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.
MARKETPLACE: Treon

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
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…and Adam Rocks
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, Inclusion & Equity Panel

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
THANKS FOR HANGIN’ IN OUR HOME TOWN

Aaron Williams & the Hoodoo
Tonight 8pm
@ The Brink