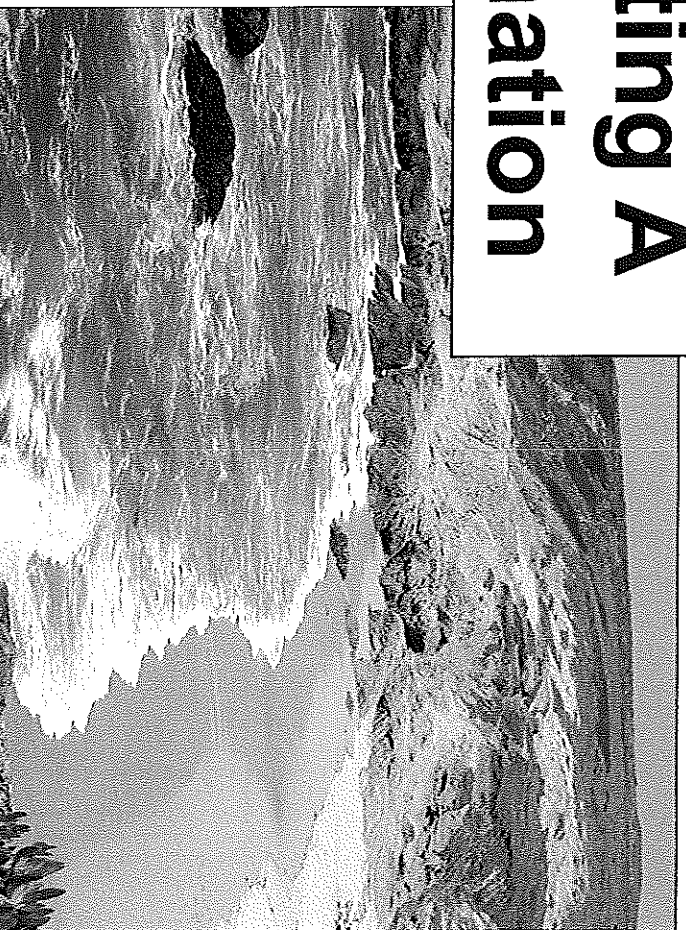
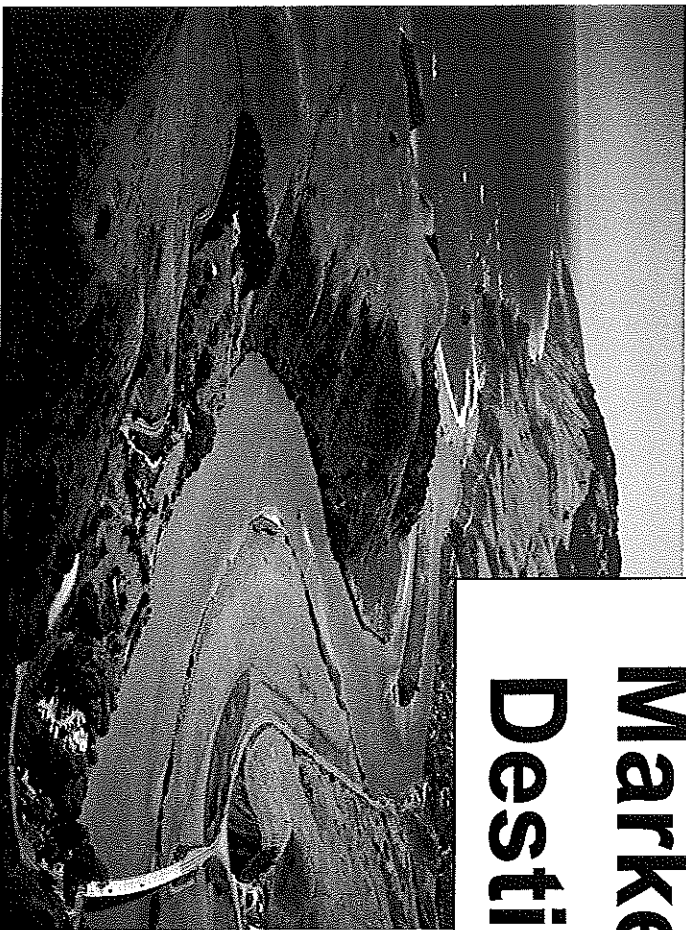



**Trends and
Marketing A
Destination**



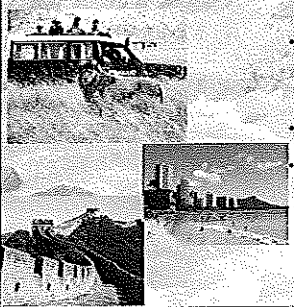
Travel Promotion Act



- Drive \$ 4 billion in new consumer spending
- 1 out of every 8 jobs is linked to Travel and Tourism
- Estimated to create 40,000 US jobs
- Reduce the Federal Budget deficit by \$ 425 million

US Department of Commerce Office of Travel and Tourism

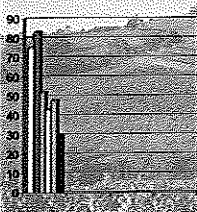
Selecting a Destination



- Top Three *Up and Coming Destinations*
 - Africa
 - Hawaii
 - China
- Ideal travel time between 3-9 hours
- Primary consideration for choosing any specific destination
 - Financial
 - Quality
 - Safety
 - Service

STTL, Society of Incentive and Travel Executives International Foundation Report 2010

Destination Features



Destination Feature	Percentage
Sun and Fun	~85%
Cultural or Exotic Appeal	~75%
Physical Activities	~65%
Cities	~55%
Cruises	~45%
Educational Opportunities	~35%

- Which types of destinations are Planners choosing for their programs

STTL, Society of Incentive Travel Executives International Foundation Report 2010

Destinations Popularized Images

- Destination Images In Popular Movies and TV Shows
- Itineraries on Destination Website

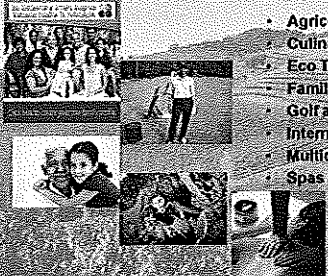
Artisan Foods, Celebrities and Festivals

- Guy Fieri – Diners and Dives
- Roy Yamaguchi of Roy's
- Artisan Food Producers
- Ethnic Cuisines
- Farm to Table Experiences
- Festivals

Destination Weddings

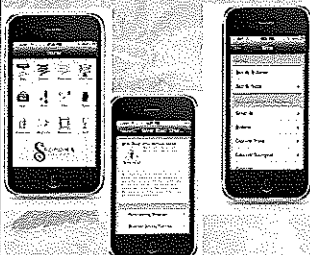
- Destination Weddings
- Foreign Markets
- Incentives
 - "Suite Deals"
- Unique Venues
 - Beaches of Hawaii
 - Gardens
 - Wineries

Niche Markets



- Agriculture Tourism
- Culinary and Foodies
- Eco-Tourism
- Family Travel
- Golf and Sports
- International
- Multicultural Marketing
- Spas and Wellness

Technology



- Technology has a leading role in shaping the future
- The Smart Phone is expected to surpass laptop/desktop access to the internet by 2014
- 93% of travelers have mobile phones
- 24% Increase In Social Media

Sonoma County ..there's an App for that...

Marketing Partnerships



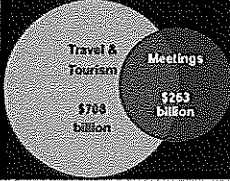
- Expand Brand Awareness
- Extend the Marketing Budget of the DMO
- Leverage Advertising and Marketing Activities for the Area
- Promote Overnight Stays
- Provide Additional Revenue
- Strategic Alliances

Trends in Destination Meetings



- CSR, Corporate Social Responsibility
- Greening of Meetings
- Smaller Meetings
- Shorter Lead Time in Planning
- Small Group Markets


The Economic Significance of Meetings



- Meetings Share of Travel and Tourism \$113 Billion
- 1,650 in Thousands Full and Part-time Employment
- \$108,096 (in Millions) Estimated Direct Contribution to GDP
- \$1,290 Per Capita Direct Spending for All Meetings

© 2011 The Economic Significance of Meetings in the US Market. PricewaterhouseCoopers Study 2011

Meeting ROI



Measurements

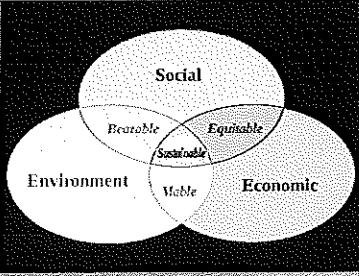
- Attendance Increase
- Board or Stakeholders Reaction
- Increased Participation
- Meeting Goals were Met
- Moved Business Forward
- Positive Meeting Surveys
- Perceived Value
- Profit
- Visibility

Develop the International Market



- Translation of websites into foreign languages
- Attend Trade shows catering to the International Buyer
- Establish NSO, National Sales Offices
- Partner with other DMO's
- Participate in Sales Missions
- Target Emerging Markets Australia/New Zealand and Asian Markets

Sustainable Tourism



©ITC Sustainable Tourism Economic Sector: Santa Monica Convention and Visitors Bureau 2014

Sustainable Tourism

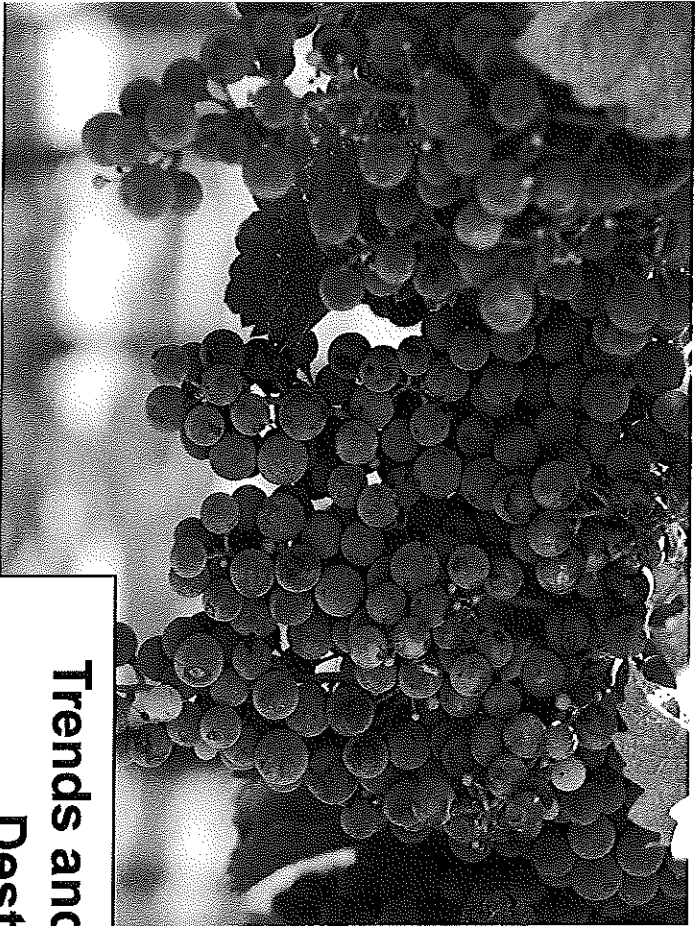


- Buy Local
- Green Certificates
- LEED Hotels
- Organic Products
- Renewable Clean Energy
- Solar Power
- Staycations


<http://mpi.sustainableeventtool.com>

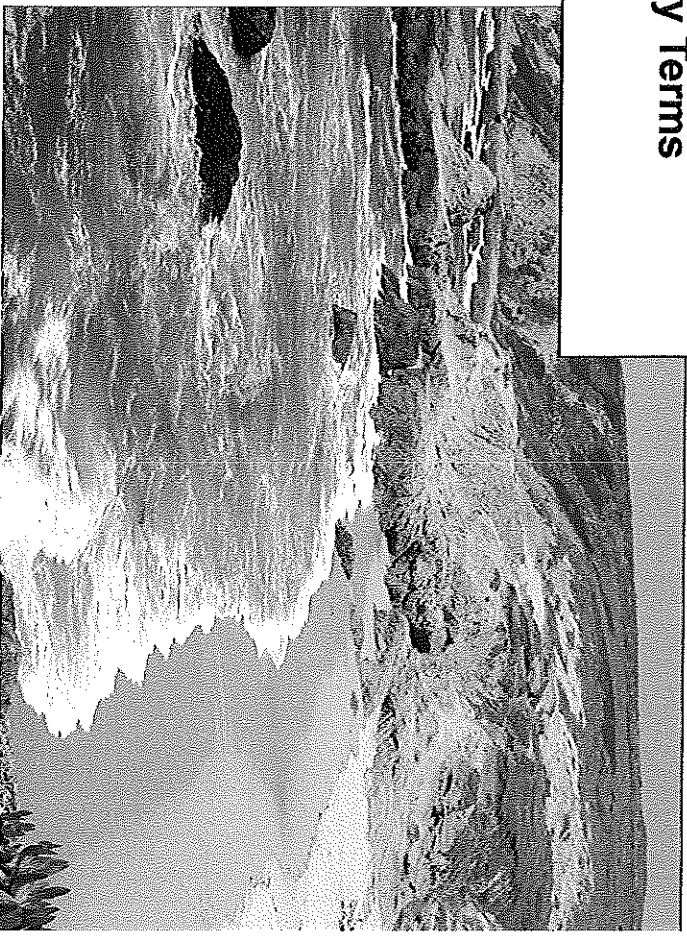
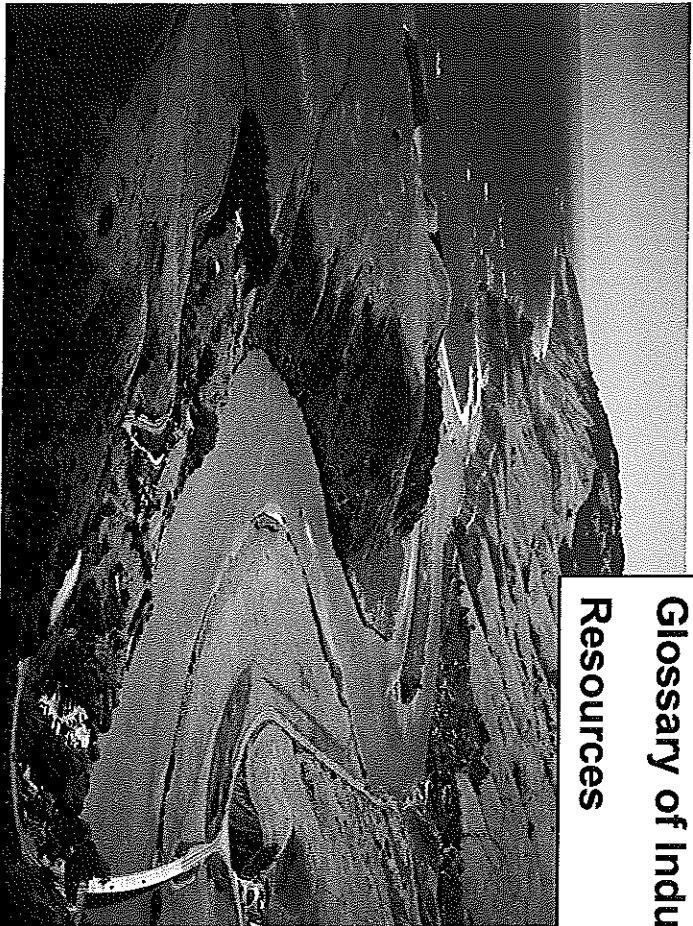
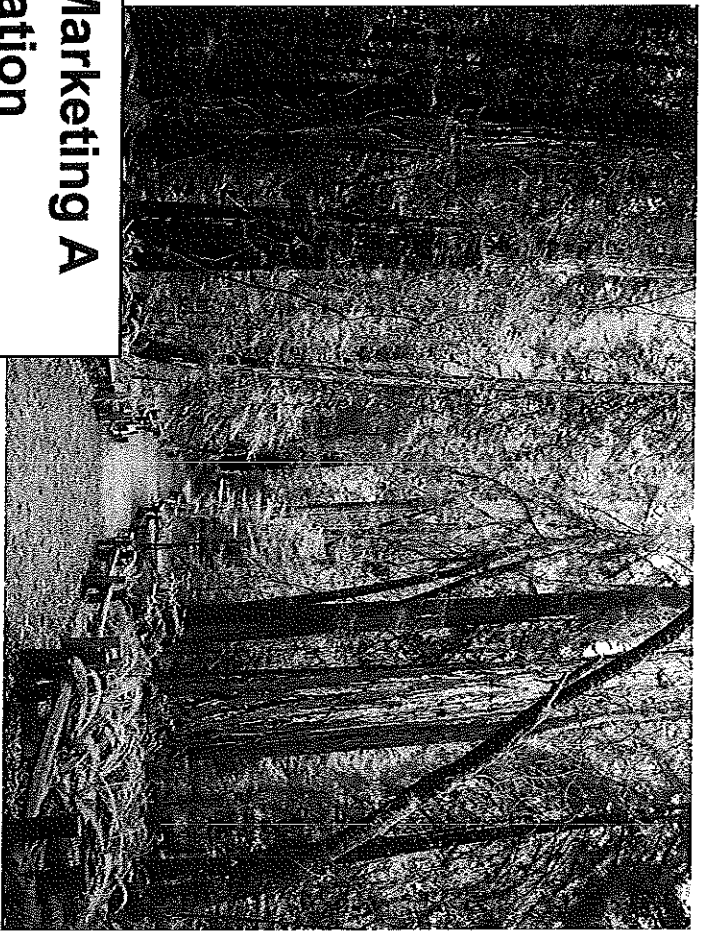
Trends

- CSR and Greening
- Destination Weddings
- International
- Niche Markets
- Partnerships
- Popular Images and Celebrities
- Sustainability
- Technology



Trends and Marketing A Destination

Glossary of Industry Terms
Resources



Resources

American Hotel and Lodging Association
1201 New York Avenue, NW, Suite 600
Washington, DC 2005
202 289 3117 www.ahla.com

American Society of Association Executives
1575 I Street N. W.
Washington, DC 20005
202 371 0940 www.asaecenter.org

Convention Industry Council
700 N. Fairfax Street, Suite 510
Alexandria, VA 22314
571 527 3116 www.conventionindustry.org

Destination Marketing Association International
2025 M Street, NW, Suite 500
Washington, DC 20036
202 296 7888 www.destinationmarketing.org

Hotel Sales Management Association International
1760 Old Meadow Road, Suite 500
Mc Lean, VA 22102
703 506 3280 www.hsmi.org

International Association of Venue Managers
635 Fritz Drive, Suite 100
Coppell, TX 75019-4442
972 906 7441 www.iavm.org

Meeting Professionals International
3030 LBJ Freeway, Suite 1700
Dallas, TX 75234-2759
972 702 3000 www.mpiweb.org

Professional Convention Management Association
2301 South Lake Shore Drive, Suite 1001
Chicago, IL 60616-1419
312 423 7262 www.pcma.org

Smith Travel Research
735 East Main Street
Hendersonville, TN 37075
615 824 8664 www.strglobal.com

Society of Incentive and Travel Executives
401 North Michigan Avenue
Chicago, IL 60611
312 321 5148 www.siteglobal.com

Hospitality Industry Acronyms

ABA – American Bus Association
ACOM – Association of Convention Operations Managers
ADOS - Associate Director of Sales
ADR – Average Daily Rate
AFOC – Association Forum of Chicagoland
ASAE – American Society of Association Executives
ATI – American Tours International
AVA – American Viticultural Areas
A/V – Audio Visual
BATW – Bay Area Travel Writers
BEO - Banquet Event Order (Plus service charge, plus tax)
BRC – Business Reply Card
CAE – Certified Association Executive
CalSAE – California Society of Association Executives
CC – Convention Center
CDME – Certified Destination Management Executive
CESS - Council of Engineering Scientific Societies
CHME – Certified Hospitality Marketing Executive
CIC - Convention Industry Council
CMP – Certified Meeting Professional
CONF – Conference Style
CPG – Cost per gallon
CPOR – Cost Per Occupied Room
CSSM – Convention Services Sales Manager
CTTC – California Travel and Tourism Commission
C/S – Classroom Style
CVA – Convention & Visitors Authority
CVB - Convention & Visitors Bureau
DBL/DBL – Two Double Beds
DMAI – Destination Marketing Association International
DMC – Destination Management Company
DOS - Director of Sales
EI – Economic Impact
F&B - Food & Beverage
GM - General Manager
GSF - Gross Square Feet – total amount of square footage needed for exhibits, including aisles
GTD - Guaranteed
HCEA – Healthcare Convention & Exhibitors Association
H/S - Hollow Square
HSMIAI – Hospitality Sales & Marketing Association International
IAAM – International Association of Auditorium Managers

IACC – International Association of Conference Centers
IACVB – International Association of Convention & Visitors Bureau (Washington DC)
IAEM – International Association of Exposition Managers
ITME - Incentive Travel and Marketing Executive/
Motivation Show
JATA – Japanese Association of Travel Agents
LGBT – Lesbian, Gay, Bisexual, Transgender
MPG – Meeting Planner Guide
MPI - Meeting Professionals International
MPI CAC – MPI Chicago Area Chapter
MPI NCC - Meeting Professionals International Northern California Chapter
NCSAE – Northern California Society of Association Executives (a chapter of ASAE)
NN – Need need
NSF - Net Square Feet – square footage devoted only to exhibit booths, usually 50 percent of gross amount
NTA – National Tour Association
OWAC – Outdoor Writers Association of California
PCMA – Professional Convention Management Association
PP – Per Person
Post-Con – Post-convention meeting
Pre-Con – Pre-convention meeting
PRMC – Public Relations, Marketing & Communications
RCMA – Religious Convention Management Association
RFP – Request for Proposal
RFQ – Request for quote
ROI – Return on Investment
SATW – Society of American Travel Writers
SGL – Single
SGMP – Society of Government Meeting Planners
SMERF – Social, Military, Educational, Religious & Fraternal Organizations
SWAG – Stuff we all get
TAG – Travel Alternatives Group
TMI – Too much information
TRN – The Reunion Network
T/S - Theater Style
U/S – ‘U’ shape
WACVB – Western Association of Convention and Visitors Bureaus
WIB – Workforce Investment Board
30-day – Reservations due 30 (45 or 60) days before arrival