

DMO Survival Tool Kit

Equipping CVBs with Essential Research

The past few years have posed a growing challenge for destination marketing organizations (DMOs). Budgets have been under severe pressure and visitor markets have been contracting. This challenge makes it all the more critical that DMOs show the relationship between destination promotion and economic development.

The DMO Survival Tool Kit is designed to provide you with the credible information you need to make this case. Tourism Economics and Longwoods International have joined forces to develop a research program to deliver the essential tools for CVBs and CVAs to communicate the importance of the visitor economy, evaluate the benefits of prospective meetings and events, and track the number of business and leisure visitors to a city.

Collectively, these two leading travel research consultancies will merge their data and expertise to provide you with a cost-effective solution to your core requirements for research at the destination level.



Tool #1 Visitor Economic Impact

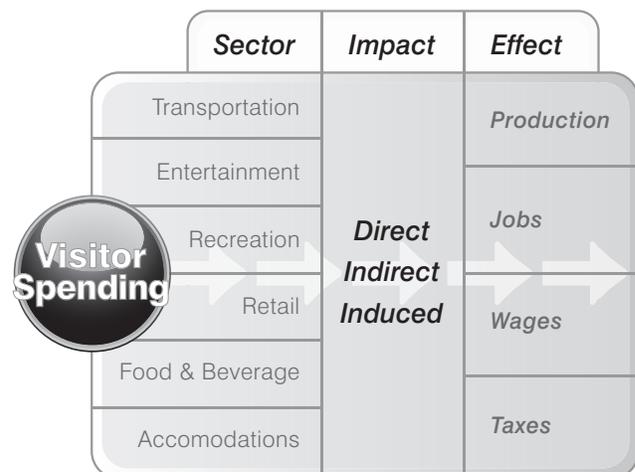
An understanding of the value of the visitor economy can greatly influence decisions regarding the funding and prioritization of destination marketing. Economic impact analysis is effective because it measures tourism in the categories which matter to policy makers: tax generation, employment, wages, and business sales.

The analysis can be used to monitor both the successes and needs of the DMO. It produces compelling documentation of the importance of the visitor economy by answering questions which are integral to economic development:

- How much of our city/county budget is generated by visitors?
- How do these tax receipts compare with our annual investment in the development of the visitor economy?
- How many jobs are sustained by visitor spending?
- How important is the visitor economy compared with manufacturing or financial services?
- What would the average household need to pay in taxes if visitors stopped coming?

Tourism Economics' analysis of the visitor economy is clear, credible, and comprehensive. We make the figures relevant to policy while not compromising academic rigor. We also take pains to ensure that the entire sector is measured along with its direct industry, indirect supply chain, and induced income impacts.

We deliver a report, PR support, and the materials for custom presentations of the findings.





Tool #2 Meetings and Events Impact Calculator

Destinations work closely with meeting planners to attract them and to make their events successful. The Meetings and Events Impact Calculator strengthens the hand of the DMO by quantifying the benefits of an event. This provides a case for the development of the meetings sector while also assessing the merits of particular events in light of any incentives offered by the city.

The model includes a user-friendly input platform with two distinct parts. The first measures the economic impact of the event—in terms of spending, jobs, wages, and taxes. For any type of event, you can input the parameters of the meeting (expected attendance, number of exhibitors, type of meeting, length of event) and create a report on the economic impact of the event. The analysis is based on an economic model for the destination and adjustable averages on spending by type of event.

The calculator also estimates the return on investment (ROI) of the event to participants based on Tourism Economics' analysis performed for the US Travel Association. These results can be provided to event planners as they seek to drive participation in their events. The full report upon which the model is based can be found at:

<http://www.ustravel.org/news/press-releases/landmark-study-reveals-roi-business-travel>



Tool #3 Visitor Volume Counts

Visitor volumes are provided through Longwoods Travel USA®, the largest ever study of American leisure and business travel. Each year we invite 2 million members of a nationally representative online panel to participate in the Travel USA® survey. The benefit of our huge sample of travelers is critical for smaller and mid-size destinations, in order to assure accuracy of their visitor statistics.

Key volume estimates at the destination level provided by this component of the DMO Survival Tool Kit will include:

Leisure Trips	Business Trips
Overnight	Overnight
Day	Day
Total	Total

The TRAVEL USA® survey will also provide the necessary inputs into the Visitor Economic Impact and the Meetings and Events Impact Calculator.

Each of the three tools is available independently or as a combined package of services. We also offer our clients complete flexibility with data sources and vendor partnerships. Special pricing is available to small and medium sized cities.

Tourism Economics is a subsidiary of Oxford Economics dedicated to analytically-based consulting to the tourism sector. To each of our client engagements, we bring senior staff, Oxford Economics' renowned economic models, and 25 years' experience providing analysis for better decisions. Our clients include some of the most successful hotel companies, theme parks, aircraft manufacturers, financial service providers, tour operators, and destinations in the world.

For more information please contact us at info@tourismeconomics.com or +1.610.995.9600.

Longwoods International has been a leader in tourism research since 1985, when we conducted the largest ever study of American travel behavior. That tradition continues today with Longwoods Travel USA®, the largest ongoing survey of U.S. business and leisure travel. Our award-winning research has been employed by destinations, associations, and corporations to profile visitors, develop brand strategies, and to evaluate and optimize marketing programs.

For more information please contact us at info@longwoods-intl.com or 1.800.509.8933