



LONGWOODS INTERNATIONAL ANNOUNCES COMPREHENSIVE RESEARCH PARTNERSHIP WITH DMAI

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Responding to the research needs of DMAI's members, Longwoods International, a leading tourism market research firm with dozens of DMO clients throughout North America, has entered into a new partnership with Destination Marketing Association International (DMAI). At a time when it is increasingly important for destinations to have complete, thorough and accurate data upon which to base decisions, DMAI and Longwoods will offer access to the best of such data with member-exclusive pricing and added value that puts these tools within reach of many DMOs. In addition to offering special pricing for DMAI members, Longwoods will contribute a portion of the proceeds of this partnership to the Destination & Travel Foundation, to help assess and meet the needs of destinations and the broader travel and tourism industry.

"DMAI is thrilled to be introducing new, relevant and forward-looking opportunities for our members," said Don Welsh, President & CEO of Destination Marketing Association International (DMAI). "DMAI's long-standing partnership with Longwoods International now delivers increased access, information and buying power for our members, all of which are critical to remaining competitive."

Under the partnership agreement, the company will offer special DMAI-member pricing for its Longwoods **Travel USA**[®] syndicated study, the largest ongoing annual survey of American travelers, with a sample size of more than 330,000 trips in 2015. This will provide DMAI members with a complete visitor profile for their city or region. This includes 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. — information vital to informed DMO decision-making.

"This partnership takes to a new level the longstanding positive relationship between DMAI and our company," said Bill Siegel, Longwoods International Founder and CEO. "We are pleased to provide DMAI members special access to our award-winning research."

The second Longwoods offer, exclusively for DMAI members, builds on the groundbreaking **“Halo Effect”** research presented by Bill Siegel and Longwoods International USA Chairman George Zimmermann at last year’s DMAI annual convention in Austin. This research measures, for the first time, the impact of tourism marketing and visitation on a destination’s image beyond tourism, for economic development objectives. Specifically, the Longwoods’ Halo Effect studies measure how both tourism advertising and visitation change the image of a destination as a desirable place to attract new businesses, new workers, second-home owners and retirees, data which establishes DMOs as the brand leaders for their communities.

According to Bill Geist, Chief Instigator at DMOproz: *“2016 will be the year that the need to explain DMO relevance becomes irrelevant...at least for those DMOs that successfully employ the Longwoods research findings regarding the “Halo Effect” of Destination Marketing. When a DMO’s value can include the notion that Tourism is the “First Date” for potential investors, community and governmental leaders will be hard pressed to ignore the impact of Destination Marketing on their communities.”*

Longwoods is offering stand-alone Halo Effect studies at special pricing exclusively for DMAI members. For details, please meet with Longwoods representatives at the DMAI Annual Convention in Minneapolis or contact Amir Eylon, President, Longwoods International, at aeylon@longwoods-intl.com or 614-570-1234.

Longwoods International is a leading travel and tourism research company with offices in Toronto; Columbus, OH; Scottsdale, AZ; Camarillo, CA; and Lake Geneva, WI. It conducts Longwoods **Travel USA**[®], the largest ongoing survey of American travelers, as well as image, advertising effectiveness, advertising return on investment and other custom research in 12 countries around the globe.



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