

# 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-sheets, 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

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