

# DMO/Website Importance Study

A cooperative research study of 60+ official DMO Websites

Preliminary Findings as of June 9<sup>th</sup>, 2020

## Overview

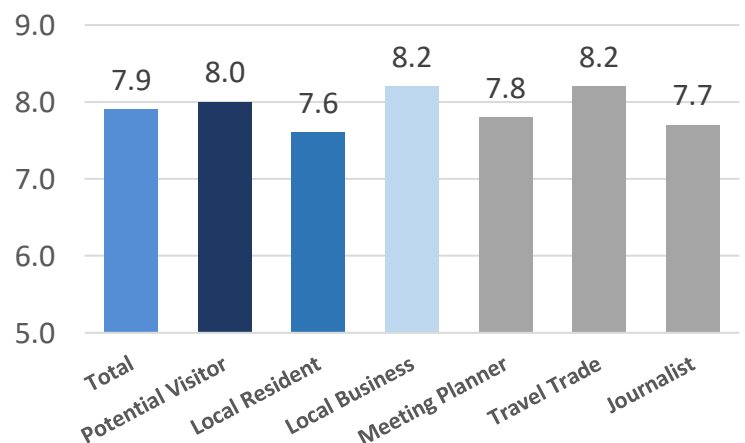
To benchmark the critical role Destination Marketing Organizations play during an active crisis like the coronavirus pandemic and measure the value of their communication assets, Destination Analysts is conducting a cooperative research study of the users of over 60 DMO websites. This study is the largest ever of its kind, and is designed to provide important insights into the audiences that the DMO serves—from local businesses, residents, and media to potential visitors, meeting planners and the travel trade—and the expansive amount of content the DMO is asked to provide. Following are key preliminary findings from this study.

## Destination Marketing Organizations: An Important and Valuable Resource to Many Audiences

A diverse set of people use the communication assets DMOs maintain, such as their websites—from those that represent significant economic generation potential like travelers, meeting planners, the travel trade and media, to those that foster the heart of the community, like local businesses and active residents.

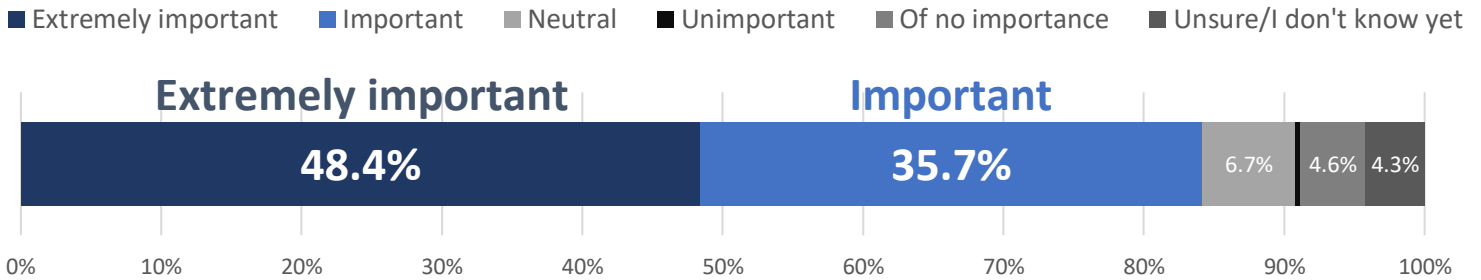
Across these audiences, the DMO website is heralded as valuable, with an average score of 7.9 on a 10-point scale. It is also seen as important that the DMO is available to offer the information that it does on its website: 81.9 percent of DMO website users surveyed agreed that it was “important” or “extremely important” that the organization provided the information it did.

Value Rating of DMO Website as a Resource by Audience type



Q: How valuable of a resource do you consider this website? Base: 12,619

# Importance of DMO Information Offered on Website



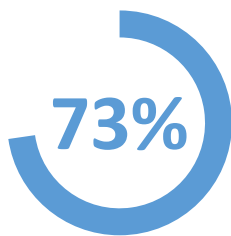
Q: How important is it that our organization offer the information available on this website? Base: 12,619 completed surveys



## DMO Websites: An Engine for Economic Impact and Unparalleled Resource for Visitors During a Crisis

On average, nearly three-quarters of a DMO's non-resident site traffic is comprised of upcoming or potential visitors to the community they represent. While over half of these travelers have already made their decision to visit, 4-in-10 are still in a state of potential influence—highlighting the significant opportunity DMOs can capitalize on to convert these travelers into actual visitors and creating significant economic impact for their community.

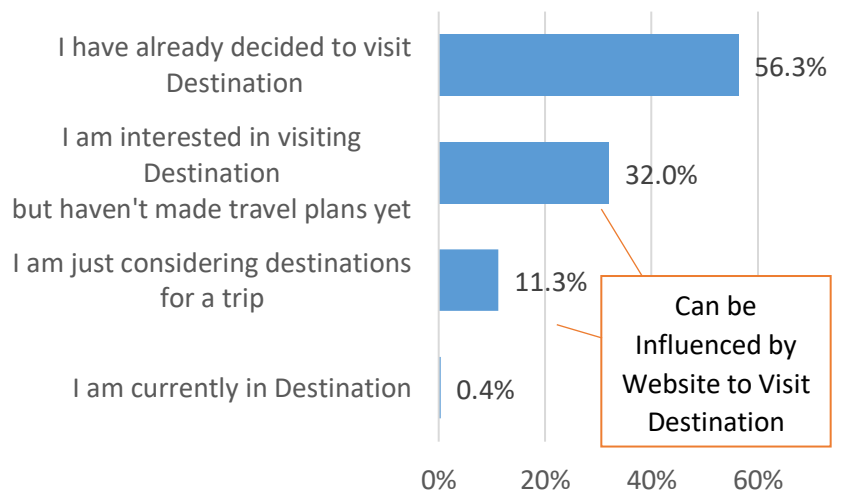
### Non-Resident Users: Reason for Website Visit



Are gathering information for a planned, rescheduled or potential trip to Destination

Q: Which of the following best describes you? (Select one) Base: Non-resident, non-professional website users. 8,420 completed

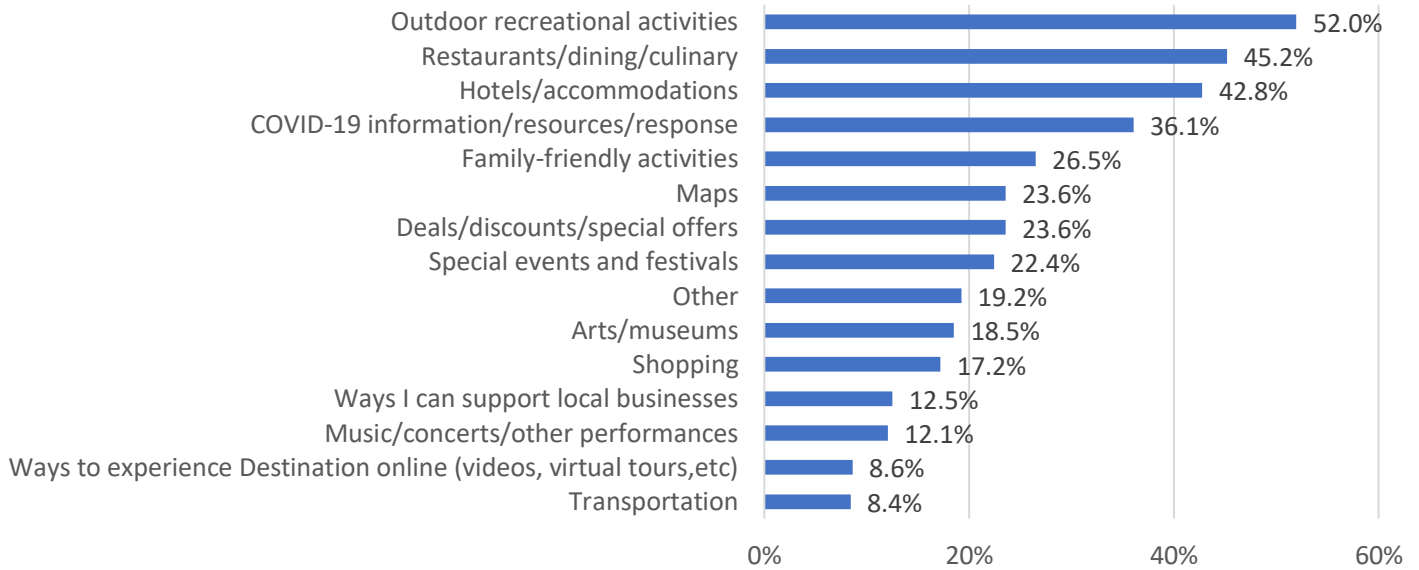
### Point in Travel Planning Process



Q: Base: Which best describes where you are in the trip planning process? Base: DMO website users who are potential visitors. 6,173 completed surveys.

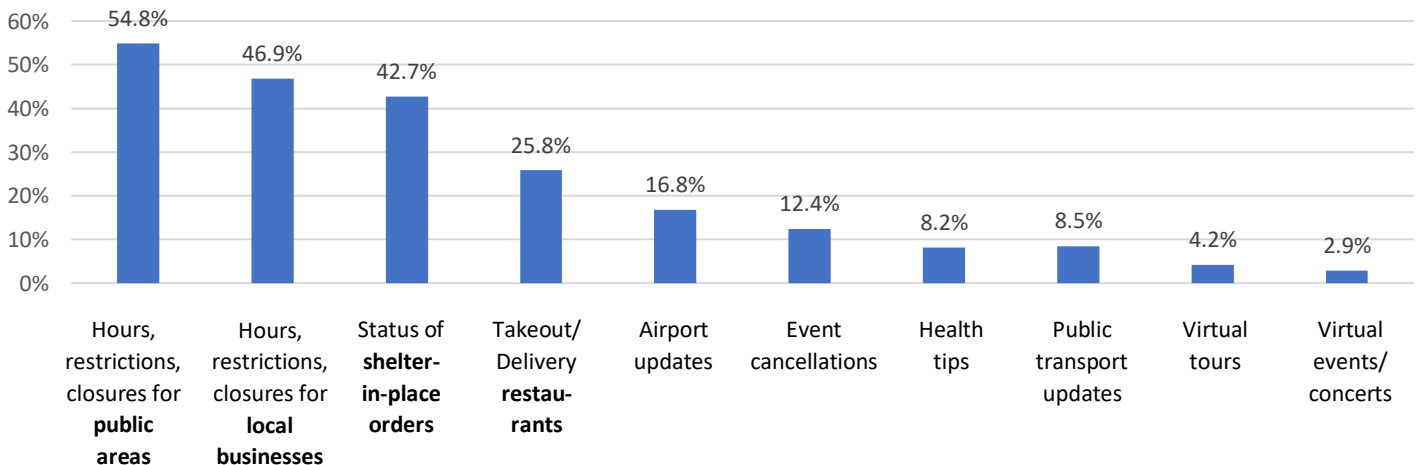
# Website Content Sought by Potential/Upcoming Visitors

The current coronavirus pandemic illuminates how DMOs serve as the singular central source for information of key importance to visitors and travelers. On average, one-third of site users who are upcoming or potential visitors to the DMO's community are specifically seeking local COVID-19 information/resources/response. These travelers are most commonly looking for up-to-date operational hours/restrictions, closures of public areas and local businesses, and current status of shelter-in-place orders, which the DMO can offer in one centralized place.



Q: Which of the following types of Destination information are you most interested in? Base: DMO website users who are potential visitors. 7,306 completed surveys.

## COVID-19-Related Content Sought by Potential/Upcoming Visitors



Q: Thinking about information/resources related to COVID-19, which of the following types of information, if any, are you specifically looking for? (Select all that apply) DMO website users who are potential visitors. 7,306 completed surveys.

# DMO Websites: A Valuable Service for Local Businesses & Residents

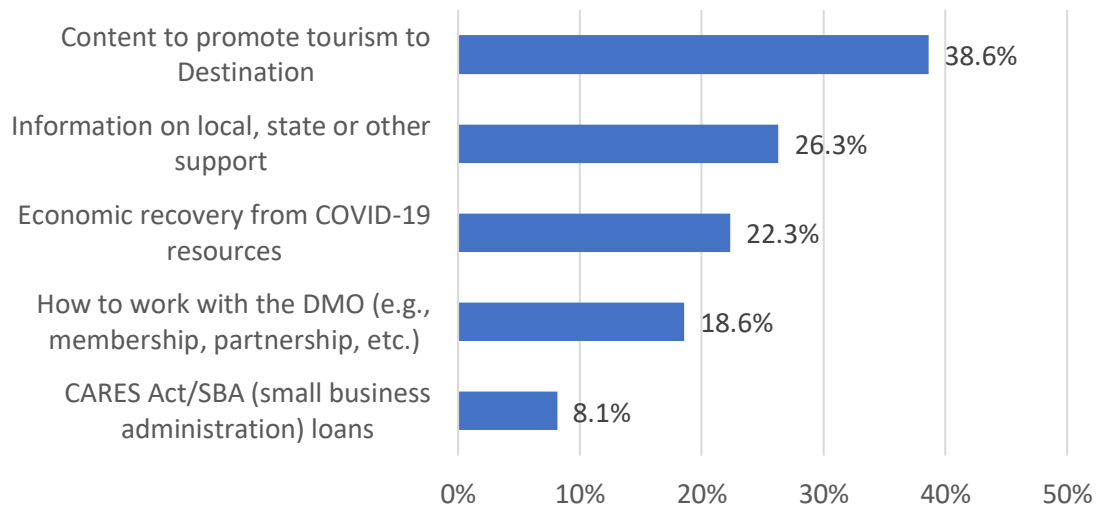
In addition to being rated by local businesses and residents as important, DMO websites provide a valuable service to their local businesses and residents during a crisis like the coronavirus pandemic. With focus on tourism recovery, local businesses are turning to the DMO for not only content to promote tourism to their community, but advocacy and business-support related information.

Residents are most commonly coming to DMO websites right now looking for ideas, activities and things to do while practicing social distancing and researching activities for themselves and/or local family and friends: information, it should be noted, that largely encourages economic activity.

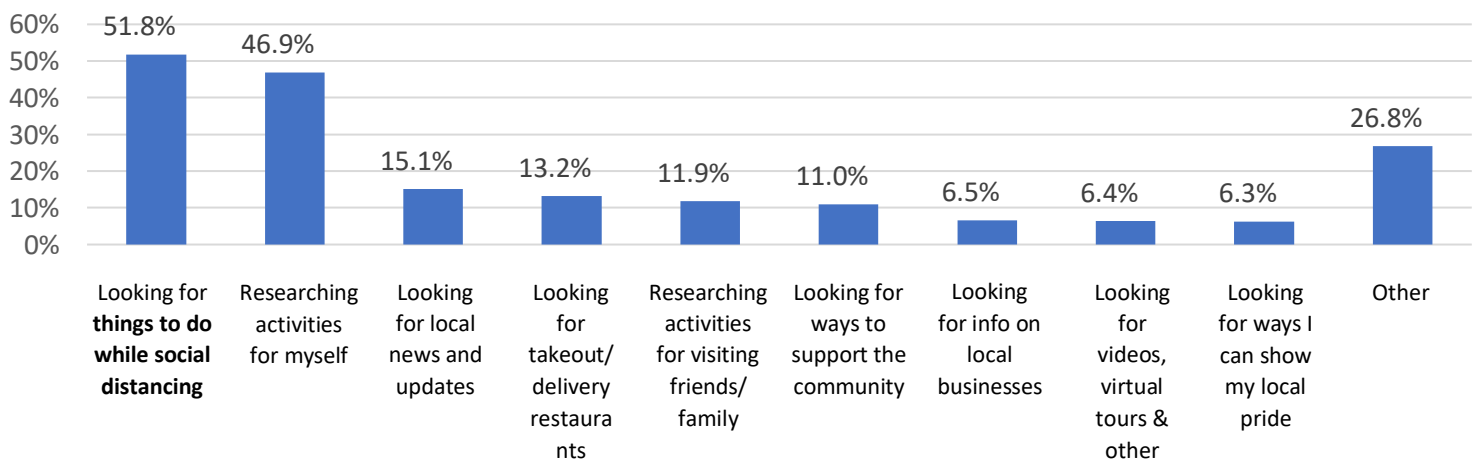


Q. Are you looking for any of the following information on our website? Base: DMO website users who represent local businesses and using the site for professional reasons. 479 completed

## Local Businesses: Information Sought on DMO Website



## Residents: Information Sought on DMO Website



Q: Which of the following describes your reason for visiting our website? (Select all that apply) Base: Local resident DMO website users. 3,707 completed surveys

Many thanks to Miles Partnership for their generous sponsorship of this research and their ongoing support of the destination marketing industry.

The logo for Destination Analysts, featuring a white diamond shape with a stylized 'D' and 'A' inside, set against a background of overlapping digital screens displaying data charts and graphs.

# Destination Analysts

## Methodology

This study is based on a website intercept survey, which is delivered to a random sample of new users to each participating DMO's website. Data in this report represents 12,619 completed surveys collected between May 13-28, 2020 from 60 participating DMO websites.