

POWERFUL PROMOTION THROUGH PARTNERS

WORKING WITH YOUR LOCAL
DESTINATION MARKETING ORGANIZATION

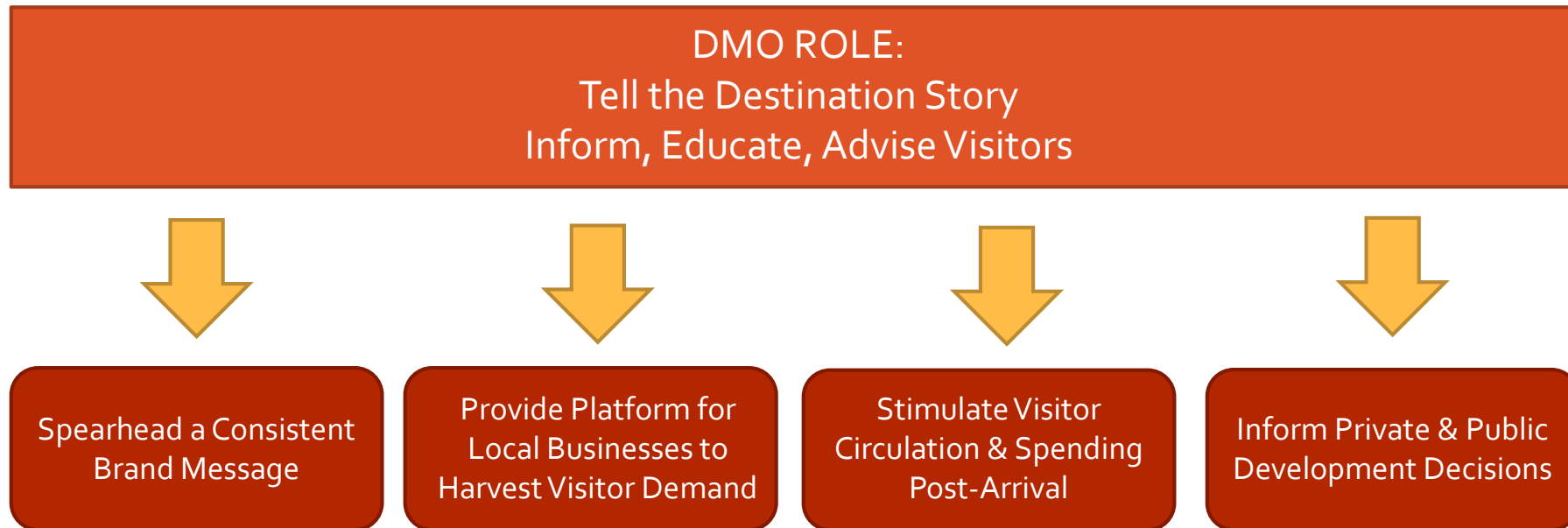
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WWW.VISITYOLO.COM

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 Tourism Business Improvement District (TBID)
- 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

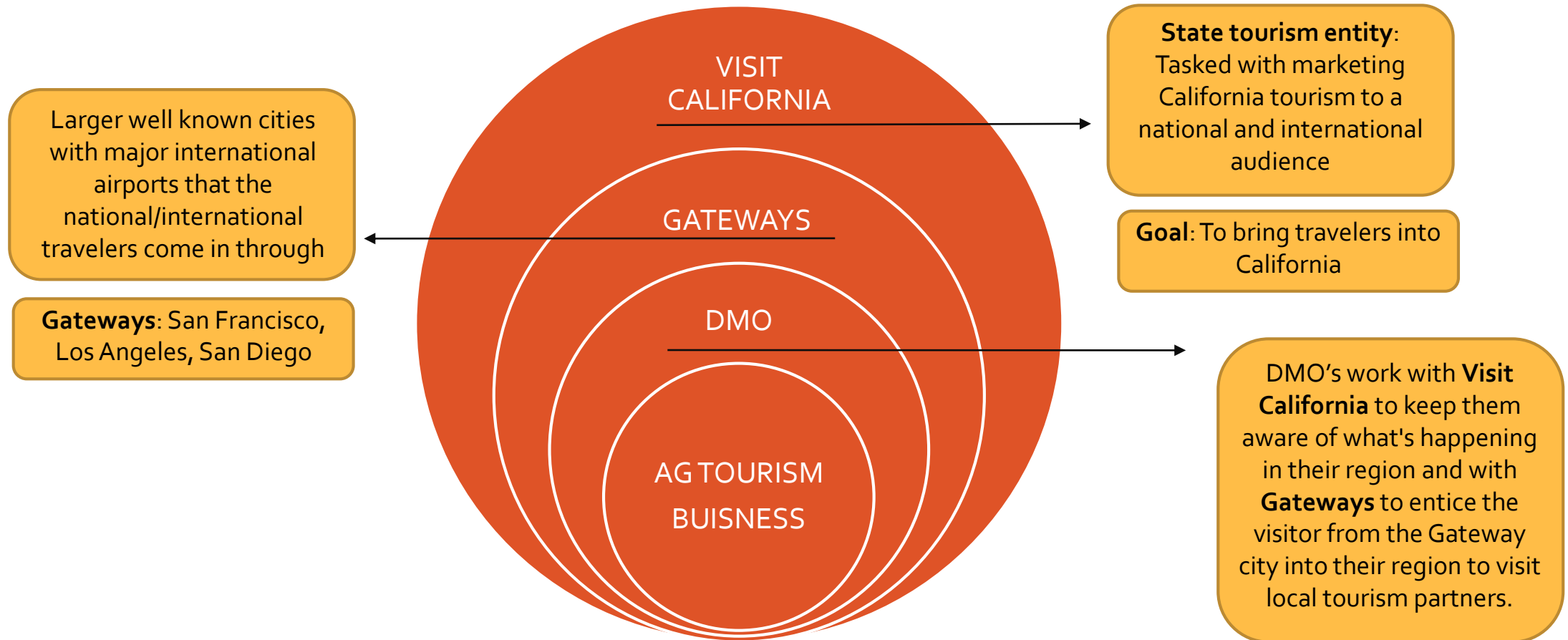


HOW IS A DMO BENEFICIAL?

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.

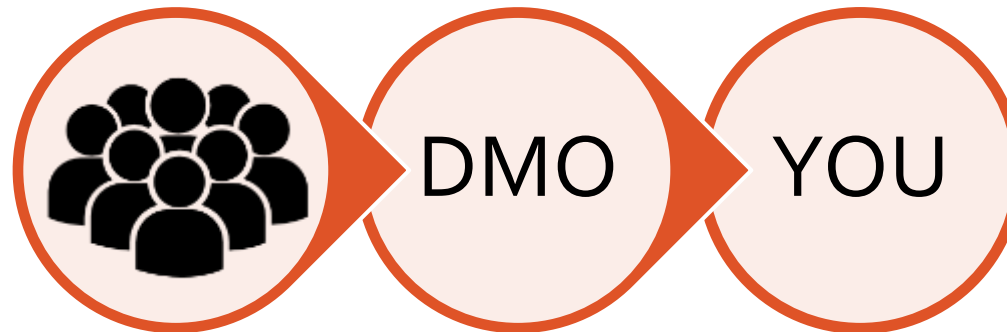


HOW IS A DMO BENEFICIAL?



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.



90% of consumers trust influencers over traditional print advertising

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 influencers
- Consumer & travel tradeshow
 - Local connections
 - Newsletters
- Usage of social media platforms and communities



CASE STUDY: TASTE OF YOLO

DMO STUPPORT EFFORTS

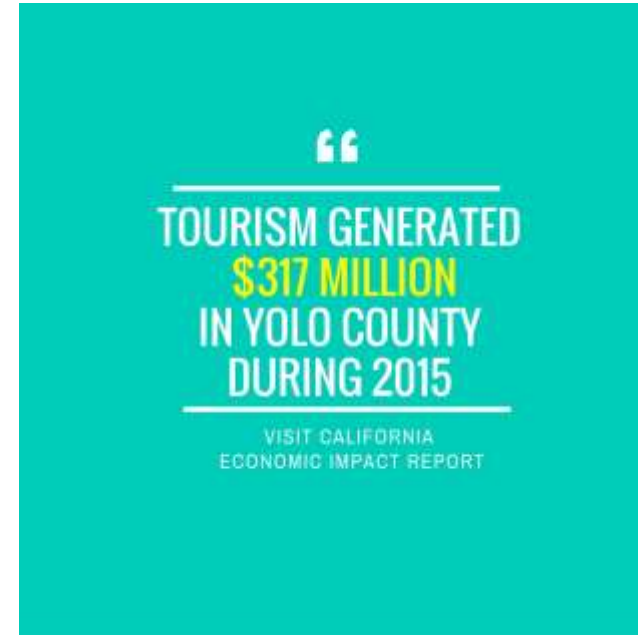
- Press release distribution to local, regional, statewide outlets
- Secured TV station coverage about the event
- Event promotion on our social media platforms
- Included in various Visit California outreach including website, social media and publications
- Leveraged relationships with regional travel writers & influencers to do digital outreach
- Pushed event through our consumer newsletter database
- Promoted event on our website
- Secured magazine article placement

5 Million
Digital Impressions

25
Earned Media
Placements

10
Regional TV Spots

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.



Visitors are looking for a unique experience.

Leverage your local DMO to tell your story.

Yolo!

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