

POWERFUL PROMOTION THROUGH PARTNERS

WORKING WITH YOUR LOCAL
DESTINATION MARKETING ORGANIZATION

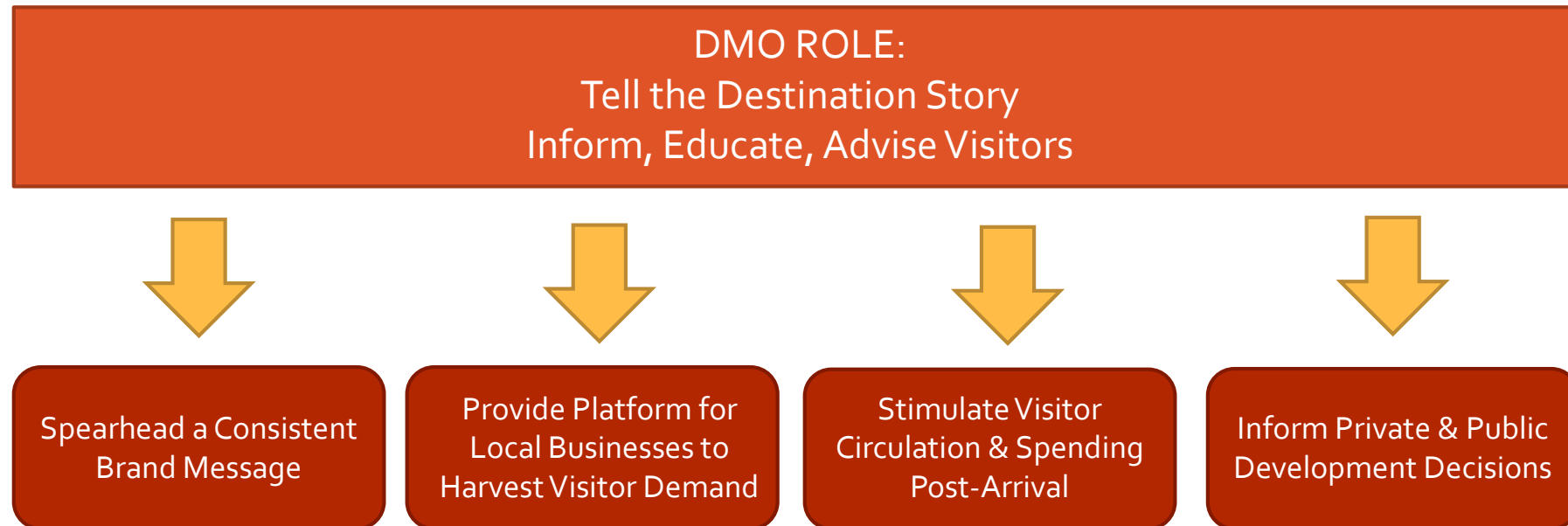
TIFFANY DOZIER
PUBLIC RELATIONS & COMMUNICATION DIRECTOR

WWW.VISITYOLO.COM

WHAT IS A DESTINATION MARKETING ORGANIZATION (DMO)?

- We work in a proactive, strategic, visitor-centered approach to the economic and cultural development of the community.
- We are funded through a Transient Occupancy Tax (TOT)
- These funds allow DMO's to market their tourism partners to a larger demographic at the regional and state level (usually with little to no cost to the ag tourism business).

KEY RESPONSIBILITIES OF A DMO

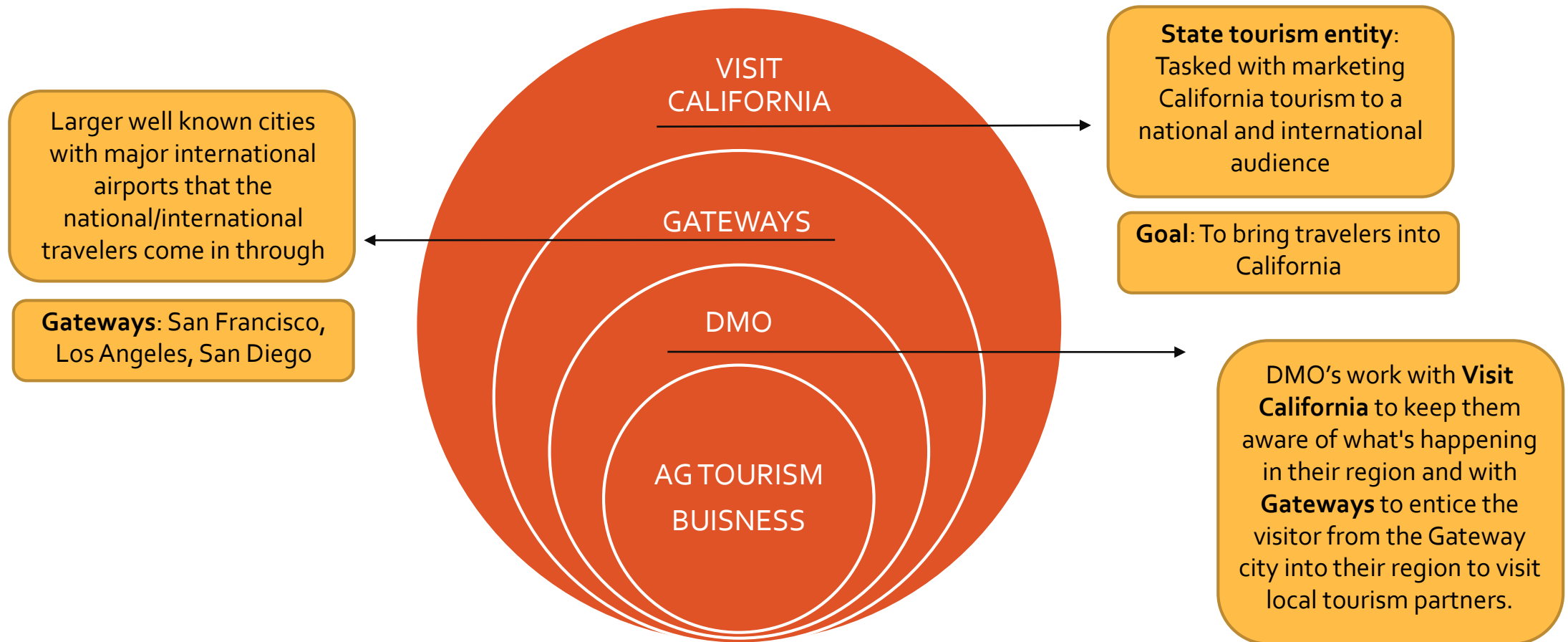


HOW IS A DMO BENEFICIAL?

It's important to know & be involved with your local DMO because we are knowledgeable about the different avenues to promote your agritourism business to a larger audience.



HOW IS A DMO BENEFICIAL?



Larger well known cities with major international airports that the national/international travelers come in through

Gateways: San Francisco, Los Angeles, San Diego

VISIT CALIFORNIA

State tourism entity: Tasked with marketing California tourism to a national and international audience

Goal: To bring travelers into California

GATEWAYS

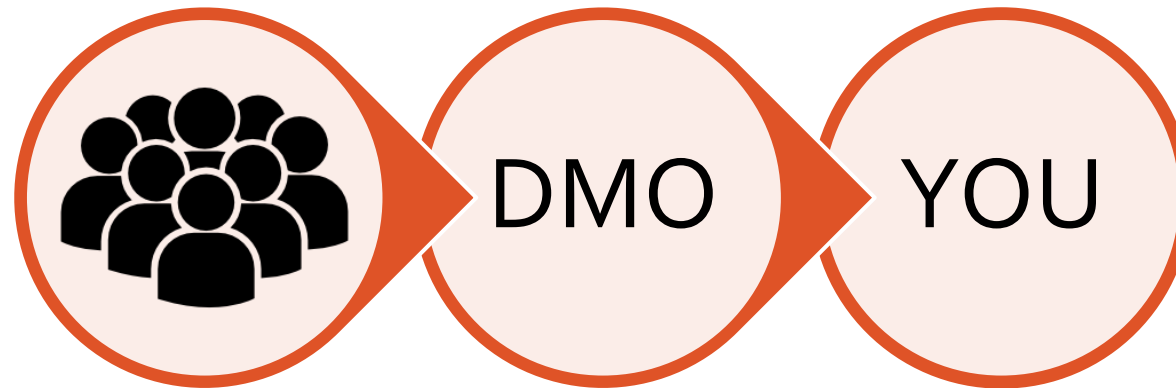
DMO

DMO's work with **Visit California** to keep them aware of what's happening in their region and with **Gateways** to entice the visitor from the Gateway city into their region to visit local tourism partners.

AG TOURISM BUISNESS

WHY IS THIS RELATIONSHIP IMPORTANT?

Your local DMO is your brand advocate. By using their voice and platform to capture market share they place the visitor looking for a specific experience together with your business.



LEVERAGE THE TOOLS

DMO's have their own avenues of promotion & programs to market their tourism partners within their jurisdiction.

- Relationships with State and Regional travel partners
 - Maps & Brochures
 - Tourism Website
 - Press Release Distribution
 - Event Promotion
- Relationships with travel writers, bloggers and local TV personalities
 - Strategic Marketing Planning
 - Consumer & Travel Tradeshows
 - Local Connections
 - Newsletters
- Usage of Social Media Platforms and Communities

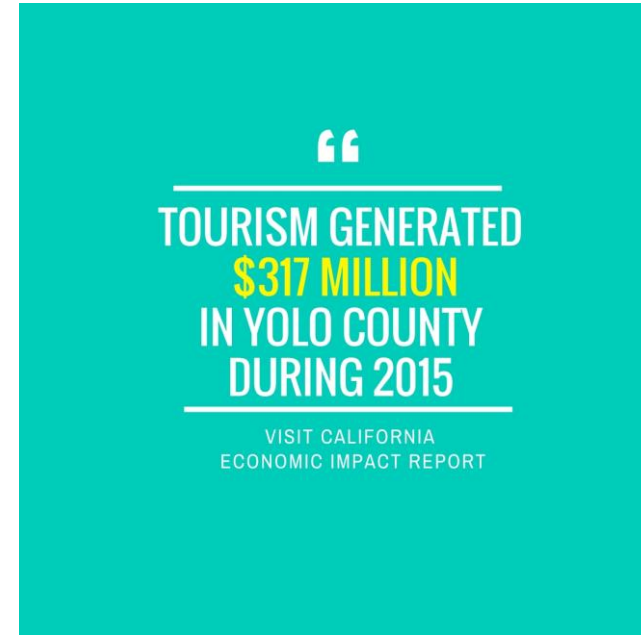
CASE STUDY: CAPAY TOMATO FESTIVAL



DMO STUPPORT EFFORTS

- Press release distribution to local & regional outlets
- Secured TV station coverage about the event
- Event promotion on our social media platforms
- Included in various Visit California outreach including website, social media and various publications
- Leveraged relationships with regional travel writers & influencers to do digital outreach
- Pushed event through our consumer newsletter database
- Promoted event on our website
- Contacted Bay Area and Sacramento magazines regarding the farm and their ag tourism events resulting in additional press coverage

TOURISM WORKS!



California is the No. 1 travel destination in the United States – and the first state in the nation to have more than \$100 billion in travel-related spending – more than entire countries such as Australia, Turkey, South Korea and Canada.

HOW TO GET INVOLVED WITH YOUR LOCAL DMO

GOOGLE

Search the Internet

- Type in your city name along with “Destination Marketing Organization.”

DMA WEST

www.dmawest.org

- Check out Destination Marketing Association of the West. Under the “Membership” tab you can search for DMO’s in all western states including Canada.

ASK

Ask locally

- Call or e-mail your local chamber of commerce or state tourism board.

Yolo!

VISITYOLO.COM