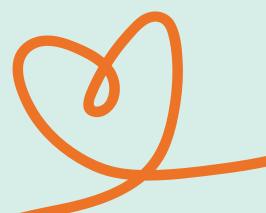


Understanding & Influencing Partner Engagement

We surveyed 2k+ partners nationwide. Here's what we learned...

- Most want to be involved, they just don't know how.
- They are unaware of the opportunities available to them.
- Partners are thirsty for data, industry trends, and visitor Insights.
- · They need your campaign plans and details for alignment.



>80%

Prefer email communications between 1 - 2x per month. Followed by text and social media.

>65%

Are interested in non-paid collaborations with social media, public relations, content development, email inclusion.

>67%

Want the DMO to inform them of upcoming events in the destination.

>52%

Want marketing educational tools and resources: webinars, workshops, one-sheeters, etc.

The Active Ally = Your Tourism Champion

The Marketing Expert = Highly Connected, Always Anticipate

The Practical Collaborator = Big Picture Advocates

The Emerging Ally = Positive Feedback Police

For more information, please reach out: Kristen Murphy, VP, Client Service & Partner Development kmurphy@paradiseadv.com



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