What is a Destination Marketing Organization?

• DMO is a not for profit organization
• Represents a specific destination
• Long-term economic development of communities
• Membership organization: connects businesses
What is a Destination Marketing Organization?

- Brings in visitor spending $$$
- Broker for visitors, convention and meeting planners, leisure travelers and tour operators
- Encourage visitors to visit local agricultural, artistic, cultural, historical and recreational sites
Definition of Marketing Strategy

• Explains how you will promote your enterprise

• Describes what you will offer your customers for immediate and repeat business

• Helps you identify your target group

(see Chapter 6, page 90)
Your marketing strategy is a function of:

- Your products
- Pricing
- Promotion
- Place of sale
- Customers
- Competitors
- Complementary businesses
- Production and marketing costs
Market Analysis

Review your business plan…

Point A: Where are you now?

Point B: Where do you want to be?

How do you get from Point A to Point B?

Understand the Market…
Effective promotion mediums

<table>
<thead>
<tr>
<th>Promotion Medium</th>
<th>Use this type of promotion</th>
<th>Rate promotion as effective or highly effective (4 or 5 on a scale of 1 to 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of mouth</td>
<td>97%</td>
<td>73%</td>
</tr>
<tr>
<td>Feature story</td>
<td>69%</td>
<td>63%</td>
</tr>
<tr>
<td>Website</td>
<td>78%</td>
<td>68%</td>
</tr>
<tr>
<td>Direct mailings</td>
<td>63%</td>
<td>63%</td>
</tr>
<tr>
<td>Business newsletter</td>
<td>54%</td>
<td>32%</td>
</tr>
<tr>
<td>Sign outside business</td>
<td>81%</td>
<td>51%</td>
</tr>
<tr>
<td>Business cards/brochure</td>
<td>76%</td>
<td>41%</td>
</tr>
<tr>
<td>Paid advertising</td>
<td>55%</td>
<td>30%</td>
</tr>
<tr>
<td>Listing in regional guide</td>
<td>74%</td>
<td>27%</td>
</tr>
<tr>
<td>Agricultural organization</td>
<td>57%</td>
<td>27%</td>
</tr>
<tr>
<td>Visitor’s bureau</td>
<td>46%</td>
<td>27%</td>
</tr>
<tr>
<td>Chamber of commerce</td>
<td>46%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Rilla et al. 2011. California agritourism operators and their economic potential are growing. *California Agriculture*
Survey of 332 California Agritourism operators

- Tours/Lectures (81%)
- Direct Sales (78.3%)
- Demos, lessons (69.3%)
- Special Events (50.6%)
Rural Tourism Research Findings

**Rural**: “what I can’t see or do anywhere else”

**California geography**: experiences viewed as unique but also world-class

**Wine and food**: attractive thematic approaches to planning a trip

Rural Tourism Research Findings

Access to urban amenities: enjoy outdoors but also have access to Wi-Fi, activity options

Consumer consciousness: build clarity of message: What exactly are you offering that is unique?

Emotional connection: “Hidden gem”, “Off the Beaten Path”, “Inside California”

Why is market analysis important?

“You must make the case to the customer that by NOT connecting with you, they are missing out on something of value. And you have to deliver on that promise”.

Use research not only to target, persuade or communicate but to develop rationales: why is your story unique?
Is this the right time to start up an Agritourism business? YES!

$95.1 Billion Spending

<table>
<thead>
<tr>
<th>First Time</th>
<th>ALOS</th>
<th>Spend PP/Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-State Visitor</td>
<td>2.2</td>
<td>$170</td>
</tr>
<tr>
<td>Non-Residential US Visitor</td>
<td>6.1</td>
<td>$554</td>
</tr>
<tr>
<td>Primary Western Markets</td>
<td>4.4</td>
<td>$399</td>
</tr>
<tr>
<td>Long Haul Markets</td>
<td>7.5</td>
<td>$719</td>
</tr>
<tr>
<td>Overseas Visitor</td>
<td>10.2</td>
<td>$1,112</td>
</tr>
</tbody>
</table>

California Outlook Forum 2011-2012, Visit California
Is this the right time to start up an Agritourism business? YES!

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Visits</td>
<td>+3.5%</td>
<td>+1.6%</td>
</tr>
<tr>
<td>Drive</td>
<td>+4.4%</td>
<td>+2.1%</td>
</tr>
<tr>
<td>Fly</td>
<td>+1.2%</td>
<td>+0.7%</td>
</tr>
<tr>
<td>Overnight</td>
<td>+4.7%</td>
<td>+1.8%</td>
</tr>
<tr>
<td>Day</td>
<td>+2.1%</td>
<td>+1.3%</td>
</tr>
<tr>
<td>Leisure</td>
<td>+3.9%</td>
<td>+1.5%</td>
</tr>
<tr>
<td>Business</td>
<td>+1.8%</td>
<td>+2.1%</td>
</tr>
<tr>
<td>Paid Accommodation</td>
<td>+5.2%</td>
<td>+1.2%</td>
</tr>
<tr>
<td>Non-Paid Accom.</td>
<td>+4.0%</td>
<td>+2.8%</td>
</tr>
</tbody>
</table>
Create a visitor profile

• Who is the visitor? (demographics, place of origin)

• Create short surveys (online preferably)
  - Determine customer preferences

• Use social as a research tool
  - What generates discussion on Facebook?
  - Encourage use of pictures and video to pull feedback

Use your research to develop a **simple, unique, consistent, relevant** and **truthful** brand
Why is market analysis important?

<table>
<thead>
<tr>
<th>People Talking About This</th>
<th>Total Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>1,306</td>
</tr>
</tbody>
</table>

**Page Insights**

- **February 5, 2012**
  - Most Popular Week (1 person)
  - Fresno, CA (Most Popular City)
  - 25-34 and 45-54 years old (Most Popular Age Group)

- **February 26, 2012**
  - Most Visited Week (1 person)
  - Fresno, CA (Most Popular City)
  - 1 Person (Largest Party)

**Friends Who Like Fresno Convention & Visitors Bureau**

- New Likes Per Week

![Facebook Analytics](image-url)
Features of Your Enterprise

(Page 93)
Examples of Product or Service

Features: shape, size, package, special characteristics, identification (name, color, logo)

Optional Services:
Product Quality
Staff Quality
Style
Parking
Scenic Beauty
Location
Guarantees
Examples of Price

Cost of similar items
Discounts
Credit Terms
Group Rates
Weekly Rates
Examples of Promotion

Brochures
Demonstrations
Samples
Advertising
Sales Promotions
Personal Sales
Collaboration
Mailing lists
Packaging
Brand or logo
Location of sale
Examples of Placement

Distributors: grocery store, farmers market, restaurant
Visibility
Ease of Purchase
Timeliness
Availability: Consumers awareness of availability
Timing
Frequency of service
Tie-in
Co-branding: selling another business’ product while it sells yours
Develop your message!

When you know your enterprise’s features, you know what makes your enterprise unique---and you can better educate people about your business, both verbally and in writing. In other words, when you know what makes your enterprise unique, you can form key messages for a public relations and advertising program.

How can the Fresno/Clovis CVB help you with your message…
CVB Membership

FCCVB Membership gives you exposure to key markets that can help grow your business, from direct access to local companies, to leisure and business travelers, meeting planners, event organizers, tour operators and tournament hosts.

Join a collective community which drives $17 million dollars of directly trackable and $1.1 billion dollars of Fresno Counties estimated economic impact annually.

You'll gain a competitive edge and expand your reach.
CVB Membership Benefits

Sales leads for group business (Attractions, Catering, Restaurants, Venues)

Complimentary business highlight in Official Visitors Guide

Complimentary business directory page and web link on playfresno.org

Co-operative multi media advertising opportunities
Industry directed educational opportunities

Complimentary brochure placement at six area Satellite Visitors Centers and the FCCVB Office
CVB Membership Benefits

Business Referrals

Business feature where applicable in travel media submissions

Extended reach advertising via attendance builder banner placement

Receive the latest industry news, trends, stats and reports as they relate to tourism, the cities of Fresno & Clovis and the world beyond.

Member advertising discounts when you advertise with us