

2024

ANNUAL CONVENTION

THIS
COULD BE
YOU

7.16.24 - 7.18.24 | TAMPA, FL, USA



DESTINATIONS
INTERNATIONAL



Understanding & Influencing Partner Engagement

*Key findings and actionable
recommendations from the results
of 2k+ DMO partner surveys nationwide.*



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Paradise
a  partner for good





Surveyed 2k+ partners nationwide.

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Here's what we learned...



Here's what we learned...

Most want to be involved, they just don't know how.



Here's what we learned...

Unaware of the opportunities available to them.





Here's what we learned...

Data, Trends, Insights.





Here's what we learned...

Want your campaign plans and details for alignment.



Here's what we learned...

Many of them are skeptical.

Here's what we learned...

>80% Prefer **email** communications
between **1 - 2x per month.**

Followed by **text** and **social media.**

Here's what we learned...

>65% are interested in **non-paid collaborations** with social media, public relations, content development, email inclusion.

Here's what we learned...

>67% want the DMO to **inform them** of **upcoming events** in the destination.

Here's what we learned...

>52% Want **marketing educational tools** and **resources**: webinars, workshops, one-sheeters, etc.



Remember 3 things:



Remember 3 things:

Seek first to understand,
then to be understood.

- Stephen Covey





Remember 3 things:

None of this is
cookie cutter.



Remember 3 things:

Don't bite off more than you can chew.

1) The Active Ally

Pros:

- Your tourism champions
- Understand the value
- Eager supporters
- Active participants

Cons:

- Favoritism perception issues
- Dependency expectations
- Time consuming
- Might not know boundaries

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How to Manage This Partner:

- Show appreciation
- Seek their help
- Collaborate
- Balance the attention
- Set boundaries
- Leverage their influence

What Not to Do:

- Play favorites
- Become over-reliant
- Waste their time
- Ignore other partners
- Push them away

2) The Practical Collaborator

Pros:

- Usually, you want them involved
- Benefit to the destination
- Open-minded
- Genuine
- Positive intentions

Cons:

- SO MANY questions
- Hand holding
- Lots of explaining
- Demand examples and approvals
- Time consuming

2) The Practical Collaborator

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Cons:

- SO MANY questions.
- Hand holding
- Lots of explaining
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- Time consuming

How to Manage This Partner:

- Be THOROUGHLY prepared
- Anticipate questions
- Be proactive
- Clearly communicate
- Set expectations
- Encourage involvement
- Highlight success and showcase results
- Maintain patience and understanding

What Not to Do:

- Dismiss their questions or concerns
- Address them promptly
- Be vague
- Become over-reliant
- Waste their time
- Underestimate the effort needed to manage this partnership;
- Avoid showing frustration

3) The Marketing Expert

Pros:

- Understand marketing concepts and strategies
- Likely to participate
- Invest in their own marketing
- Potential DMO partner

Cons:

- Focus on personal benefits
- Often ask, "what's in it for me?"
- Seek guarantees of success
- Quick to question your efforts
- Can evolve into an Active Ally or headache

3) The Marketing Expert

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- Can evolve into an Active Ally or headache.

How to Manage This Partner:

- Acknowledge their expertise
- Focus on mutual benefits
- Provide data-driven insights
- Be transparent and honest
- Encourage their input
- Showcase success stories
- Build a collaborative environment

What Not to Do:

- Make empty promises
- Vague about plans or outcomes
- Ignore their concerns
- Over-relying on them without reciprocal support

4) The Emerging Ally

Pros:

- Either a newer business or haven't been involved yet
- Eager to learn
- Open to partnership opportunities

Cons:

- Might be skeptical at first
- Unfamiliar with DMOs
- Learning and growing pains
- High expectations
- Low resources
- Often overreach

4) The Emerging Ally

Pros:

- Either a newer business or haven't been involved yet
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Cons:

- Might be skeptical at first
- Unfamiliar with DMOs
- Learning and growing pains
- High expectations
- Low resources
- Often overreach

How to Manage This Partner:

- Clearly explain the role of a DMO
- Explain benefits of the mutually beneficial relationship
- Build the relationship
- Encourage team interaction
- Include in emails, events
- Share efforts and results
- Set boundaries

What Not to Do:

- Dismiss their questions or concerns
- Ignore their learning curve
- Overcommit
- Exclude them
- Neglect follow-up and engagement



Let's Recap...





Let's Recap...

The Active Ally = Your Tourism Champion

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Let's Recap...

The Active Ally = Your Tourism Champion

The Marketing Expert = Highly Connected, Always Anticipate



Let's Recap...

The Active Ally = Your Tourism Champion

The Marketing Expert = Highly Connected, Always Anticipate

The Practical Collaborator = Big Picture Advocates

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Let's Recap...

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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THANK YOU!

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Presentation & One-
Sheeter

