



EVOLVE OR PERISH:

20 Recommendations for Today's DMO

1

BE THE STORYTELLER:

Nobody wants to hear a sales pitch.

2 BE THE DISRUPTOR, NOT THE DISRUPTED

Always look for ways to offer a better experience.

DELIVER COMPLETE CONTENT CURATION:

Nobody else can.

4

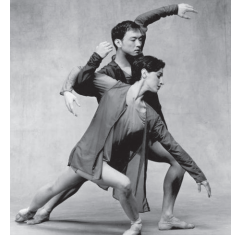
EMBRACE A SERVICE CULTURE:

It's the New Sales.

3

BE THE CHOREOGRAPHER:

Deftly guide those creating the experience.



BE THE CONVENER OF COMMUNITY CONVERSATION:

Not the Convened.

5

OWN THE CALENDAR:

Complete Destination Calendaring is Crucial.

6

DESIGN FOR MOBILE:

8

Google will punish those who don't.

COMMUNICATE EARLY & OFTEN:

Never leave partners in the dark.

NEVER STOP LEARNING:

Read non-Tourism Resources.

11

13 FOCUS ON DOWNTOWN:

It's often your most unique asset.

INVEST IN RESEARCH:

For every Decision and every Critic.

9

ENGAGE IN THE POLITICAL ARENA:

If you Balk, You'll Lose.

12



14 LEAD WITH VIDEO AND IMAGES:

Nobody Reads Anymore.

BE AN UNABASHED CHEERLEADER FOR THE DESTINATION:

Celebrate *everything* that is good in your community.

15

NEVER LET THEM SEE YOU SWEAT:

Know Your Stuff... without Notes.

16

FORGET THAT 70-MILE STUFF:

Market the Destination to Everyone, Everywhere, All the Time.

17

CALL IT AN INVESTMENT:

Never "Contributions" or "Funding."

18

EMBRACE STRATEGIC PARTNERSHIPS:

It's all about Collaboration. You Can't Do this Alone.



19

20

TAKE A CHANCE:

It's the only way to Leave a Mark.

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