Bill's Bodacious Bullets
The Increasing Incidents of Government Audits: We all need to be more proactive.

No longer about ROI:
It’s about becoming a Community Shared Value, A Common Need; a Common Good
Just Because Politicians Talk About Tourism Doesn’t Mean it Means Anything: Wisconsin Governor Walker never Walked the Walk.

Politicians need our Help: Be proactive and arm them with talking points and info-graphics.

Tourism isn’t Important to 3 out of 4 Governors: At Least not enough to include in the State of the State.
Amanda: Quorum

Our Marching Orders:

Recruit and Run Rich Resort Owners for Governor
“Tourism is not a Red Issue or a Blue Issue, It’s a Green Issue.”

Presence of Third Party Candidates often helps increase the conversation.

Wisconsin & US Travel’s Exhortation: Contact your Legislator; don’t accept the ideological status quo

Don’t Wait:
“You Gotta Be There Before You Gotta Be There.” - Phil Craig
KEEPING US UP AT NIGHT:

FUNDING ATTACKS INCREASING
TIDs, Partnerships and Private Sector Revenue are Crucial to Diversify our Budgets.

DMO CONTRACTS ARE INCREASINGLY UP FOR BID
Another reason we need to be proactive about telling our story and establish our relevance.

PENALTY-FREE CANCELLATION CLAUSES
Related to Controversial Issues.
3 of 4 Local Residents Like What We Do
Only 1 in 10 Don’t Like What We Do
(But the majority don’t feel they are being consulted)

57% Believe Room Tax Should be used for Local Services
Grrrr.

56% Believe Tourism Jobs Don’t Pay Well.
We need to pushback on this image every day.

70% Believe Airbnb/VRBO Should be Regulated.
This needs to be shared with Local Government.
Who is our Customer?

Not our Hotels, Not the Visitor…it’s our Resident

We Need to More Effectively Share our Story

Adopt the Lexicon; Always Include an “About Us” section on our sites

In the Face of Increased External Audits, Audit Yourself

Find out what an Auditor that doesn’t understand us will find

Value is when Emotion and Logic Meet

We already have the Logic Answer...

need to develop the emotional response
What We Need Next

- Toolkit / Manual
- Donut Video with Local Faces
- More Compelling Metrics
- More Case Studies More Immediately
- What Would be Lost if Not for Us
- Start Getting Serious about Taking Credit
- Rebrand NTTW to be more Inwardly Focused

Invite National Community Development Associations to the Annual
Initiate Greater Engagement with these Associations
Paul: 2019 Future Study

Destinational & Organizational Challenges are Generally within our Control

THE BIG 3:
Destination Stewardship
(going beyond DMO)
Community Alignment
(not going it alone)
Digital Conversion
(it’s our present…and future)

We Need to Create a Harmony of Quality of Life for Residents and Quality of Place for Visitors
Deb, John & Cassandra: Community Buy-In

The Need to Align DMO Goals with Community Goals
   Could be Housing, Clean Lakes, etc.

Rallying Community Pride
   Finding the Diamonds Among the Rough (for both residents & visitors)

Be Willing to Consider there may be other uses for Room Taxes
   It’s not OUR money

Engaging Economic Development as a Partner
   They need us to help build place
The Job of a DMO is “Amplification”
To Capture, Shape, Manage and Maintain the Entire Destination’s Digital Footprint

Destinations should take the reins and lead where they see gaps in how a key experience, product or service is being delivered

We Amplify the Physical and Digital Footprint
Your Digital Brand Footprint is Bigger than your Physical Brand Footprint
You never see 95% of the Digital Representation of your Destination

Roughly 3 in 5 Adults Utilize Voice Assistants
What are Siri and Alexa Telling Your Visitor?
Leaders in organizations need to be willing to understand and learn about their CRMs.

Reports from CRM can effectively help destinations address criticism from hotels complaining that they have not received business from the destination organization.
The Time to Contact Congress is NOW
HR 3851 & SB 2203 are now in Alignment

We Simply Cannot Wait until Next Year
www.VoterVoice.net/ustravel/address
Jim & Alyssa: Destination Development

The 7 Steps:
1) Assess
2) Plan
3) Partner
4) Organize
5) Develop Place
6) Manage
7) Monitor

The Importance of the Night time Economy
The Simple Selfie Opportunity to Underscore Place
LODGING:
RevPar Growth Expected to Drop Below 1%
ADR Growth is Weak
Occupancy Record Levels

THE ECONOMY:
Slow but Sturdy
Investment Growth Will Stall
Consumer Confidence High
Consumer Debt Low
RECESSION IN 2020?
Under a Recession "Watch"

THE TRAVEL SECTOR?
Intent to Vacation Up
Domestic Up / International Down
Consumer Spending on Lodging is Up
Shelly’s Shirtsleeves Suggestions

What We Need Next

A More Robust Library of Case Studies / Best Practices +++
Forums with e-mail Push notifications
(password protected?)

More Depth in Org / Fin & Comp & Bene
A Check-List / Process for Organizational Realignment
Templates of New Skill Sets that will be Required
Identification of Emerging Roles / Job Descriptions

More Help with our Resident Messaging
Help to Identify New Revenue Streams
Help us Define & Explain Place Making

More Help with HR
DIVERSITY > You are Invited to the Dance
INCLUSION > You Get Asked to Dance
EQUITY > You Organize the Dance

Inclusion & Equity for our own residents must come first
if we are to attract and serve visitors.

Representation is no Longer Enough.

Listen to Your Community;
We are Responsible for Lifting our Community.
Use Your NEW Words
Use Your RESIDENTS’ Words
Words Communicate our Values

Next time you’re listening to a candidate debate,
See how many times they use 20 New Lexicon words.
Jack & John: The Path Forward

This is our Greatest Moment
But there are Gorillas at the Gate
We Have Never been More Vulnerable

INVEST IN YOUR FUTURE
INVEST IN YOUR FOUNDATION