



EXCLUSIVE RESEARCH OPPORTUNITIES FOR DESTINATIONS INTERNATIONAL MEMBERS

An exclusive partnership between Destinations International and Longwoods International means Destinations International members will have access to the data they need at an affordable price. DMOs need the best available research both to demonstrate accountability and to make data-driven decisions in the marketing of their destinations.

TRAVEL USA® OPPORTUNITY

The Longwoods Travel USA® syndicated study is the largest survey of American travelers, with an average sample of 325,000 trips per year. Travel USA® provides comprehensive visitor data for DMOs, everything from the number of visitors, where they came from, how much they spent, primary purpose of their trip, length of stay, planning, booking, transportation, accommodation, activities on trip, use of social media, etc. Longwoods collects trip information on more than 400 destinations currently for this study, and more are added every year. The standard pricing for cities and regions for Travel USA® is \$29,500 per year.

For Destinations International members with Longwoods Travel USA® data already available, Longwoods will provide a Destinations International-exclusive offer of three years of Travel USA® data for the price of one, the current year data, plus the two previous years for \$29,500, which is less than \$10,000 per year of data. For those destinations not currently in the Travel USA® database, Longwoods will provide two years of new data for \$49,000, a savings of \$10,000. This offer is also available to all Destinations International members that are current Travel USA® clients.

HALO EFFECT OPPORTUNITY

Longwoods' groundbreaking Halo Effect research measures, for the first time, the impact of tourism marketing and visitation on a destination's image for all of the major economic development objectives: attracting new businesses, skilled workers, second home investment, retirees, college students, etc. The Halo Effect research is included in the custom image/advertising effectiveness/return on investment studies provided to DMO clients. However, Longwoods is offering Destinations International members exclusively a stand-alone Halo Effect study at a much-reduced price point of \$15,000. This information will allow Destinations International members to quantify the impact of their marketing efforts, and establish DMOs as the brand leader for their city or region.

For more information on these Destinations International-exclusive opportunities, contact Amir Eylon, President, Longwoods International, at aeylon@longwoods-intl.com or 614-383-1891.

RESIDENT SENTIMENT RESEARCH OPPORTUNITY

Longwoods' newest program offering, Resident Sentiment Research, allows destinations to discover how the local community at large perceives tourism and its impacts. The study looks at both practical and emerging concerns including economic development, perceived environmental impacts, quality of life, and many others. We then compare those responses to a national norm to highlight areas where local issues may differ from national concerns. Additionally, we provide a comparison of tourism supporters vs. "naysayers." Each study will include the national survey questions as well as customized questions for local or state-wide issues.

With overtourism, the sharing economy, and the environment becoming topics of discussion in many communities, this product is essential for destination marketers who wish to build community support for continued growth of this important segment of the local economy. Resident Sentiment Research is available to Destinations International members for as little as \$20,000 per destination.

AN ADDITIONAL BENEFIT

In addition to getting access to quality research and insights at a tremendous value, you will also be supporting the industry. Longwoods International will contribute a portion of the proceeds from every report commissioned under this program to the Destinations International Foundation. The Foundation helps to fund a variety of Destinations International initiatives aimed at advancing the DMO industry through education, research and best practices.

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