

# Organization Profiles: Destination Organizations (aka Convention & Visitors Bureaus)

## Definition and Scope

Destination marketing or management organizations (DMOs), often identified as convention & visitors bureaus (CVBs), or tourist/convention commissions, boards or authorities are organizations charged to be the community leader in tourism marketing and development, and are typically mandated to bring more meeting, convention and leisure travelers to their destinations. They are typically funded through a lodging/hotel tax, tourism business improvement district assessment, government base budget allocation/grant and/or industry partner/member fees and other cooperative marketing program investments.

## Facts and Figures

### First DMO Worldwide

1896 Detroit, MI, USA

### North American DMOs

2,500 (2,000 community + 500 state/provincial/regional)

### International DMOs

4,000 (including North America)

### Five Primary Types

- ➔ Not-for-Profit DMOs
- ➔ Not-for-Profit Chambers
- ➔ Local Government Department
- ➔ Special Legal Authority
- ➔ For-Profit Company

**Unbiased and Trusted  
Travel Source**

**Inform and Assist Individual/Group  
Business and Leisure Travelers  
and Travel Trade Professionals**

## Strategic DMO Focus

**1**

Drive Visitor Demand

**2**

Enhance the Visitor Experience

**3**

Communicate Relevancy and Viability

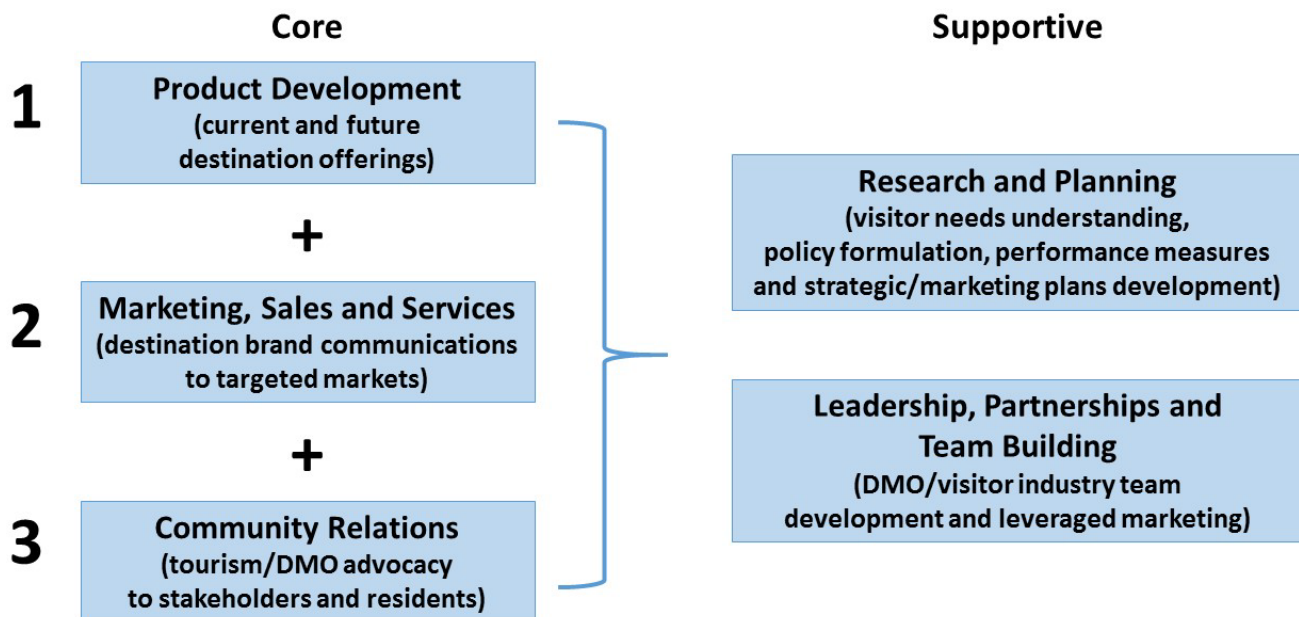
## Primary Destination/ Community Roles and Benefits

- ➔ A tourism economic and/or community development agent
- ➔ A place/destination marketer, planner and/or builder
- ➔ A visitor industry coordinator and partner
- ➔ A public or quasi-public representative of the visitor and resident
- ➔ A custodian of the community brand and associated local pride

## Key Outcome

Increased total visitor spending across all industry sectors (lodging, foodservice, attractions/events, retail and other services) by encouraging overnight and off-peak travel through effective promotion and development of tourism experiences, resulting in sustainable economic growth and higher quality of life for communities.

# The Key Components of Destination Marketing, Management and Leadership (Creating Community Wealth Through Tourism)



## Six DMO Best Practices and Operational Standards

- ➔ Strategic destination plan with priority tourism initiatives
- ➔ Aligned annual targeted and measurable destination marketing and sales plan with visitor industry and community buy-in partnership programming
- ➔ Innovative convention, group and leisure travel marketing strategies
- ➔ Enhanced destination/community brand development platform and associated delivery training
- ➔ Proactive community/district tourism marketing planning and development assistance
- ➔ Internationally recognized DMO accreditation and professional development certification program compliance

### Typical DMO Accountability Measures (balanced quantitative/qualitative scorecard)

- ➔ Converted leisure/VFR travel inquiries and spending
- ➔ Attraction/event attendance
- ➔ Community tourism economic impact
- ➔ Qualified meeting leads
- ➔ Destination website analytics
- ➔ Hotel industry/STR reports
- ➔ Community visitor and host experience satisfaction and loyalty

**Sources:** Destinations International, Certified Destination Management Executive (CDME) Program and Various Destination Marketing Research Studies and Articles (2010–2021)



**DESTINATION**  
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For further information and assistance, contact us.

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