

focus 2020 executive summary



Tourism is changing. Every aspect of the visitor's experience, from the way they plan and book travel to how they share their experiences at the end of their trip, is different than it was before.

In 2020 Focus we address the four areas of focus, three challenges and one underlying cause of all of this change. In addition to the qualitative research, we added quantitative research I to confirm or challenge our learnings.

For a copy of the complete whitepaper with key insights and strategies to help your destination grow, contact us at

changingtourism@paramoredigital.com

Challenge #1: The Board of Directors

Sometimes seen as a necessary evil, the Board of Directors is an important component of tourism marketing and management. Getting the right people on the BOD and setting the right expectations of their role could be one of the most important factors in the success of a destination.

Challenge #2: The Empty Visitor Center

Once the gateway to our destinations, many Visitor Centers now stand almost empty, replaced by Google, TripAdvisor and the destination website. What is the future for this real estate?

Challenge #3: There is no Strategic Plan

We saved the best for last. Most of the challenges our destinations face could be solved if the right strategic planning process was put in place, resulting in a plan that is actually used.

The Underlying Cause:

You guessed it ... digital has changed every aspect of tourism. Will that continue? Yes, we think so.

Focus #1: Build a Great Place

Tourism leaders are beginning to focus on place-making as well as driving tourism from out of market. An additional focus is on providing training for workers in the hospitality industry so that the guest's stay is better and recommendations are positive. Build a great place to live and you'll build a great place to visit.

Focus #2: Tourism + Economic Development

Tourism leaders now have a seat at the economic development table. Tourism is serious business, contributing \$7.6 trillion to the U.S. economy annually. Destination Marketing Organization leaders are becoming managers and well as marketers of their destinations. More and more, their focus includes building value and experiences for locals, in turn attracting more visitors who crave an authentic experience.

Focus #3: Research, Research, Research

Always a staple for the tourism leader, research is evolving as the traveler evolves. Understanding the gaps between your product and the traveler's desires is key now.

Focus #4: Understanding ROI

The transparency and immediacy of digital advertising has created pressure on marketers and managers to show a positive ROI on all investments. Yet it's still difficult to get to a consistent, measurable ROI. Putting the right metrics in place can ease the stress of this important exercise.

