

DMAI AND LONGWOODS INTERNATIONAL OFFER NEW RESEARCH OPPORTUNITIES

A new exclusive partnership between DMAI and Longwoods International means DMAI members will have access to the data they need at an affordable price. DMOs need the best available research both to demonstrate accountability and to make data-driven decisions in the marketing of their destinations.

TRAVEL USA® OPPORTUNITY

Longwoods Travel USA® syndicated study is the largest survey of American travelers, with a sample of more than 330,000 trips in 2015. Travel USA® provides comprehensive visitor data for DMOs, 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. Longwoods collects trip information on more than 100 destinations currently for this study, and more are added every year. The standard pricing for cities and regions for Travel USA® is \$29,500 per year.

For DMAI members with Longwoods Travel USA® data already available, Longwoods will provide a DMAI-exclusive offer of three years of Travel USA® data for the price of one, the current year data, plus the two previous years for \$29,500, which is less than \$10,000 per year of data. For those destinations not currently in the Travel USA® database, Longwoods will provide two years of new data for \$49,000, a savings of \$10,000. This offer is also available to all DMAI members which are current Travel USA® clients.

HALO EFFECT OPPORTUNITY

Longwoods' groundbreaking Halo Effect research measures, for the first time, the impact of tourism marketing and visitation on a destination's image for all of the major economic development objectives: attracting new businesses, skilled workers, second home investment, retirees, college students, etc. The Halo Effect research is included in the custom image/advertising effectiveness/return on investment studies provided to DMO clients. However, Longwoods is offering DMAI members exclusively a stand-alone Halo Effect study at a much reduced price point: \$15,000. This information will allow DMAI members to quantify the impact of their marketing efforts, and establish DMOs as the brand leader for their city or region.

AN ADDITIONAL BENEFIT

In addition to getting access to quality research and insights at a tremendous value, you will also be supporting the industry. Longwoods International will contribute a portion of the proceeds from every report commissioned under this program to the Destination & Travel Foundation. The Foundation helps to fund a variety of DMAI initiatives aimed at advancing the DMO industry through education, research and best practices.

For more information on these DMAI-exclusive opportunities,
contact Amir Eylon, President, Longwoods International, at
aeylon@longwoods-intl.com or **614-570-1234**.