

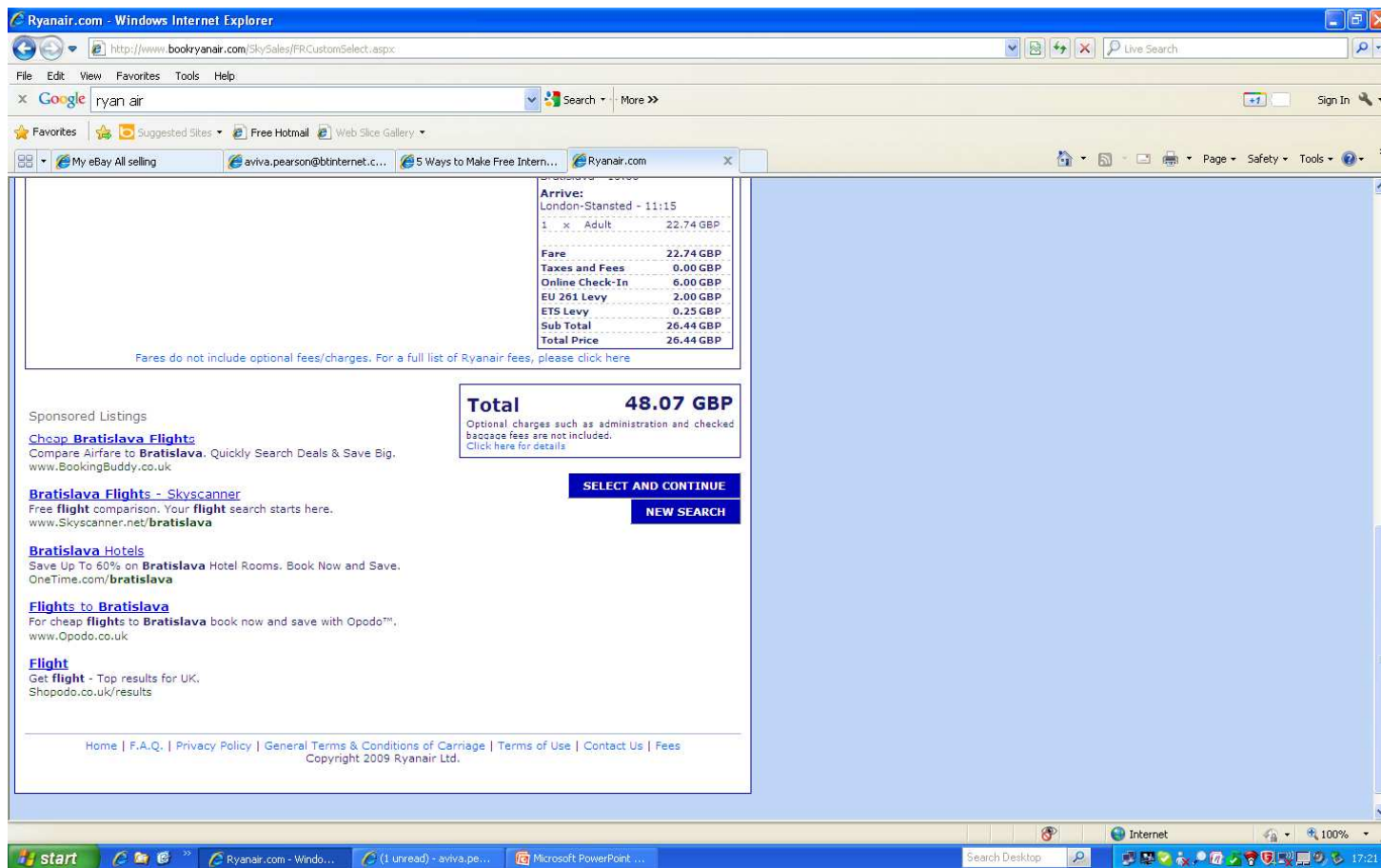
# Successful Destination Management

What does this mean?

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Not the usual speech...





# Destination Management is about...

Making me excited



# A Destination Manager must make me excited enough to...

- Visit
- Stay
- Explore
- Play
- Be – Just Find myself
- Explore new cultures
- Really live



# How does a DM make this happen?

- Work with the businesses involved in tourism – the whole industry
  - Make all the messages and products work
  - Create events
- Work with the community – get the local schools to expose all that is great via Social Media
- Work with other tourism organisations, Kosice Capital of Culture programme and NTB



# Who are the businesses that a DMO engages with?

- "Industry" is a generic term that encompasses all of the elements of a destination provided for visitors.
- Accommodation - Serviced and non-serviced accommodation – hotels, B&Bs, self-catering establishments, holiday caravan and camping parks, hostels.
- Attractions – visitor attractions, museums, galleries, countryside sites, boat trips, walking tours, etc.
- Food outlets – restaurants, pubs, cafes.
- Retail outlets – speciality and independent shops, outlet shops, shopping centres.
- Transport operators – train, bus and taxi service providers.



# Make yourself stand out

- Not every place is a destination
- You are competing with 1000's of other destinations
- DMs not only work within a destination to create great products, but partner with external agencies and companies such as airlines, Group Travel organisers, MICE etc – basically their remit is inbound, domestic and international tourism





# Good Destination Management is...

- Making a story
- Finding the right target audience to tell that story to
- Using the right marketing medium to reach them – and if it is digital, you are winning
- Making it personal – touch them



# The DMOs goal...

- DMO goal is to get as many visitors to an area as possible.
- Your DMs are your coordinators and overall champions, as well as a peace makers and marketing experts.
- You must all work together.
- NTB must work to the needs of the area DMs to promote the country, with the areas as the jewels in the crown.
- If structures get in the way of the DMs being able to do their job, you will lose the destination game.
- I will go somewhere else is the message is messy and uncoordinated.



# Slovakia is still an emerging destination to many markets

- This is great!
  - Your DM will fill my head with the right images, stories – via working in partnership with you.
  - i.e. The Kosice Capital of Culture project will give you a leg up, but the DM needs to use this programme as the seeds of a longer term project to get the area known – KCoC has a shelf life!



## Your part as the industry

- Be positive
- Your DMO is always there for you - talk to them
- Get involved
- Is your customer service the best?? Your offers?
- Give your customers and visitors an experience to remember time and time again – and incentivise them to tell their family and friends –  
SOCIAL MEDIA



# Great Destination Management = Great Economy

- DMO's play a key role in developing, maintaining and managing the public realm, creating and influencing the character of a destination i.e. Sculpture parks
- DMs work with the LA's to creating a welcoming and safe environment for visitors, are statutory duties for local authorities.
- A thriving and sustainable visitor economy has far reaching impacts on the economic and social wellbeing of local people and their environment.



# Your Destination manager will...

- Developing an inclusive and widely agreed tourism or visitor strategy (a vision) for the destination
- leading on destination research, marketing and information programmes
- establishing and managing structures for engaging and communicating with the private sector
- championing the industry within their authority, among the authority's partners and in the wider public and private sector environment
- initiating and managing business development programmes including quality and skills initiatives, and sustainable and accessible tourism development, in line with authority policy and priorities



# DMs get the message understood...

- The visitor will not necessarily remain within your boundaries. The role of the destination manager includes working with neighbouring authorities to make the visitor experience as seamless and enjoyable as possible.
- Have a wider understanding of how their local industry fits regionally and nationally and meet often with the NTB to ensure that the local messages are correct and distributed widely.
- Your DM should be, without sounding dramatic, the most important person to your destination, just by virtue of their wish to make you, the industry, money, improve the local economy and make every visitor feel informed, welcome and special.



# Your DM will ensure....

- improved resource efficiency
- non-duplication of activities
- co-ordinated market intelligence, research and development activities
- a collective "voice" for the industry, increasing power and influence
- engagement of industry and the community to deliver sustainable tourism objectives
- co-ordinated, targeted and cost-effective marketing/promotion
- For the business it is increased business productivity
- For the community it is increased buy-in and economic return within their communities





# How long will this take?

- A DMO may not become truly functional – made up of the right people, with secure funding and delivering on its objectives – for between two to five years.
- Partners should be willing to commit time and resources for an appropriate period and accept that, initially, things may take longer to discuss and agree on, since all stakeholders need to be engaged.




# DMOs communicate with the industry

- Regular communications to the industry – e-newsletters, business opinion surveys, marketing opportunities, annual reports, etc.
- An **annual forum** –hear about and comment on destination management plans. Breaking into workshops to discuss particular issues in more depth can help add detailed feedback. The forum can be linked to an annual awards or social event.
- **Topic-specific workshops** – held when necessary to discuss key issues. Useful in getting feedback on specific subjects but penetration in industry as a whole may be limited to those interested in the topic.
- Regular **meetings with businesses** (monthly, quarterly, bi-annually)
- **Working with individual businesses** – the establishment of an effective engagement structure may still require a destination manager to work directly with large individual businesses where they are the cornerstone of the local visitor economy.



# Your DM will lead in building product

- walks and cycle routes
- festivals and events
- lectures and talks
- guided walks programmes
- themed breaks (e.g. wildlife, food, arts and culture, etc)
- conservation holidays
- educational breaks (e.g. arts and crafts, local history, etc)
- food trails
- If you have established a strong industry buy-in of a destination's locally distinct offer then working with local businesses to develop products becomes significantly easier.



# DMs know how to make your place unique and special

- Local distinctiveness is a combination of the things that give a place its unique character.
- Surveys consistently show that consumers want "experiences" from their holidays. Domestic consumers also look for local distinctiveness.
- Local distinctiveness is one of the most important ways of giving a destination a competitive edge. It can provide a strong foundation for effective marketing
- provide a means to engage the industry, local residents and other civic and public agencies
- drive the direction and content of product development.



# Where do you fit in?

- Local distinctiveness can draw on any of the following: natural features – the landscape, characteristic habitats, vegetation and wildlife
- man-made features – the urban landscape, architectural styles, building materials, field boundaries, visitor attractions and historical sites
- heritage, culture and traditions – history, famous people (both living and past), cultural mix, events, festivals, music, dialects and the arts
- produce and industries – food and drink, crafts, shops, and means of production such as farming, fishing, mining, industrial manufacture.
- Characteristics must be genuine; they need to have local traditional roots, although they do not specifically need to be historic.



# DMO's create Brand and Positioning

- a brand identity should be designed around key characteristics of the area.
- Successful destination brands are associated with **high product differentiation** as well as highly distinctive quality and value.
  - Local distinctiveness can play a big part in successful tourism destination branding.
- establish what local businesses, residents and visitors value about the area
- produce a positioning statement with thoughts on current AND potential markets



# Digital Marketing


- Digital marketing – from websites and e-zines to social networking and mobile technology – is the best, most cost-effective route to market for both leisure and business tourism.
- It enables destination marketers to
  - target consumers more tightly with very tailored information
  - provide more detailed and up-to-date information than ever before
  - reach targets when they are already on the move
  - undertake last-minute tactical activity to fill gaps
  - build a relationship with consumers to inspire loyalty and encourage word of mouth.



# Digital Marketing

- Give me ideas appropriate to my situation in life
  - i.e. family (segmentation marketing)
    - Attractions, Accommodation, Events
- Give me the method to book, and pay EASILY
  - Pay for tickets
  - Pay for accommodation and transport
  - Can be API's – just in one place!



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- Package it up – make it easy for me to book, pay and visit!
  - Use technology!



# An AMAZING website - second best won't do

- The best destination websites are: creative, clever, responsive, and highly searchable
- with as many updatable elements as possible: news stories, weather bulletins, special offers, "what's on today" features, etc
- interactive, with the opportunity for visitors to share their own experiences, photos, videos and reviews
- easy to navigate on a mobile device
- have elements that the user can customise and personalise
- make it easy for people to bookmark, tag and subscribe – opting in to regular updates which they can then share with their online networks of friends
- include insider tips, podcasts and itinerary planning tools
- use blogs to give them an informal, independent expert feel, and to increase their search engine rankings
- They must be easy to find



## Reach out to me...

- Email marketing , from simple emails to more designed e-newsletters and clever, creative e-shots.
- Segment the list and customise emails. As well as the obvious benefits of customised targeted marketing, the more relevant the email, the less likely the potential customer is to unsubscribe.
- Most emails work best if they have a compelling subject line and include a clear call to action.



# I am mobile - talk to me on the move...

Use mobile technology /SMS to send promotional messages direct to visitors.

It has the edge over email marketing when it comes to extremely-last-minute promotions and targeting people with extra ideas and offers when they are already on their trip.



Make me excited...