

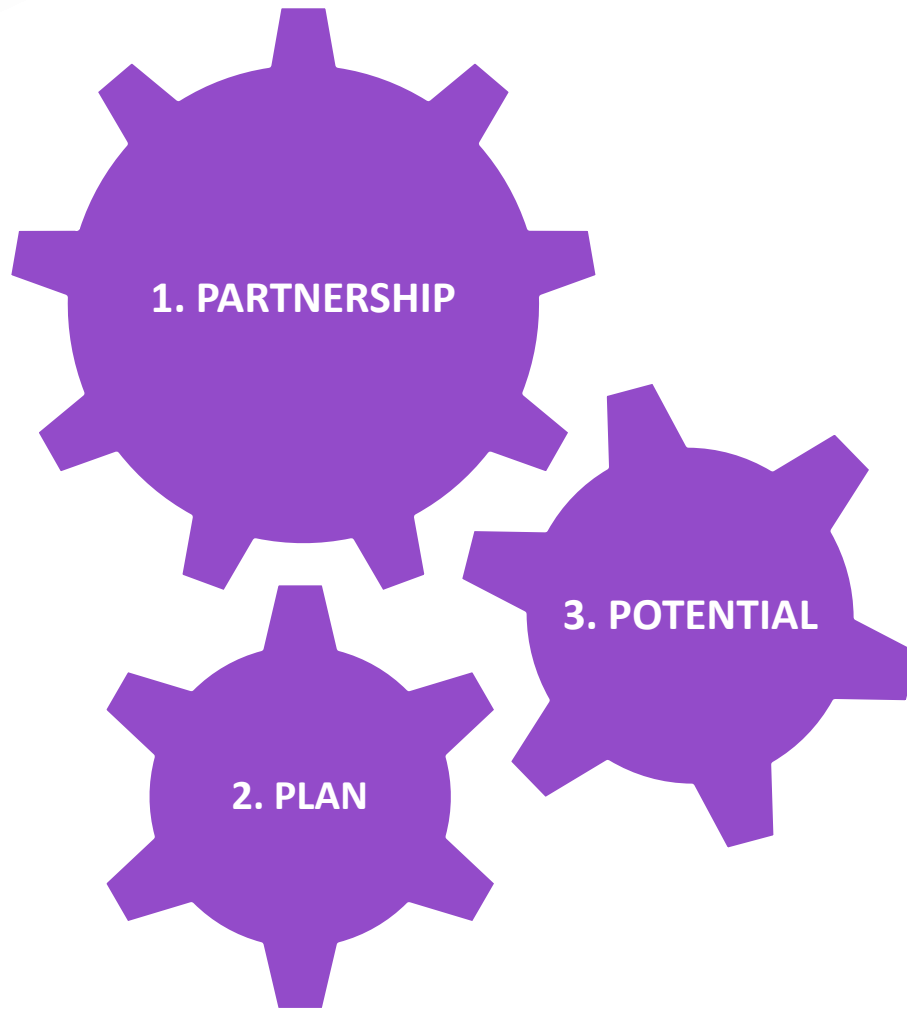
The ten Principles of Destination Management

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McAllister and Co**



The ten Principles of Destination Management



1. Engage all partners

- Industry, stakeholders, public bodies
- Structures and funding routes

2. Assess the potential

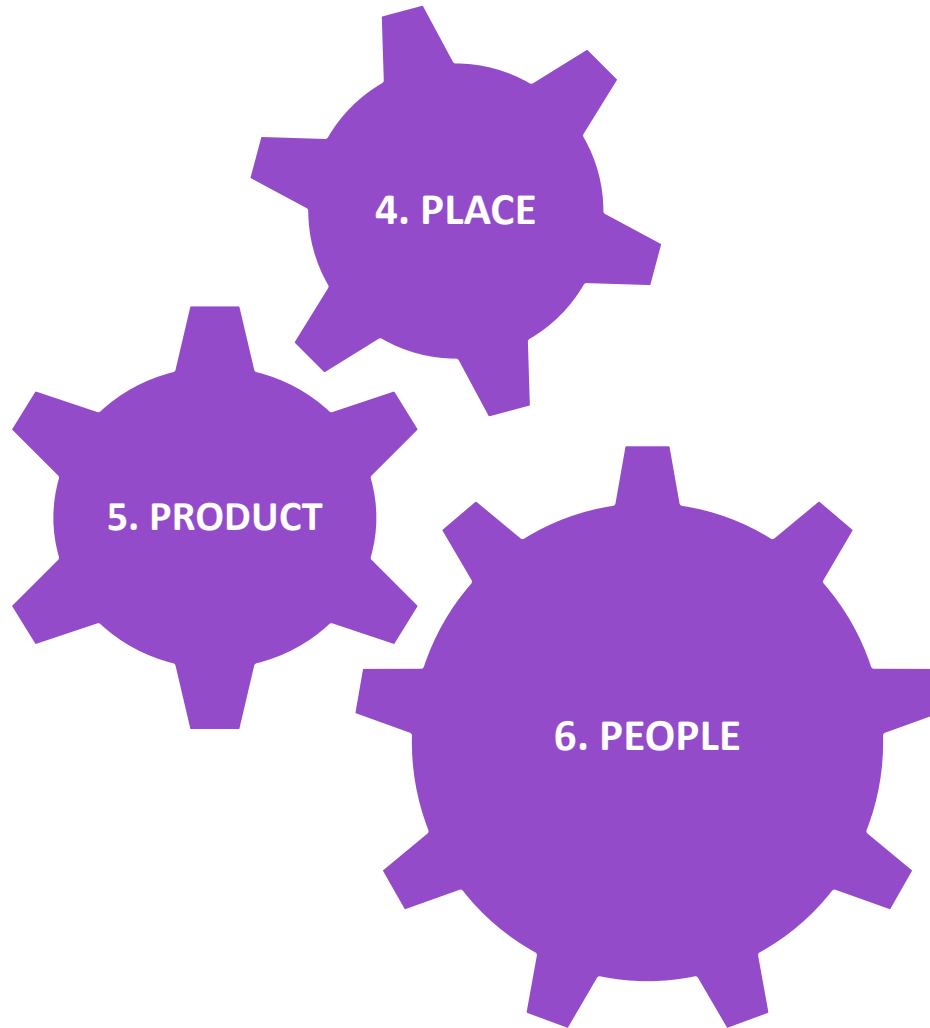
- Market position
- Trends and competitors
- Strengths, weaknesses, opportunities and threats

3. Create a clear strategy

- The business case
- Priorities and targets
- Long term thinking



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4. Review the infrastructure

- Roads, ports of entry
- Transport links
- Signage, accessibility, ICT

5. Get the product right

- Accommodation, food and drink
- Events, festivals, culture
- Places to visit
- Information

6. Recognise the power of people

- Welcome
- Awareness of tourism
- Local market
- Visiting, Friends and relatives



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7. PRESTIGE

8. PROFILE

9. PROMOTION

7. Deliver the highest quality

- Skills and workforce training
- Industry ratings and service quality
- Customer care

8. Be seen and be heard

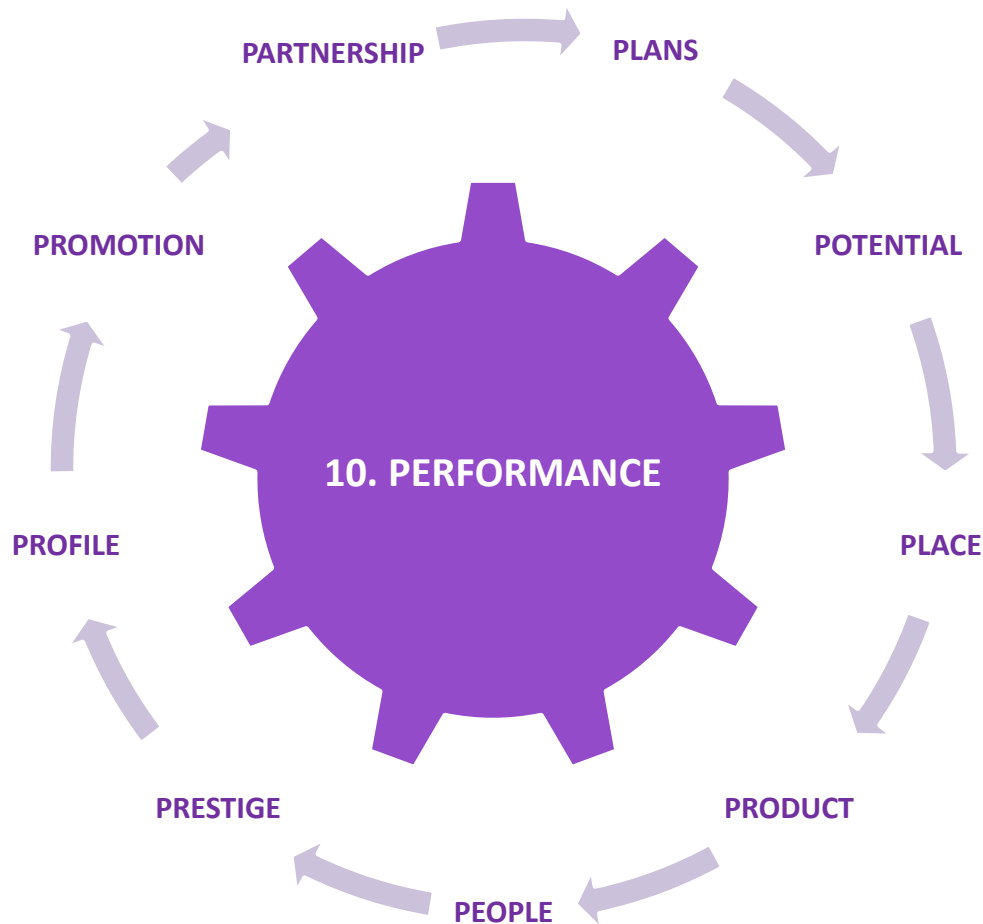
- Internal and external communications
- Press and media relations

9. Sell the destination

- On-line / off line
- Social media
- Traditional brochures
- Booking mechanisms



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10. Review and monitor (everything)

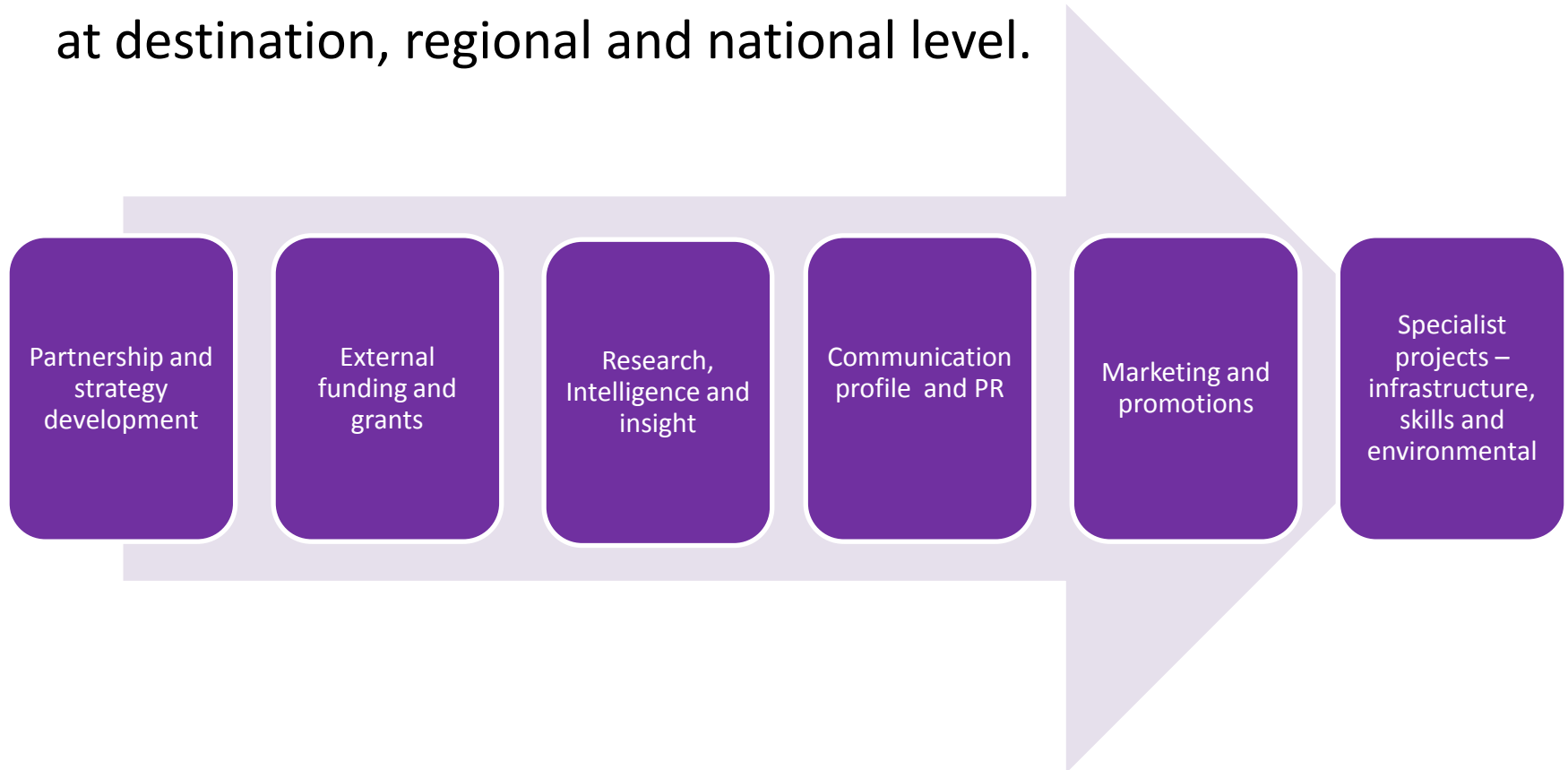
- Overall tourism performance and economic impact
- Customer satisfaction and visitor surveys
- Evaluation, return on investment
- Market trends
- Industry performance and views

Introducing McAllister and Co



McAllister and Co – tourism and destination specialists:

- Destination management and tourism development experts at destination, regional and national level.



McAllister and Co experience and projects



- **The team** has detailed knowledge and understanding of public and private sector tourism development and delivery.
- Between them, they have led the tourism operation for leading destinations, businesses and visitor attractions
- They are experienced, well-connected and have a wide network of respected colleagues working at all levels of destination management from which to draw information.



McAllister and Co experience and projects

Partnership development and destination management

- **Leading destinations:** English Riviera, Birmingham, Gloucester, Northumberland, Lincolnshire, Nottinghamshire.
- **Regions:** South West and East Midlands Region.
- **Industry groups:** Hotel and attractions groups, industry networks

Strategies and planning: Destination and regional strategies.

Destination development: Signage, visitor information and infrastructure projects; festival and event development and management.

Marketing, segments and promotion: Social media, specialist packages, business and leisure marketing, brand development, lead generation, traditional and digital media strategies.

McAllister and Co experience and projects



Research, monitoring and intelligence: Economic impact studies (attractions, events, festivals and destinations); business monitors and consumer surveys; local population reviews.

Grants and external funding: Management of major European funding streams and projects.

Skills, training and awards: Welcome, customer care and marketing training; speed mentoring; destination and regional awards events.

Communications: Award-winning media relations. Public and stakeholder relations and events, reputation management and brand development.

McAllister and Co – Destination Management

Thank you

