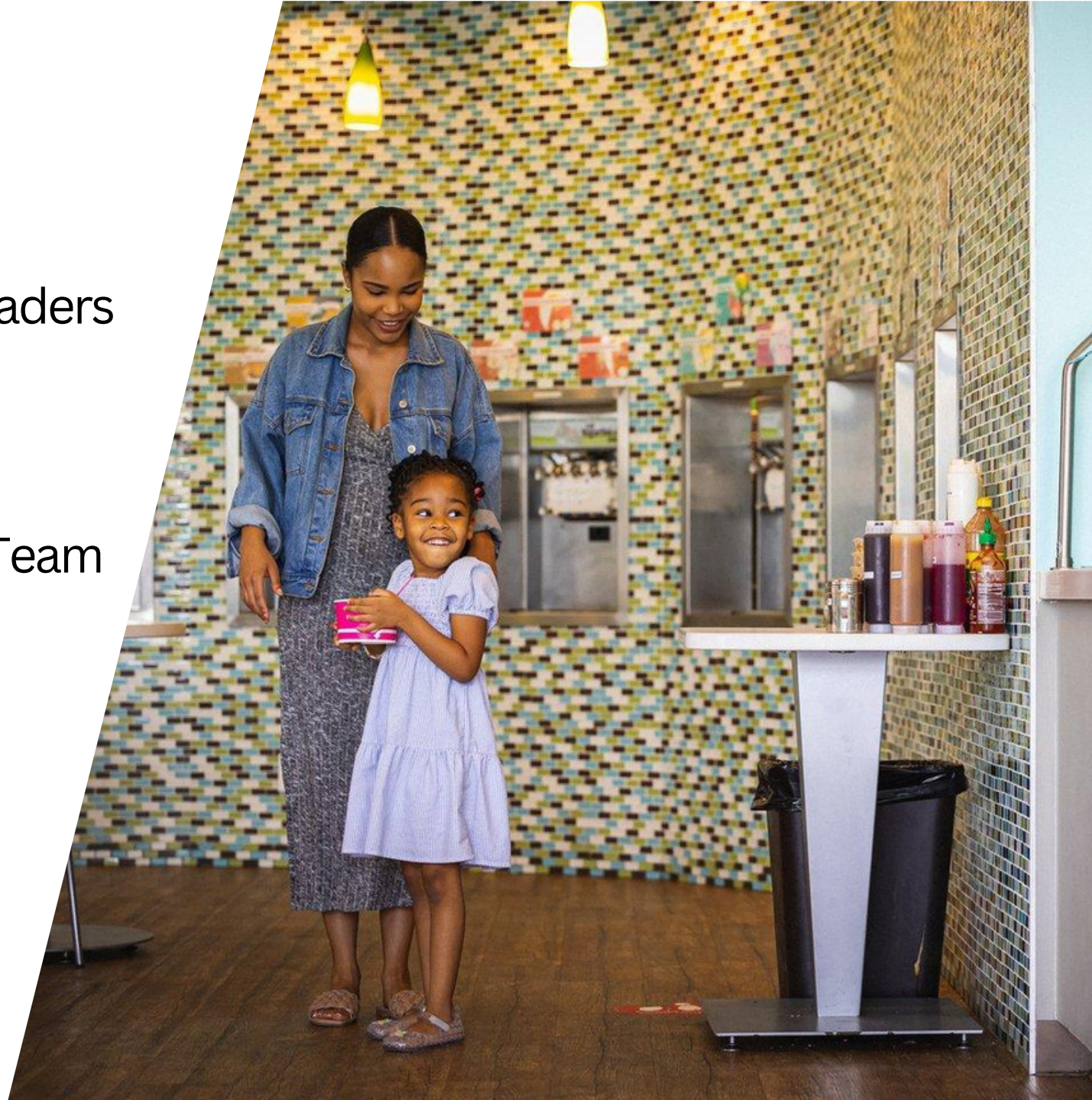


Explorers

Mountaineers

Stakeholder Interviews

- 16 1:1 Interviews – Community leaders and stakeholders
- Conducted October 7-31, 2022
- Interviewers: MMGY NextFactor Team



Destination Opportunities

Sports

- Continue expanded efforts for Sports Tourism (follow sports trends)
- Expand investment in –and maintain sport venues
- Allow VOP more access to soccer complex

Conventions/Group Events

- Expand/modify use of convention center to attract more “destination/visitor” events
- Add high quality amenities near convention center
- Pursue hobby events

Visitor and Resident Amenities

- Enhanced nightlife, entertainment retail options
- Year-round visitor and resident experiences
- Connectivity: Public transportation and e-bike sharing system
- Boutique hotel; unique dining options

Brand/Identity

- Be intentional: Explore “fresh” and “dynamic” new concepts for elevating and enhancing OP as a place to live, work and play
- Incorporate arts and experience options in new developments; support art & culture outlets & programming
- Reimagine/redevelop Corporate Woods
- Bigger, bolder development plans for College + Metcalf
- Promote Overland Park as the “hub” or alternate location for visitors and those relocating to greater KC
- Explore ideas for unique festivals and events (“watch parties”, holiday marketplace, arts/music events, etc.)
- Pursue destination branding
- Ensure diversity and sustainability are incorporated into future plans

Stakeholder Commentary / Placemaking Opportunities

- Intentional placemaking is important and essential for OP's future
- Downtown OP redevelopment, City Place and PrairieFire are excellent examples of positive placemaking
- City needs to focus on areas where redevelopment is needed, e.g. Aspiria and College and Metcalf
- More attention to placemaking needed
- City needs to proactively pursue businesses and provide incentives for new businesses
- Future asset needs and development must be viewed from the visitor perspective
- Consider future public/private ventures for future development and asset needs

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