

UPCOMING WEBINAR:

State of the American Traveler – **DESTINATIONS** Edition

How do US travelers decide where to go?

Spotlight:

Global Gallery of 'Content That Inspires Travel' Examples

March 2nd 2017

Destination  Analysts

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PARTNERSHIP

DESTINATIONS EDITION

STATE OF AMERICAN TRAVELER

Miles & Destination Analysts. March 2nd 2017

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Greetings



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In Association with





destination marketing association of the west

DMA West Tech Summit & Vendor Showcase

March 15-17, 2017 | Sheraton Salt Lake City Hotel

Labs | General Sessions | Workshops | Exhibits

Technology Strategies for Destination Marketing Organizations

Creative and energizing, the **DMA West Tech Summit** provides technology strategies and solutions to benefit your staff and your organization. In a comfortable, casual and friendly environment, you will be engaged on all levels.

Join destination marketers in Salt Lake City for hands-on labs, dynamic keynote presentations, informative workshops and a vendor showcase of technology products and services.

Tech Summit online registration at www.dmawest.org closes at end of day **March 3.**

Are You Tourism Ready? Spring Symposium & Marketing College



*Knoxville, Tennessee
March 27-29, 2017*

- The Great Debates
Decision Marketing*
- Power of Research
Round Table*
- Class of 2016 Marketing College Graduation*
- Cutting Edge Research
Hosted Presentations*
- Peer – Peer
Sessions*

*Dahlonega, Georgia
May 14 - 19, 2017*



MORE INFORMATION WWW.SoutheastTourism.org

How to participate in today's webinar

Grab Tab (open or close the control panel)

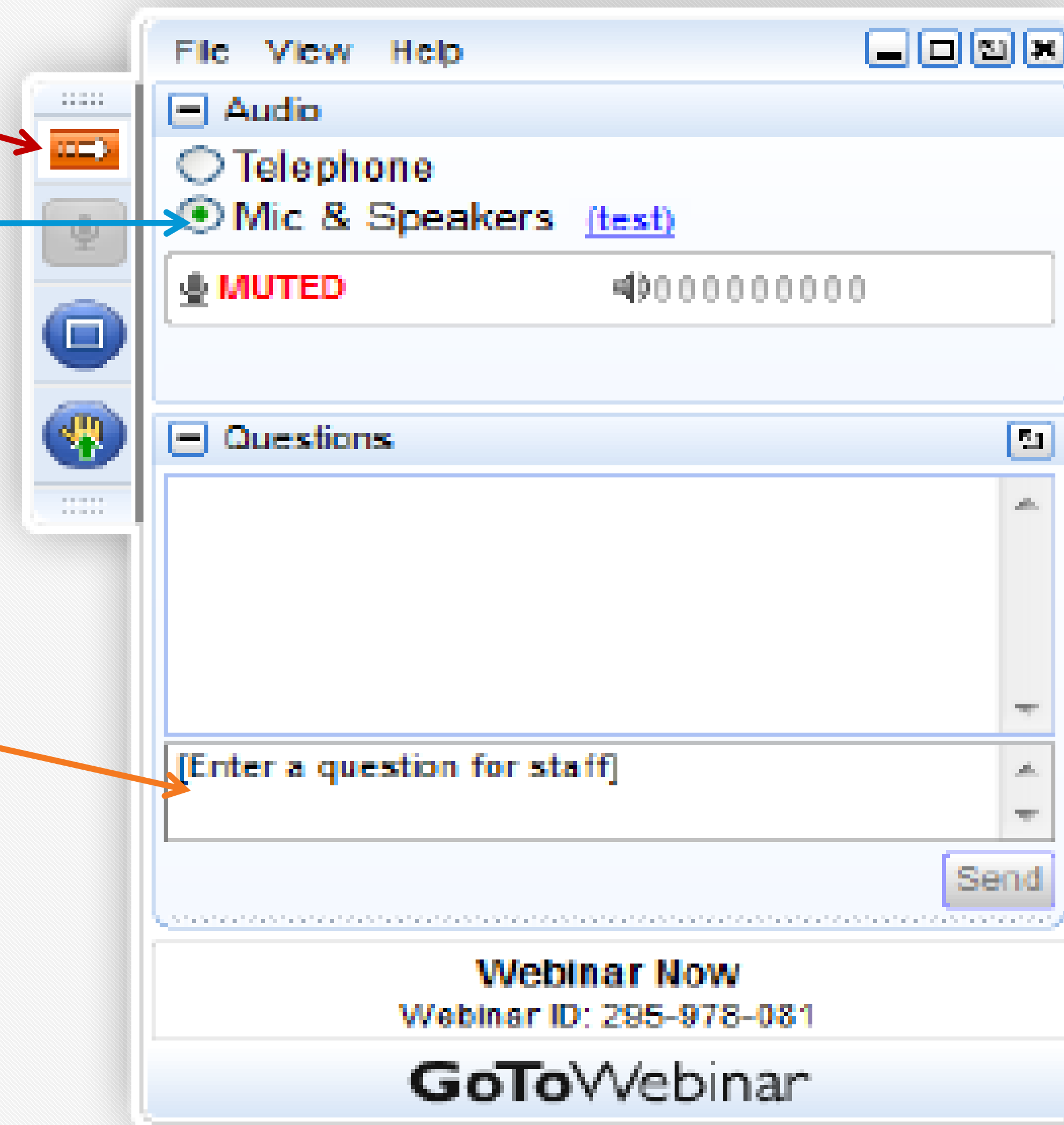
Choose your audio

Use Text Box to ask questions

In case of "Drop-Off", use your Link to rejoin the webinar

A Question & Answer Session will be held at the end of today's session

Today's webinar is being recorded and will be made available for later viewing



Agenda

1. Research: Travel Outlook
2. Research: Destinations Travelers want to visit
3. Research: Use of Content in Destination Decision
4. **Spotlight:** Quick Global Gallery of Content That Inspires Travel

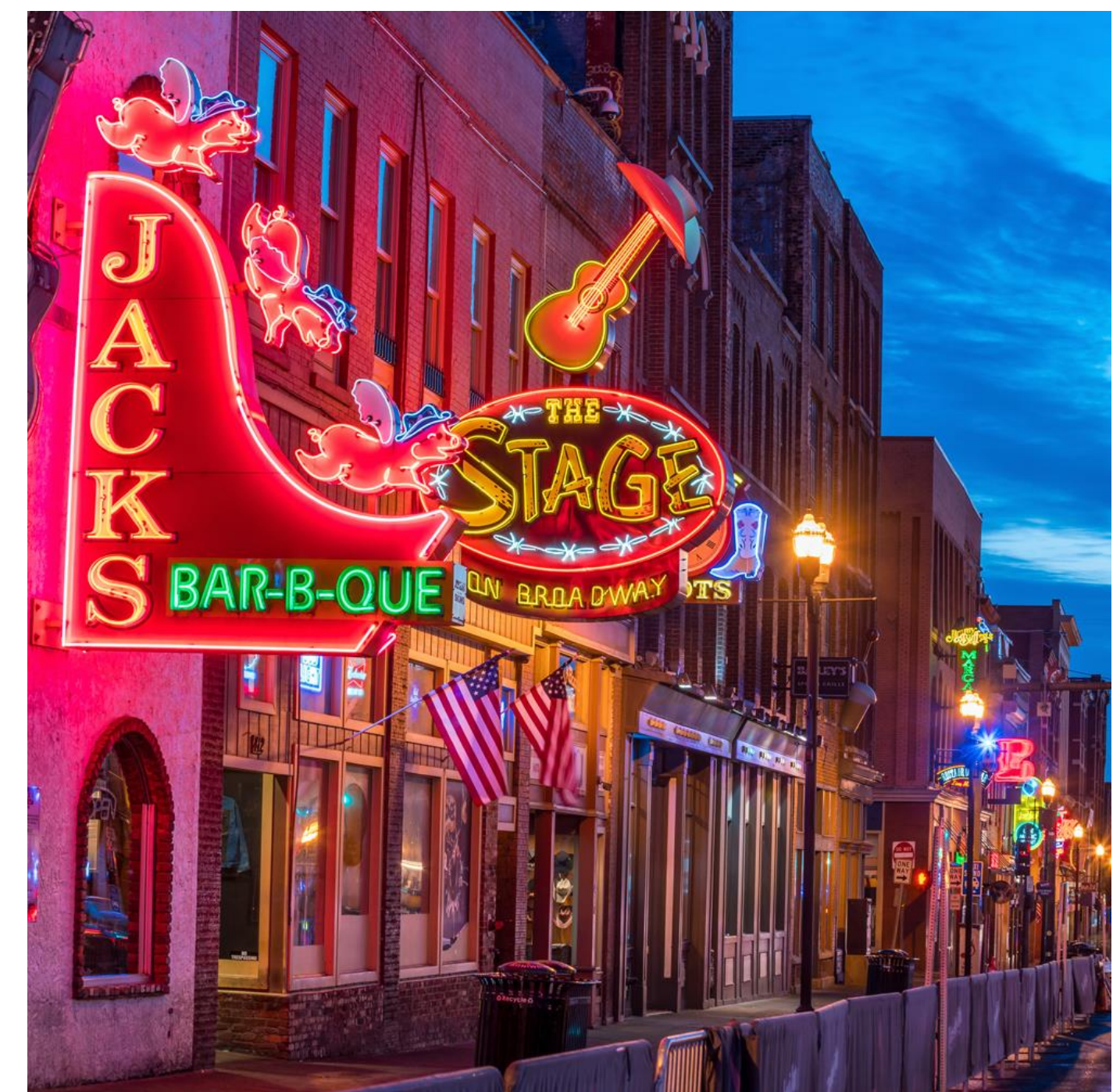


The State of the American Traveler
DESTINATION EDITION

Dave Bratton
Managing Director
Destination Analysts, Inc.

THE STATE OF THE AMERICAN TRAVELER

DESTINATIONS EDITION



The State of the American Traveler

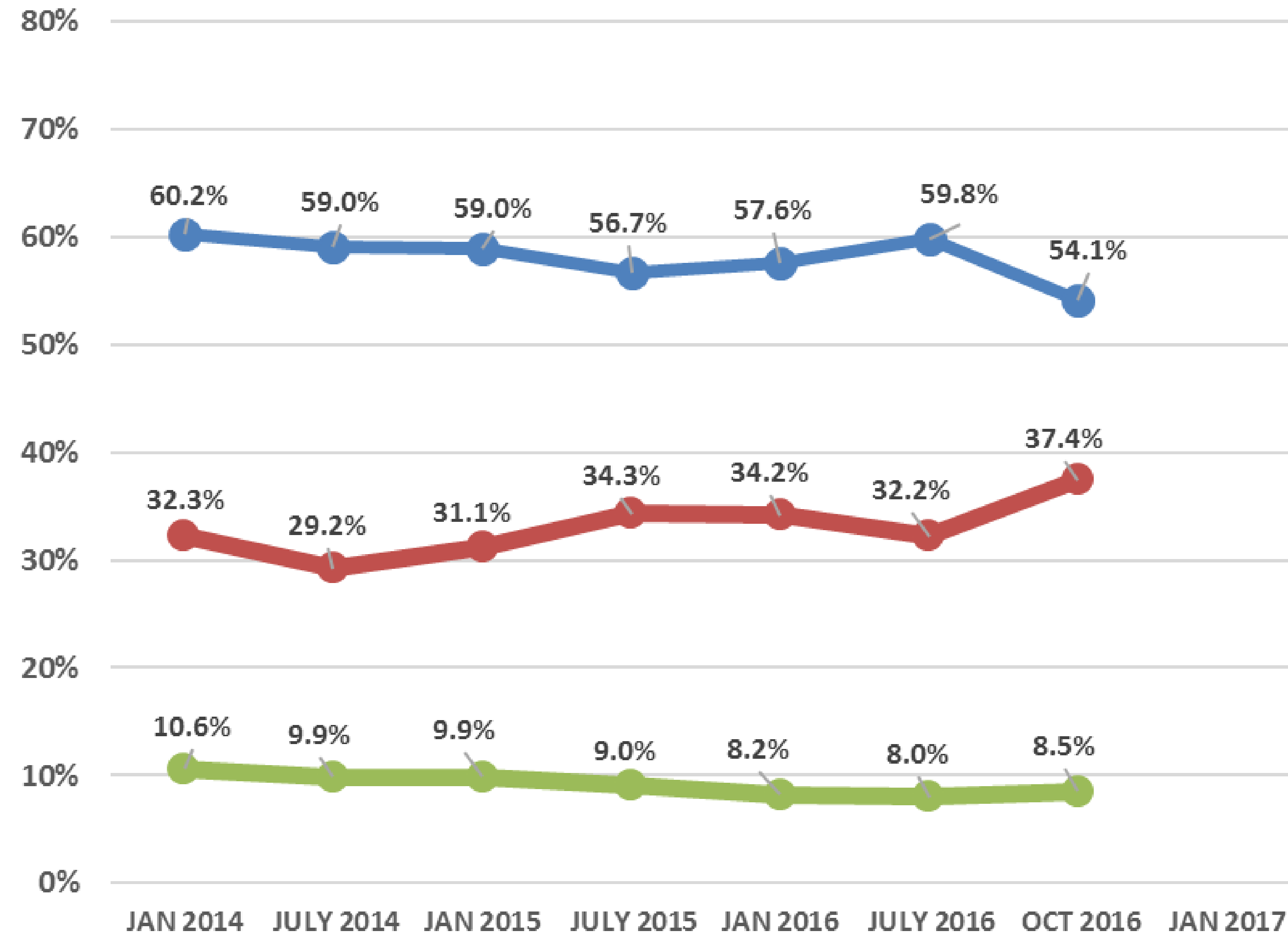
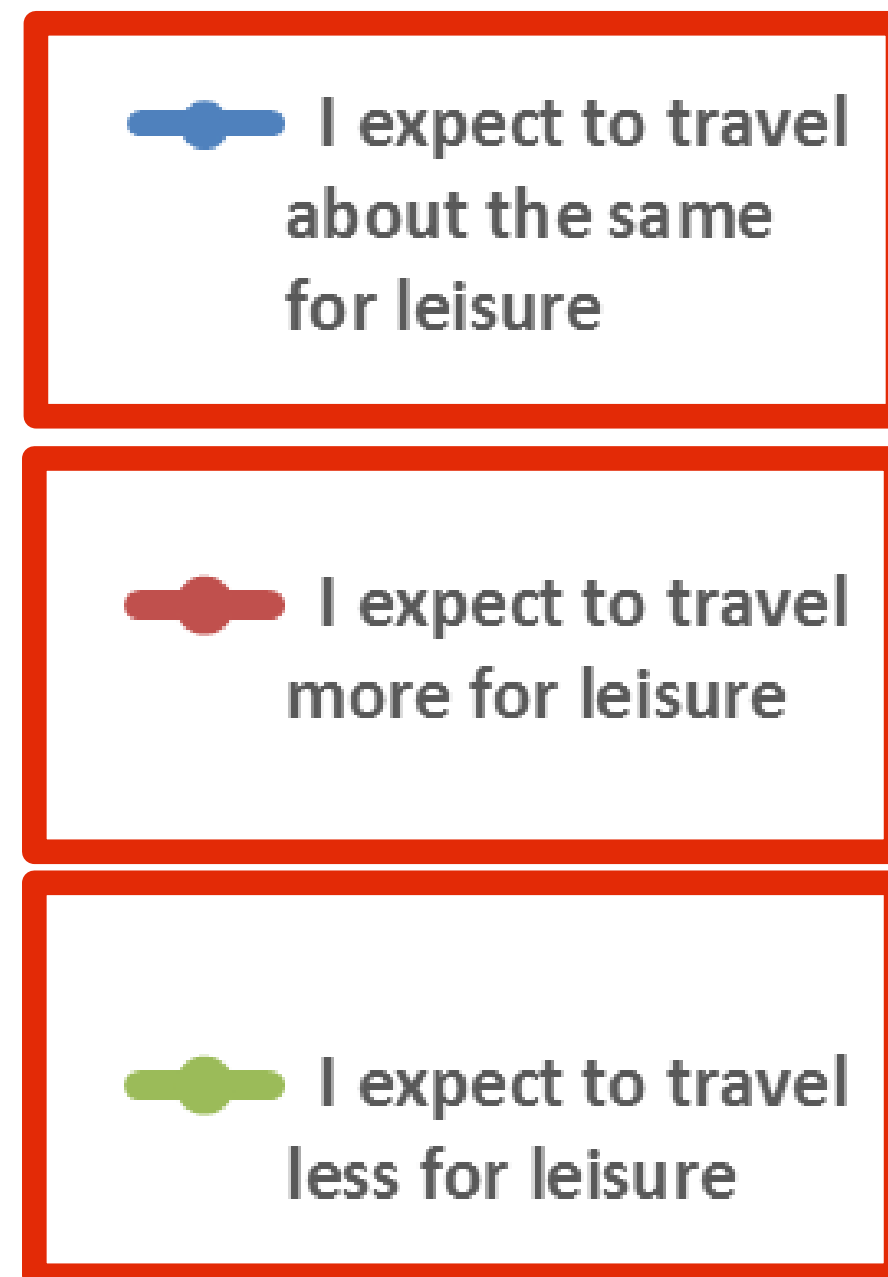
- Online survey conducted since 2006
- Survey invitation sent to a nationally representative sample of US adults
- Total sample of 2,000+ American leisure travelers
- Examines traveler sentiment, motivations & behaviors
- Today: January 2017 Results





TRAVELER SENTIMENT

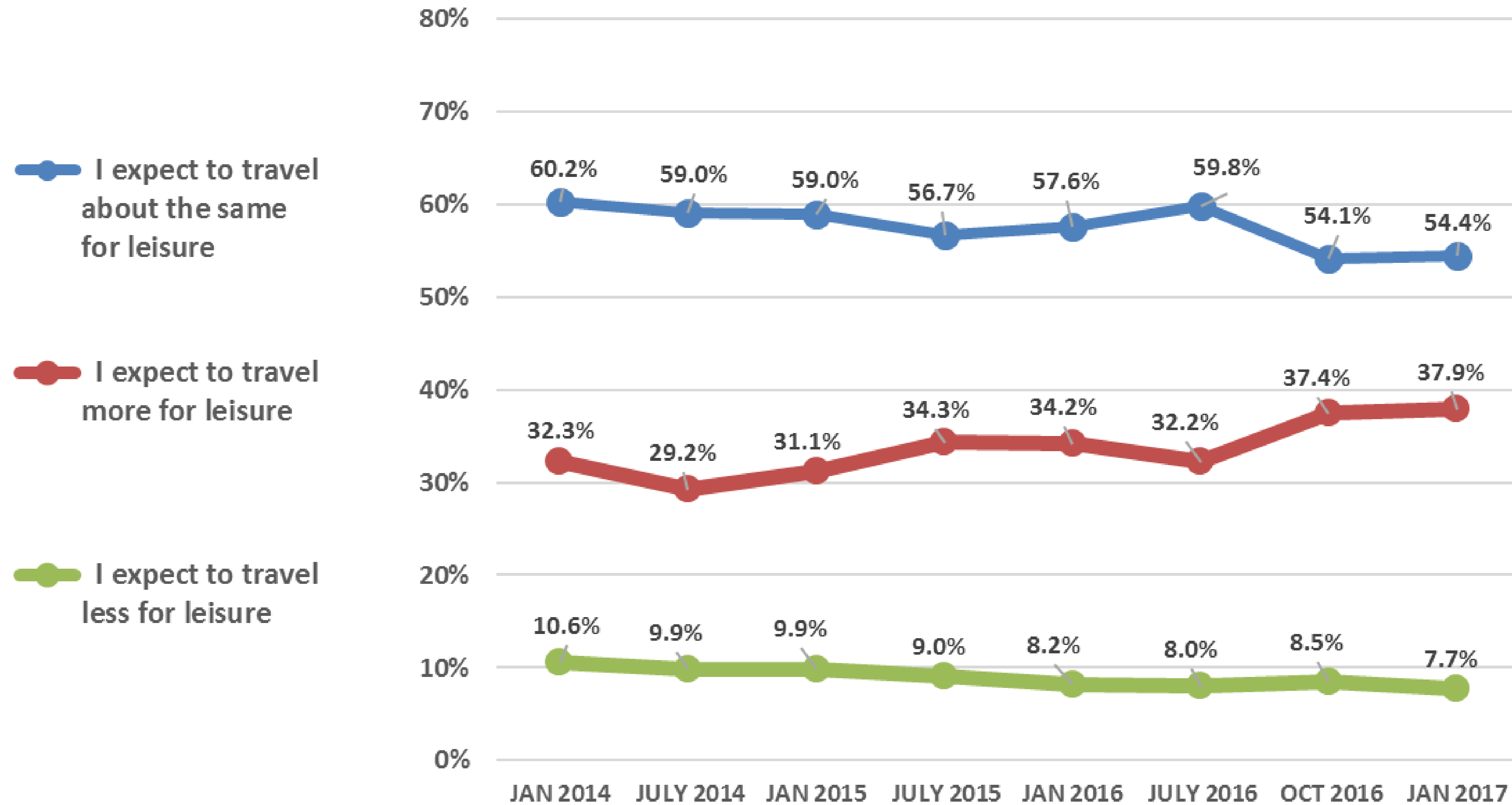
Leisure Travel Optimism: Trips (Next 12 Months)



In the next 12 months, do you expect to travel more or less for leisure travel than you did in the most recent 12 month period?

Source: The State of the American Traveler, Destination Analysts, Inc.

Leisure Travel Optimism: Trips (Next 12 Months)

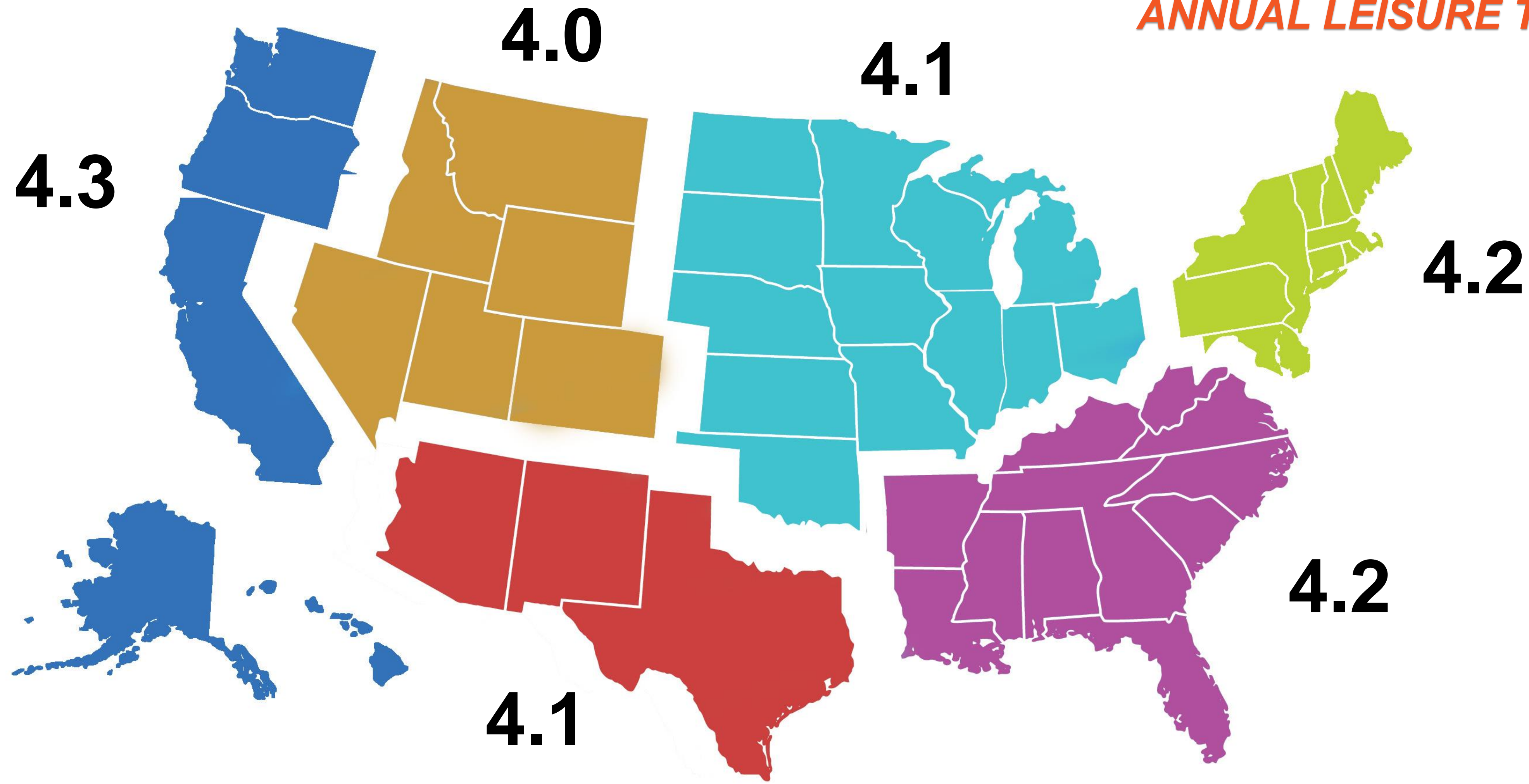


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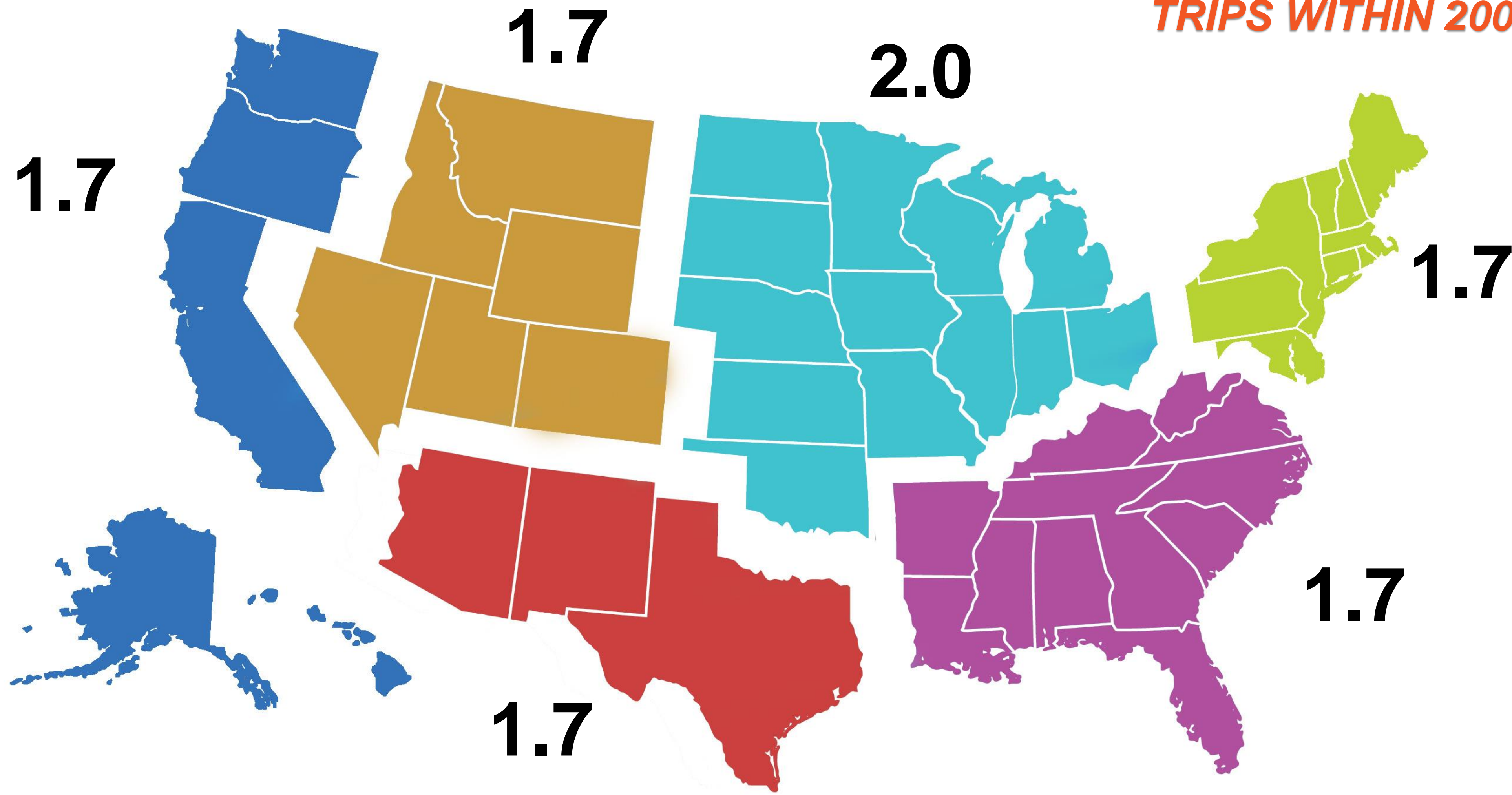
Trips Taken (Past 12 Months)

ANNUAL LEISURE TRIPS TAKEN

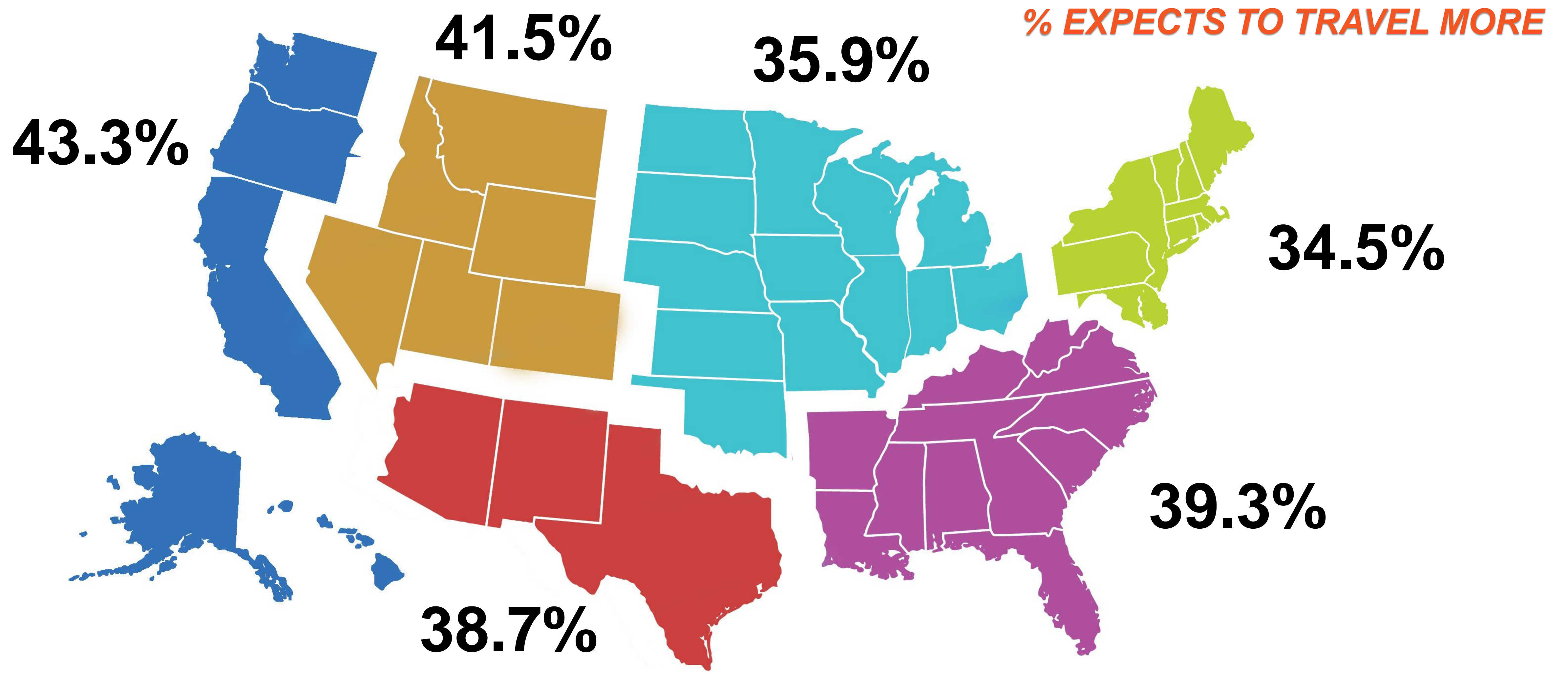


Regional Trips Taken (Past 12 Months)

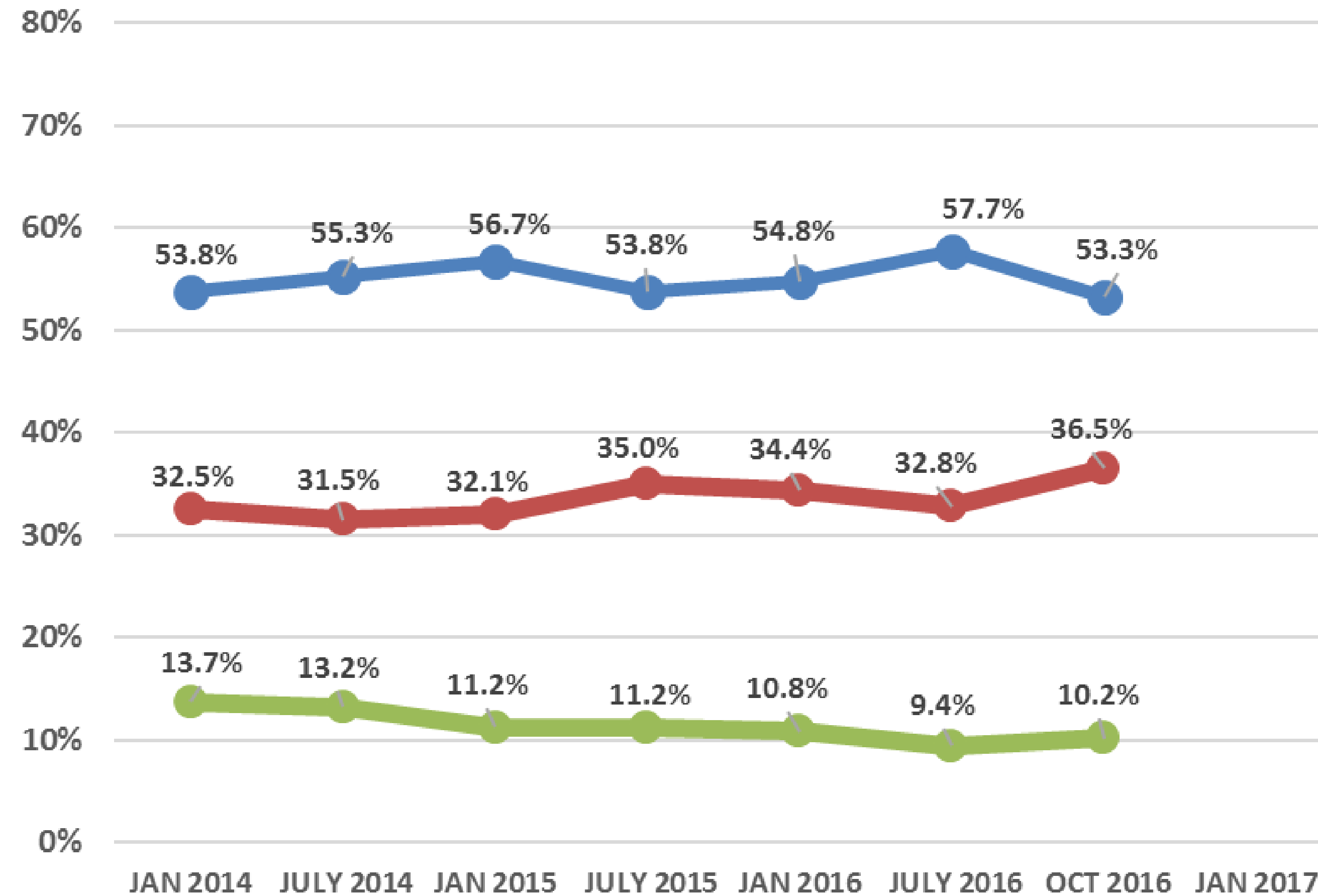
TRIPS WITHIN 200 Miles of Home



Leisure Travel Optimism: Trips (Next 12 Months)



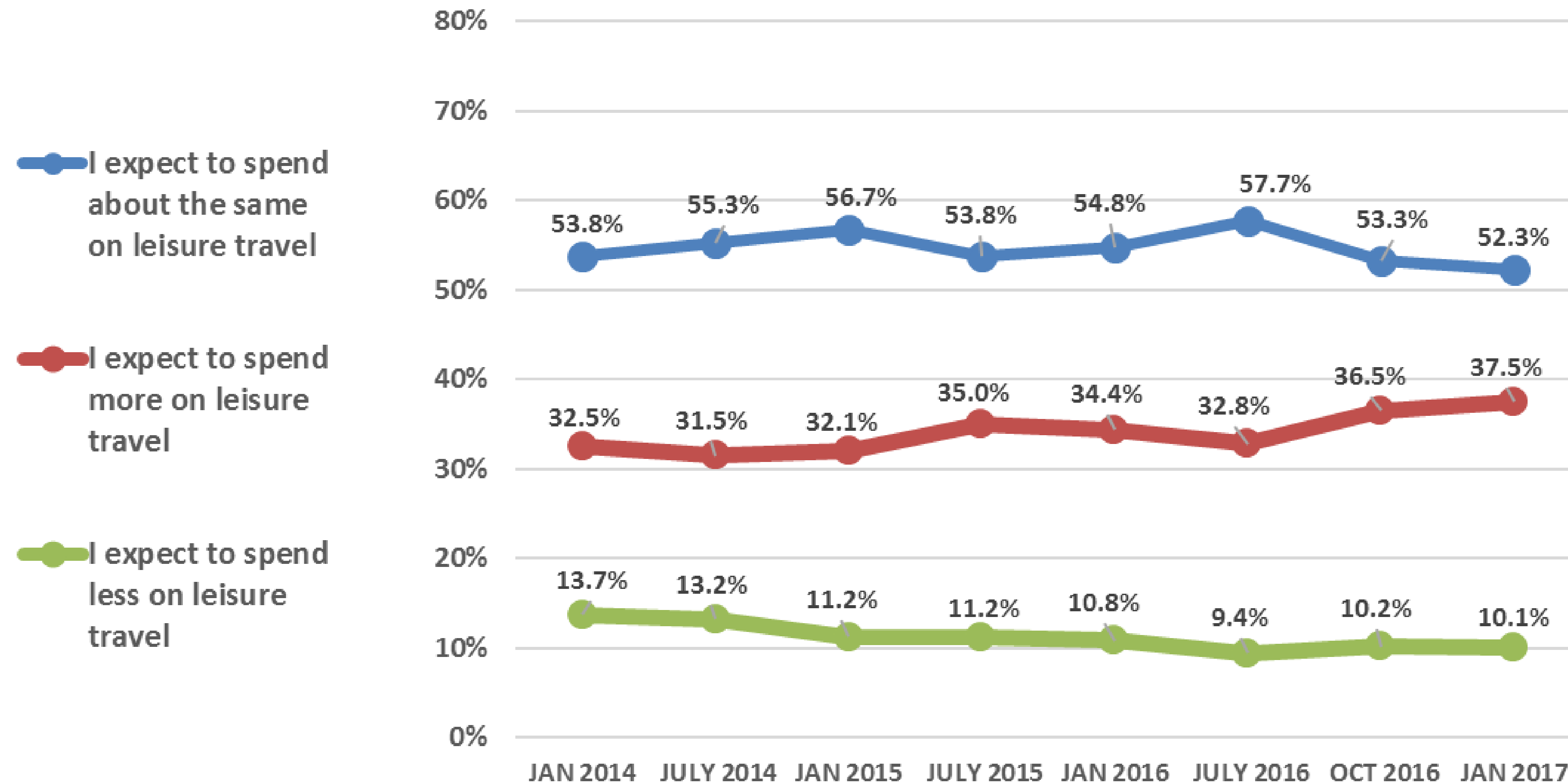
Leisure Travel Spending: Trips (Next 12 Months)



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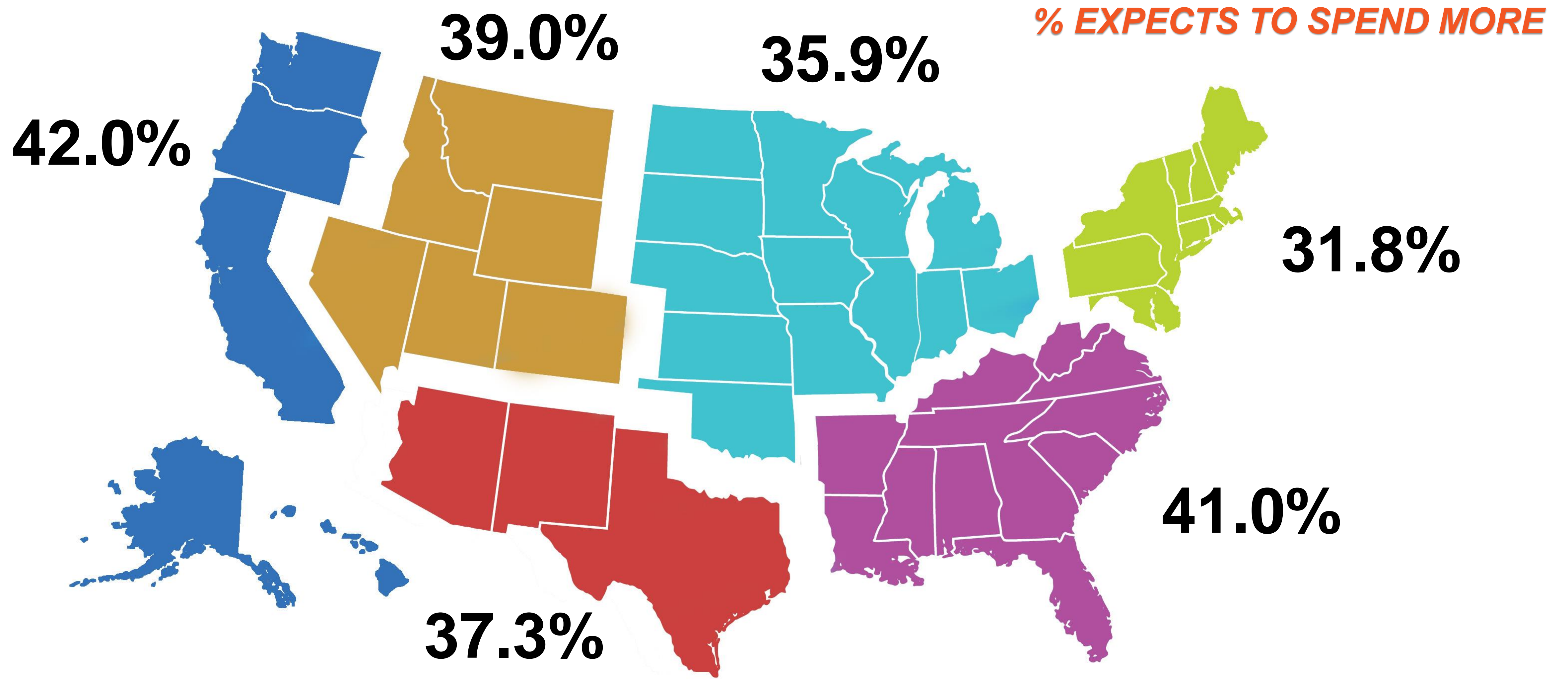
Leisure Travel Spending: Trips (Next 12 Months)



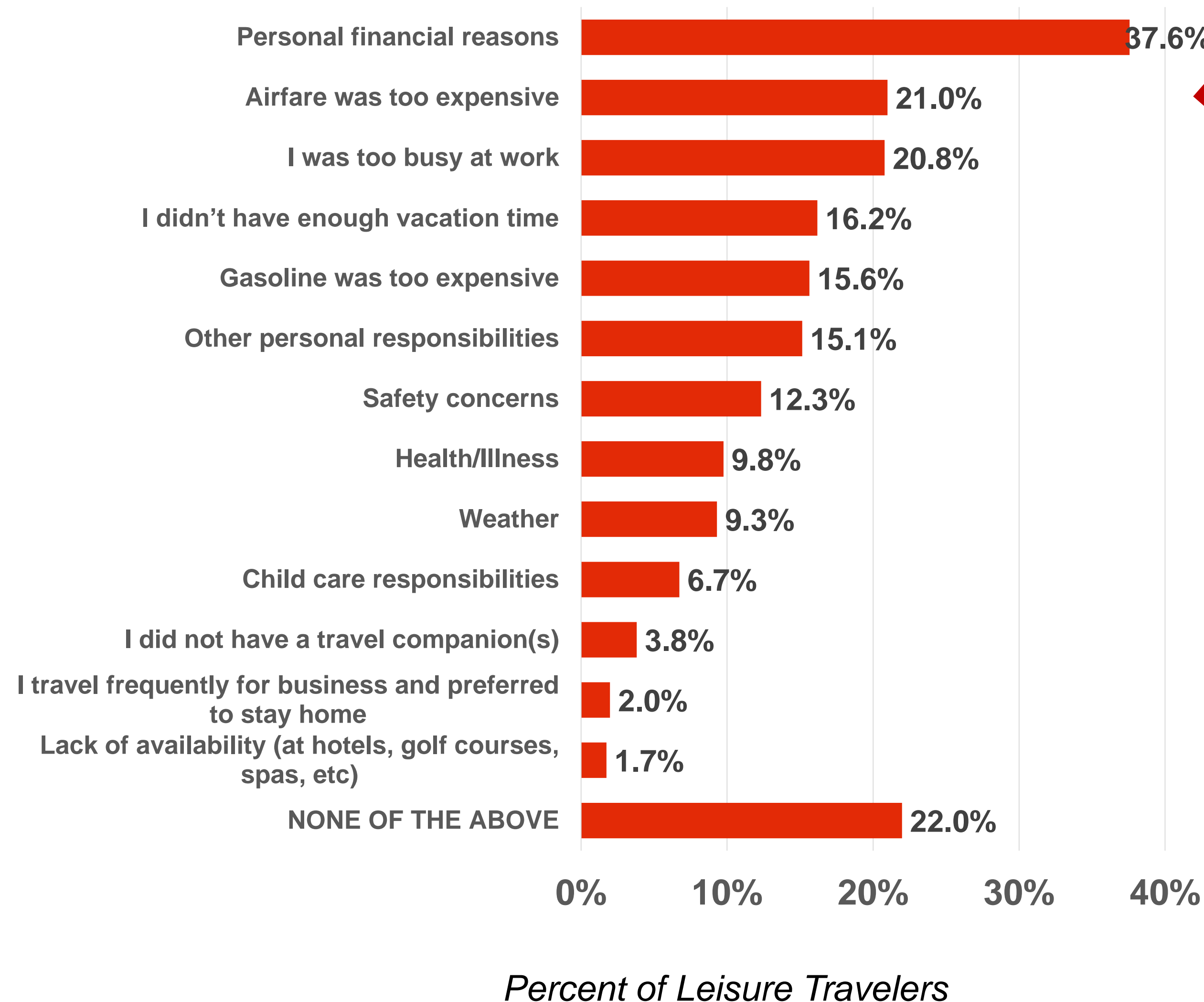
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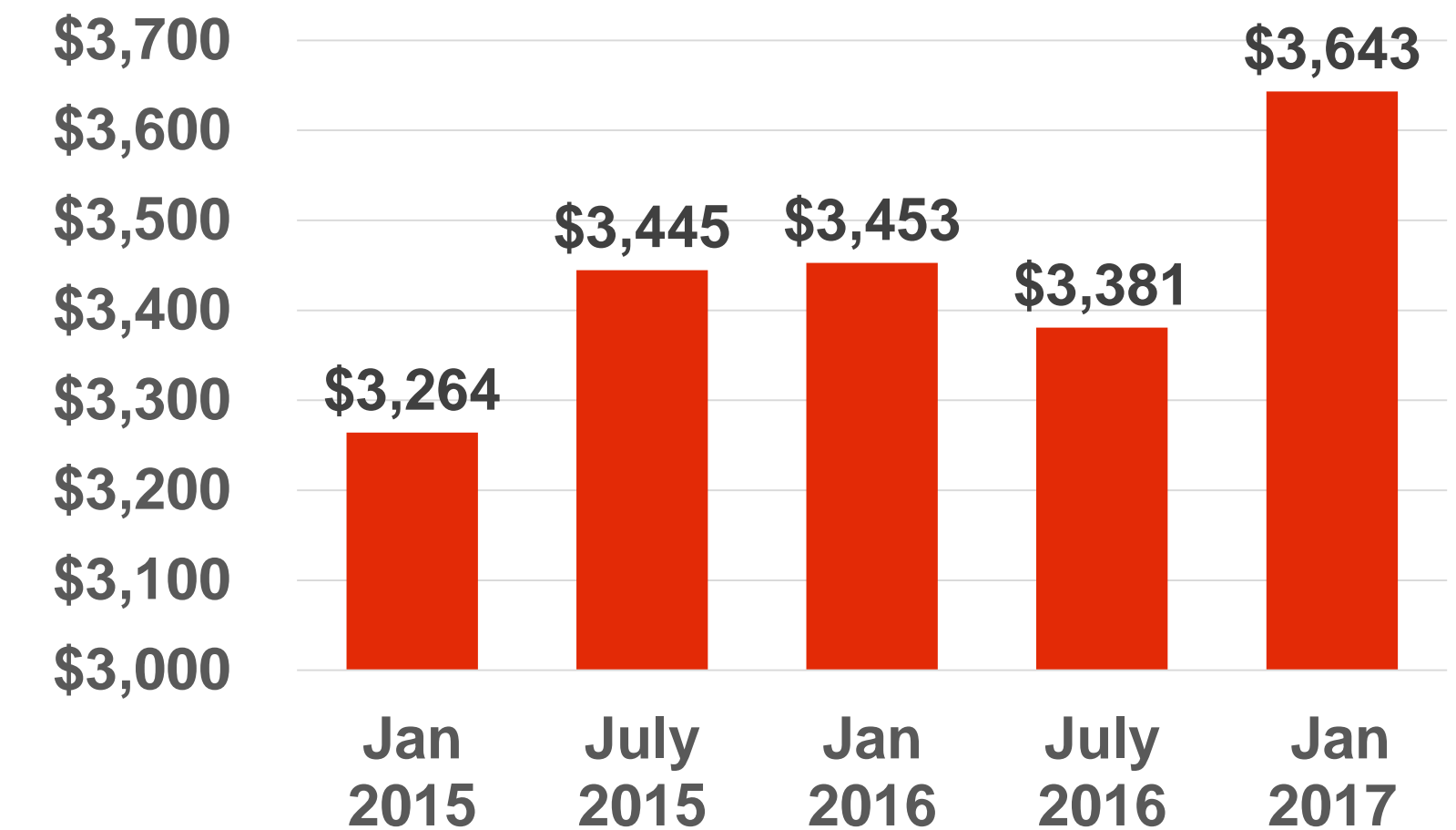
Leisure Travel Spending: Trips (Next 12 Months)



Personal Finances Remain the Biggest Impediment

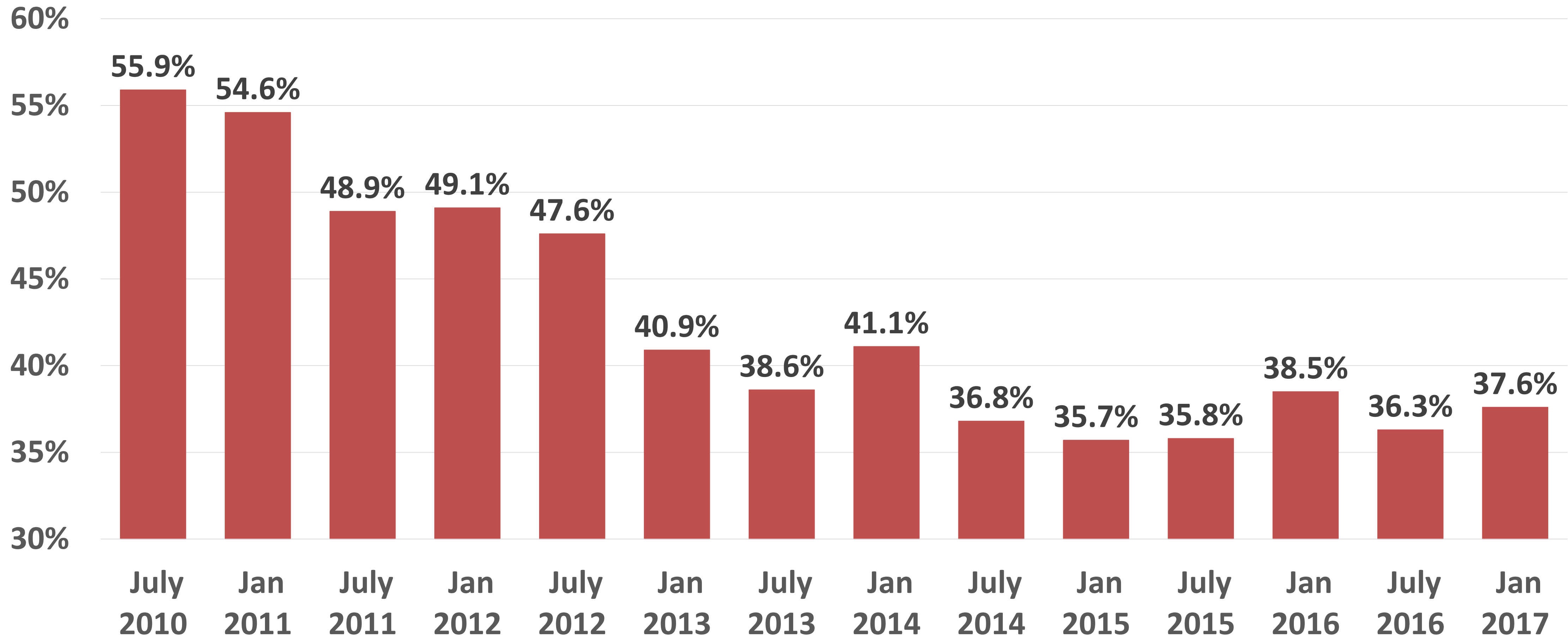


Travel budgets up 10% in past 2 years



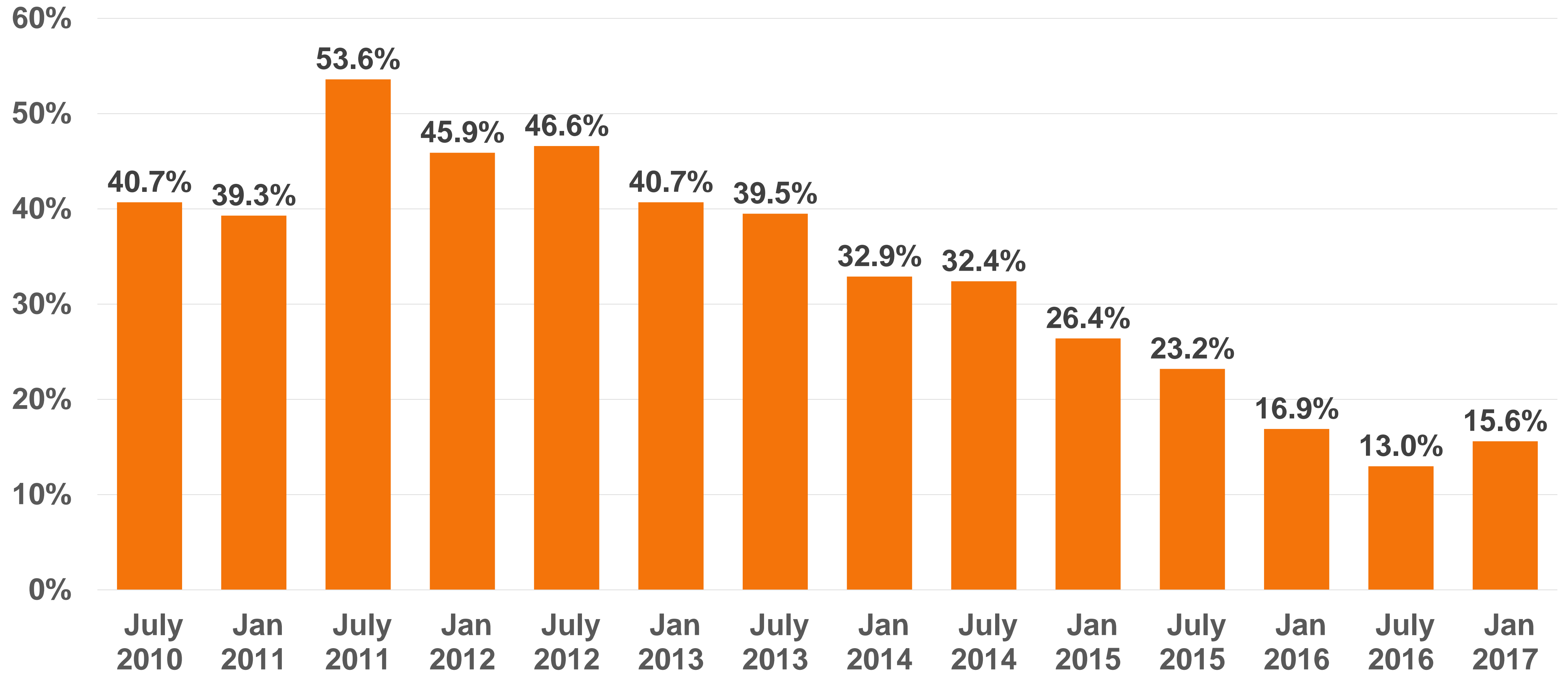
Question: How much **IN TOTAL** is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT TWELVE (12) MONTHS?

Impediments to Travel: Personal Finances



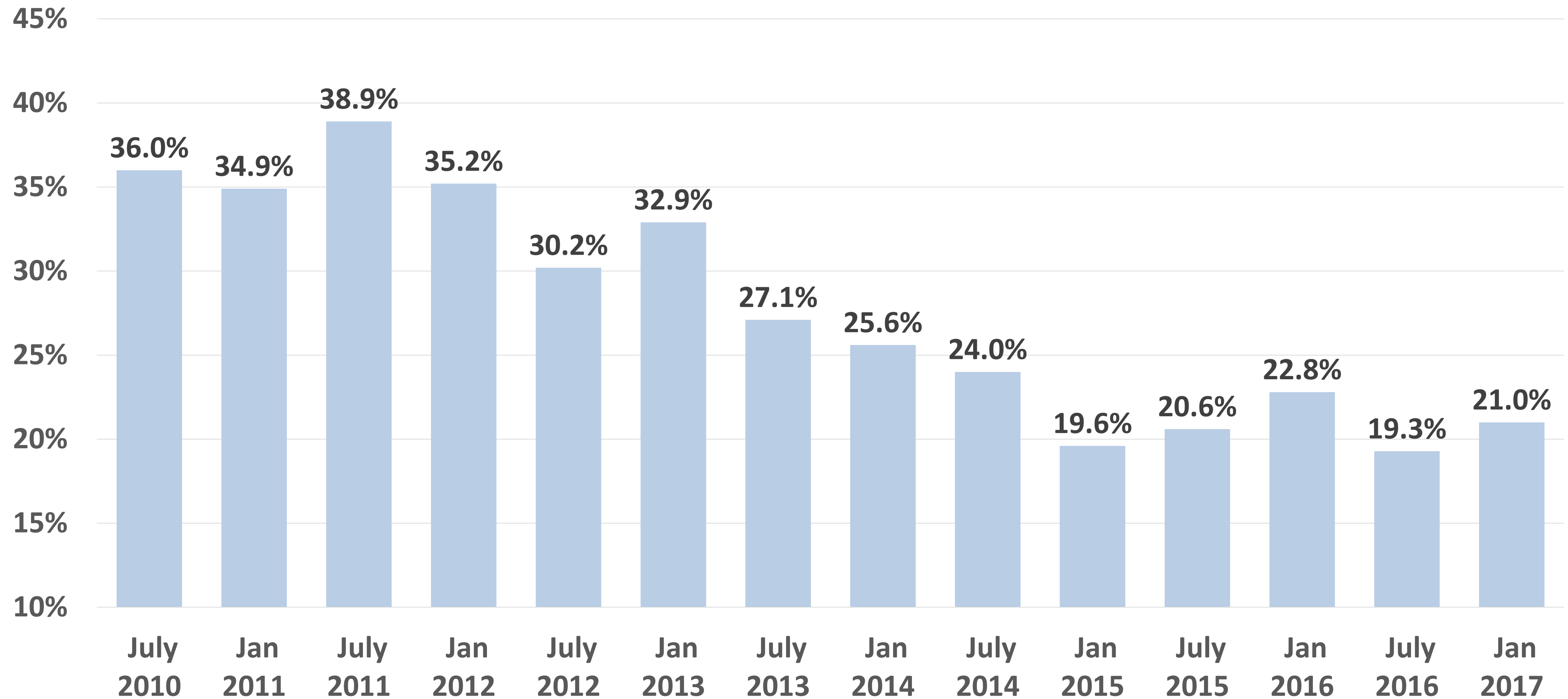
Percent of Leisure Travelers

Impediments to Travel: Gasoline Prices



Percent of Leisure Travelers

Impediments to Travel: Airfare too Expensive



Percent of Leisure Travelers

The State of the International Traveler™



- CANADA
- MEXICO
- UNITED KINGDOM
- JAPAN
- GERMANY
- BRAZIL
- CHINA
- FRANCE
- SOUTH KOREA
- AUSTRALIA
- ITALY
- INDIA



Argentina



Holland

The State of the International Traveler

I expect to take more international trips (next 12 months)				
	2014	2015	2016	2017
Brazil	66.9%	66.4%	72.5%	67.0%
China	77.1%	68.4%	65.1%	65.1%
Mexico	60.3%	61.0%	66.4%	63.0%
India	52.4%	58.7%	52.8%	53.7%
South Korea	45.3%	48.4%	46.4%	49.9%
Italy	32.9%	39.6%	46.6%	41.2%
Australia	32.3%	33.4%	31.5%	40.3%
France	28.8%	32.7%	32.8%	36.9%
United Kingdom	24.2%	32.2%	33.7%	32.4%
Germany	25.7%	29.6%	31.1%	30.7%
Canada	26.7%	33.5%	31.2%	27.9%
Japan	23.8%	24.4%	24.3%	27.8%

I expect to spend more on international trips (next 12 mos.)				
	2014	2015	2016	2017
China	75.2%	65.0%	63.1%	62.1%
India	56.1%	58.9%	56.4%	57.8%
South Korea	52.9%	52.5%	51.2%	56.3%
Brazil	55.9%	58.8%	61.1%	56.1%
Mexico	47.0%	46.8%	54.0%	52.6%
Australia	33.2%	35.8%	34.7%	40.5%
Italy	32.8%	34.7%	43.4%	39.6%
United Kingdom	29.8%	38.9%	37.3%	38.4%
France	26.7%	33.3%	34.6%	33.2%
Germany	26.7%	30.5%	33.0%	32.9%
Japan	26.6%	25.9%	25.4%	30.4%
Canada	28.1%	35.2%	34.0%	27.4%

The State of the International Traveler

USA as Most Desired International Destination (By market)

	Percent Writing in the USA as a Most Desired Destination	USA's Rank
Brazil	56.0%	1
Mexico	47.9%	1
Canada	47.6%	1
India	45.3%	1
Japan	43.2%	1
Australia	37.9%	1
China	37.2%	2
South Korea	32.5%	2
Argentina	32.1%	2
United Kingdom	31.3%	2
Italy	26.6%	4
France	18.8%	3
Netherlands	13.1%	6
Germany	12.1%	5

2017

USA #1

6/14



2016

USA #1

10/14

Current Situation

- High traveler expectations for future travel (next 12 months)
- Leisure travel spending expectations are also high
- Impediments to travel tick upward, but not significantly
- International outlook is decidedly mixed

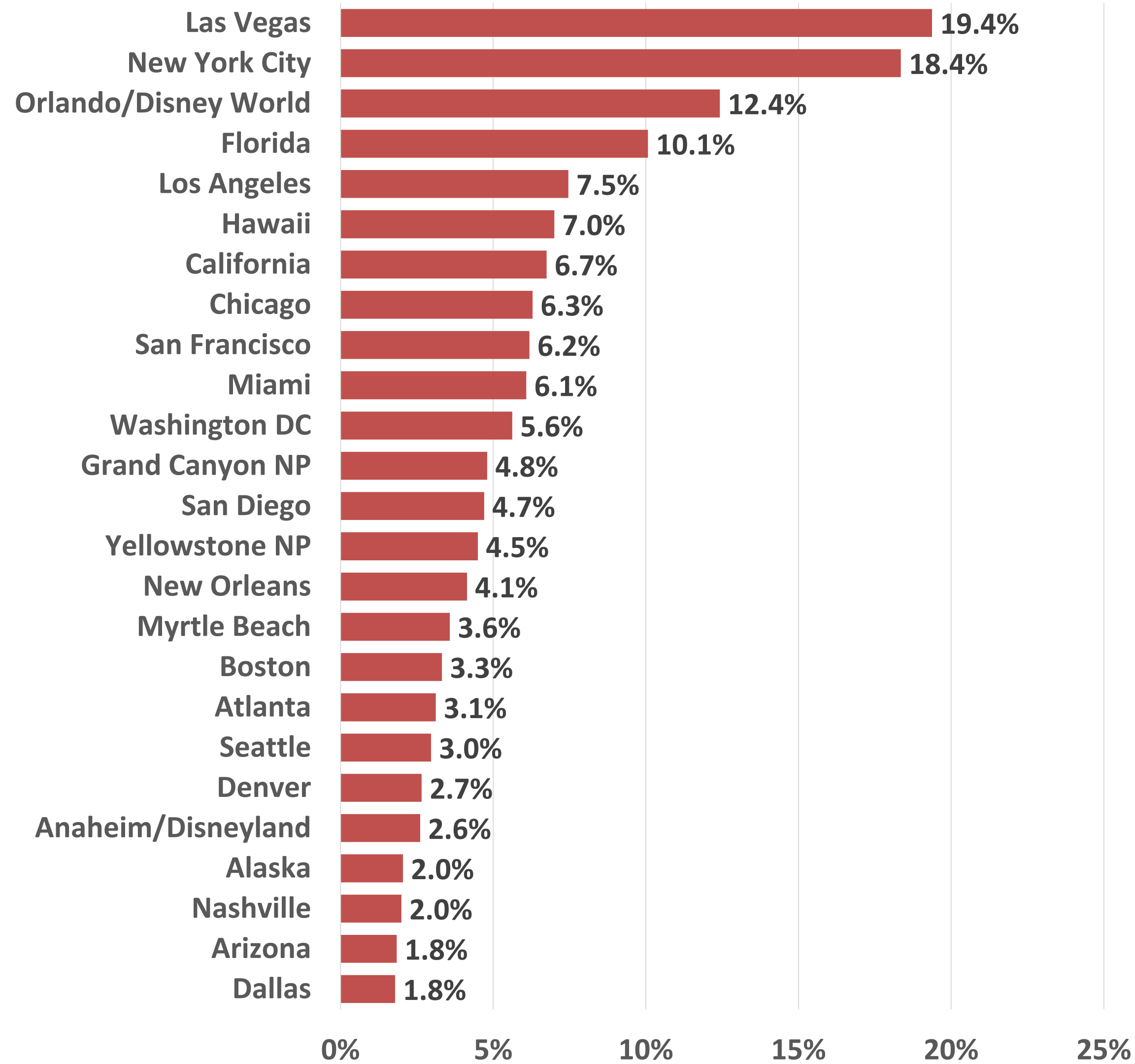


A man and a woman are hiking in the Grand Canyon. They are seen from behind, looking out over the vast, layered rock formations. The man is wearing a green shirt and has an orange backpack. The woman is wearing a plaid shirt and has a dark grey backpack. The man has his arm around the woman's shoulder. The scene is set in a bright, sunny environment with clear blue skies.

The State of the American Traveler

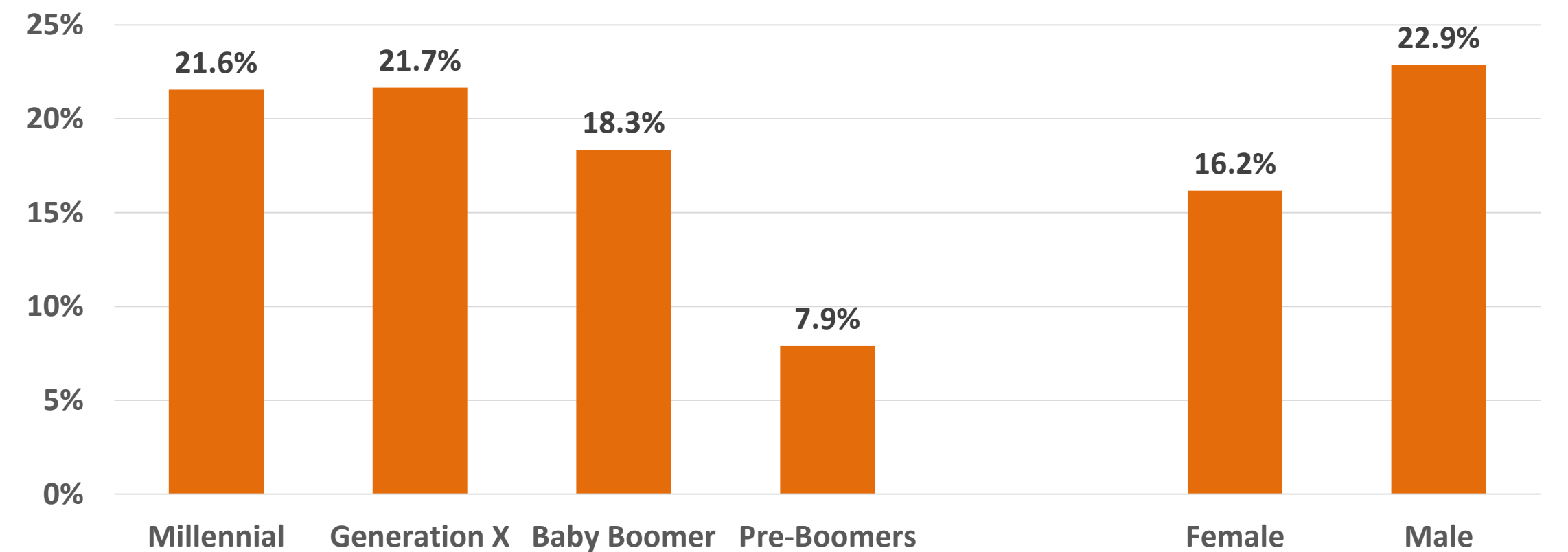
DESTINATION SELECTION & EVALUATION

Destination Hotlist

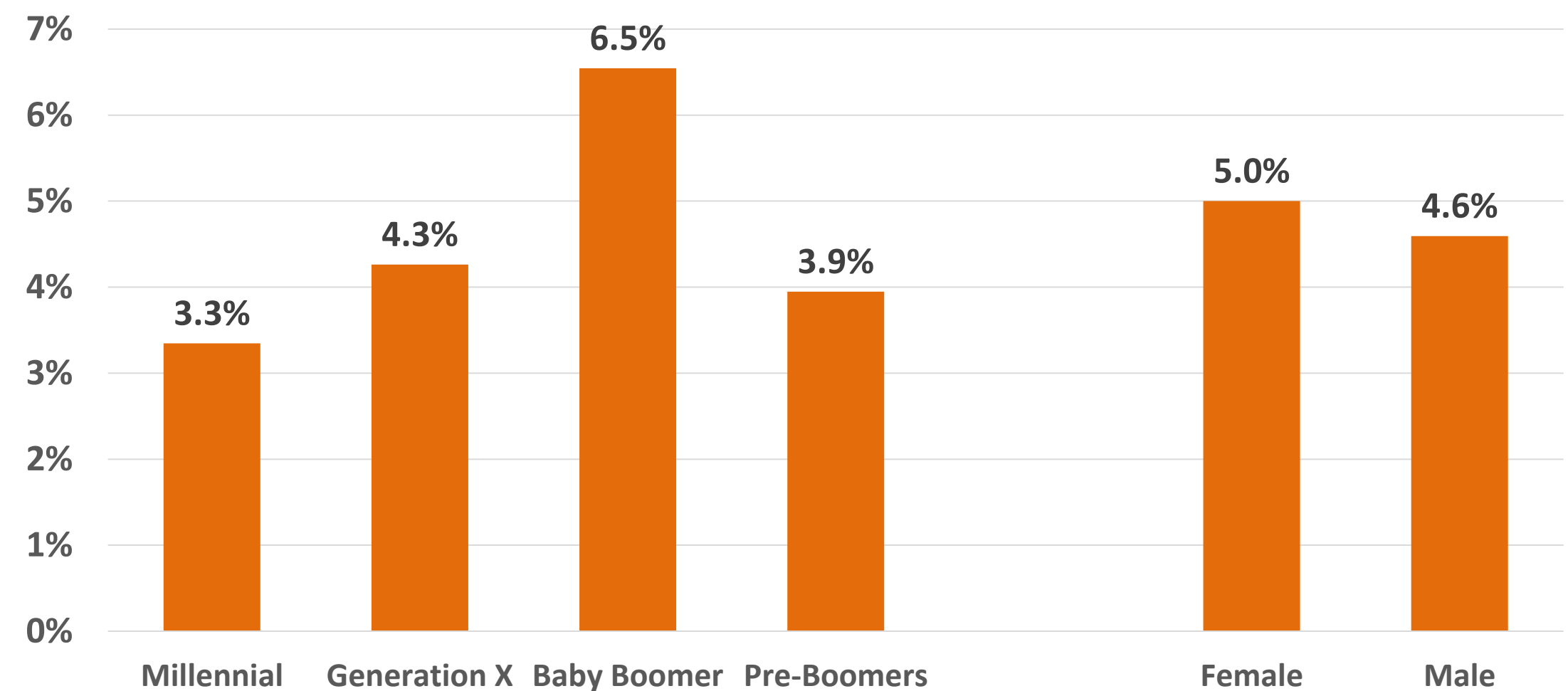


Question: What are the five domestic destinations that you would most like to visit in the upcoming year? (Write in up to five)

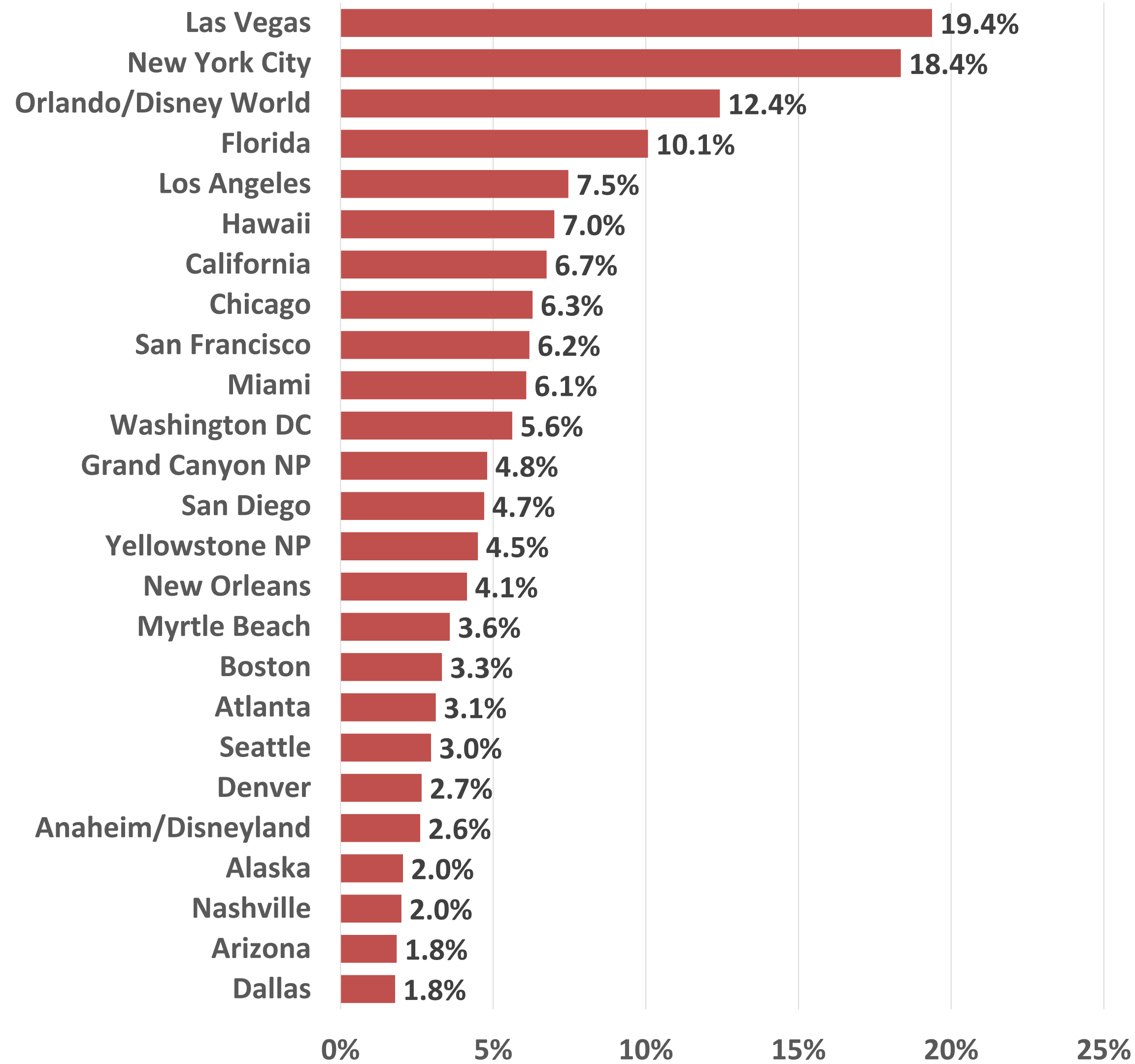
Las Vegas



Grand Canyon NP

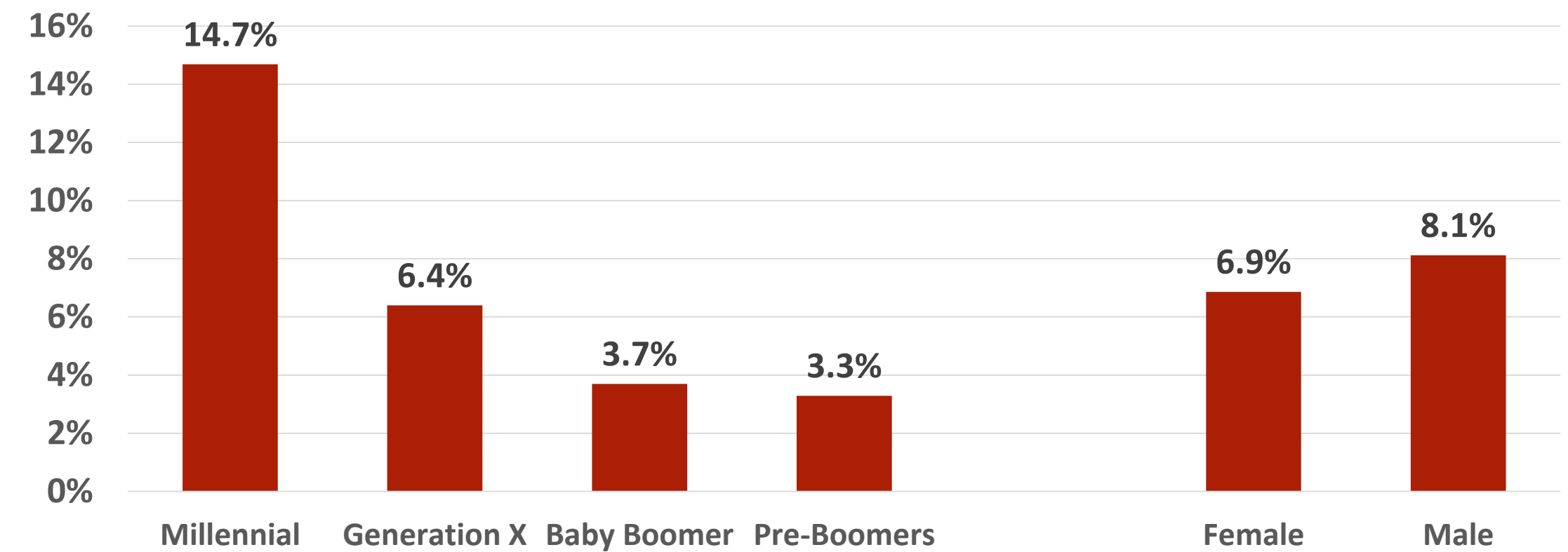


Destination Hotlist

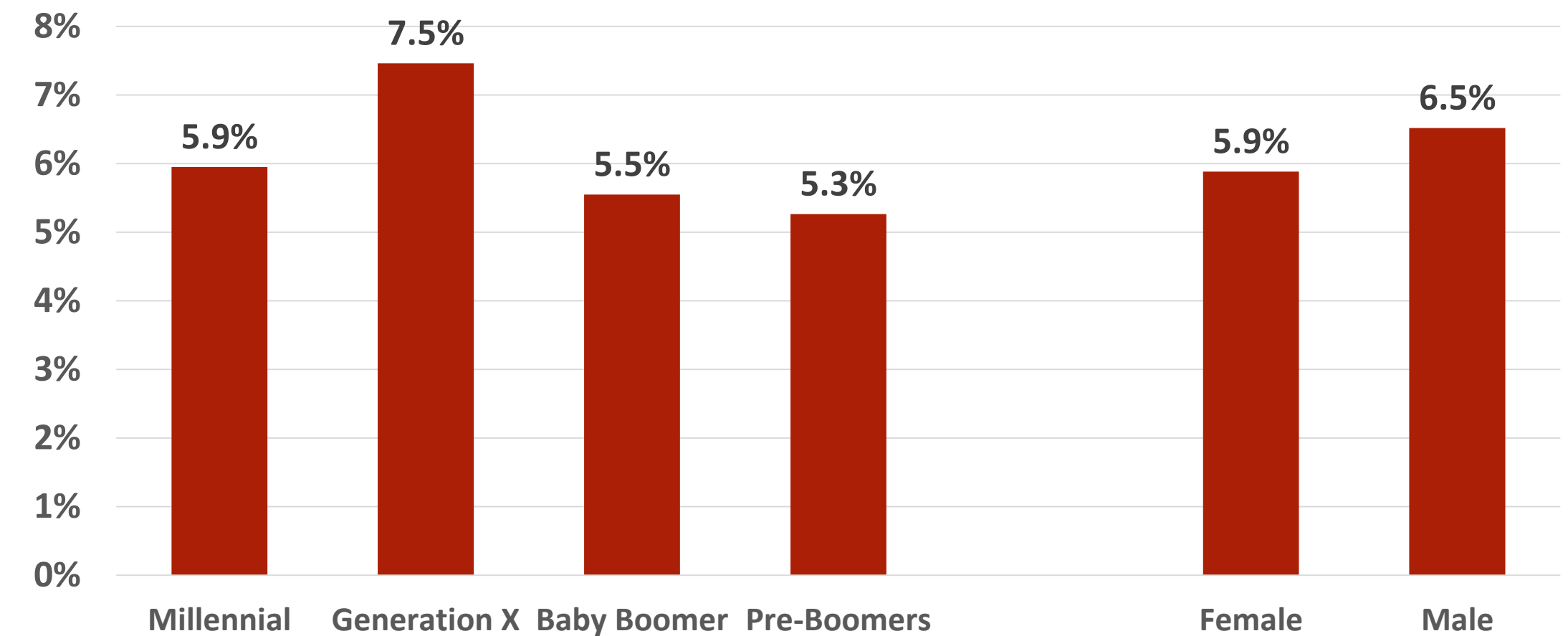


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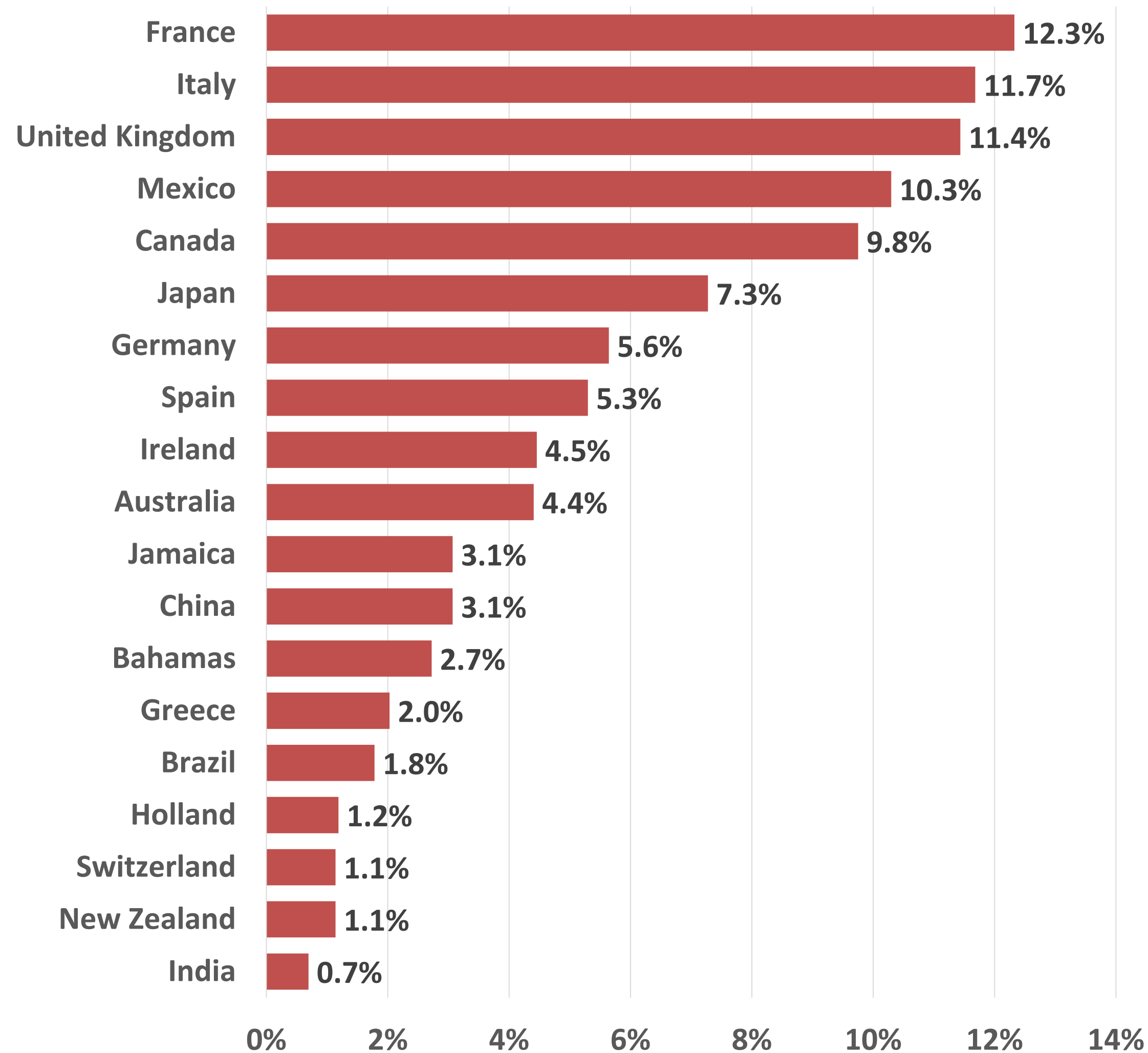
Los Angeles



San Francisco

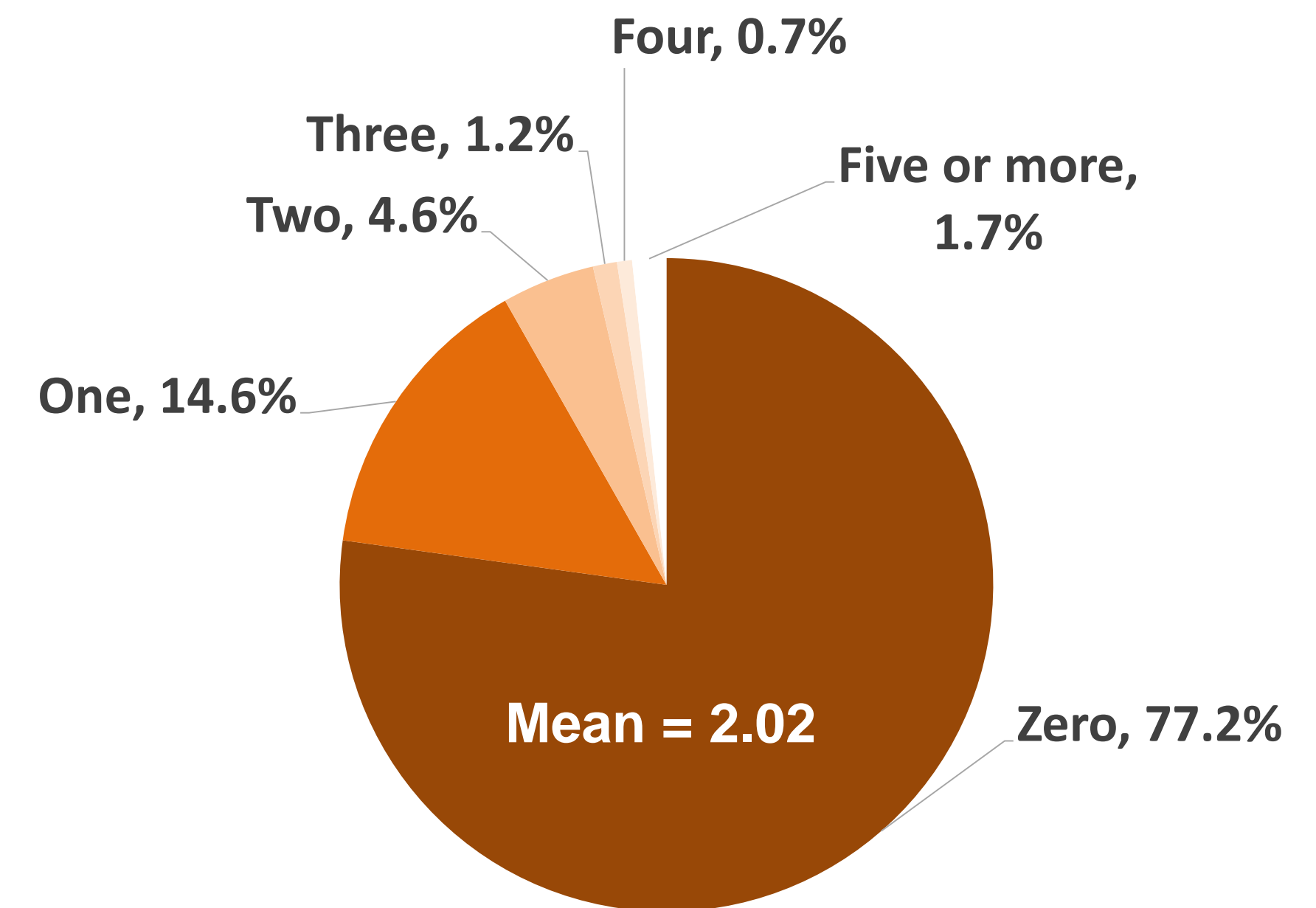


Destination Hotlist

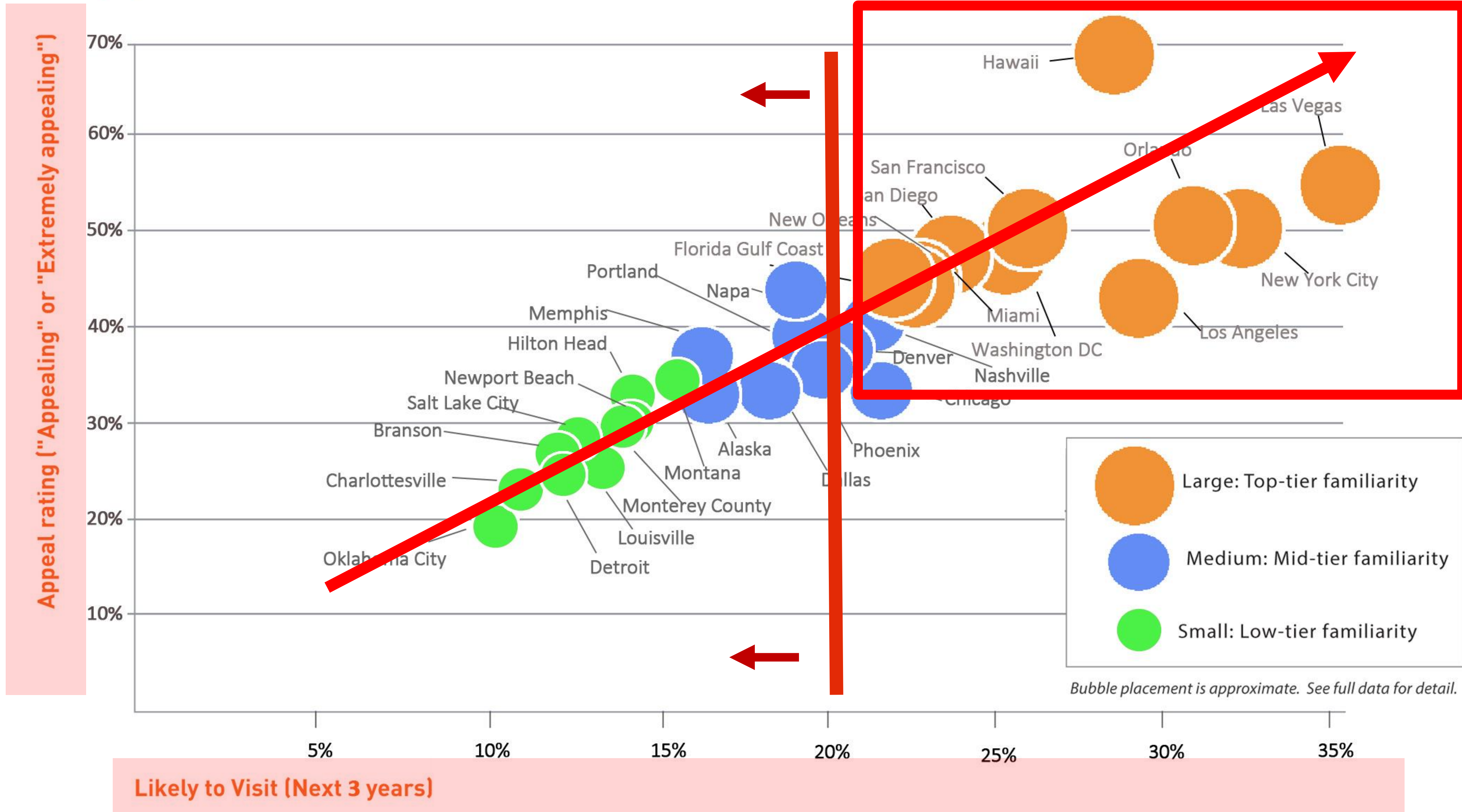


Question: What are the five foreign destinations that you would most like to visit in the upcoming year?
(Write in up to five)

International Trips (Past 12 Months)



Appeal Vs. Likelihood of Visiting



Destination Excitement Index™

Beaches continue to grow in excitement

Cities or Metropolitan Areas

-2.4% index change from Jan 2016

Small Towns, Villages or Rural Destinations/Attractions

6.2% index change from Jan 2016

Beach Destinations/Resorts

4.2% index change from Jan 2016

Mountain Destinations/Resorts

3.7% index change from Jan 2016

Desert Destinations/Resorts

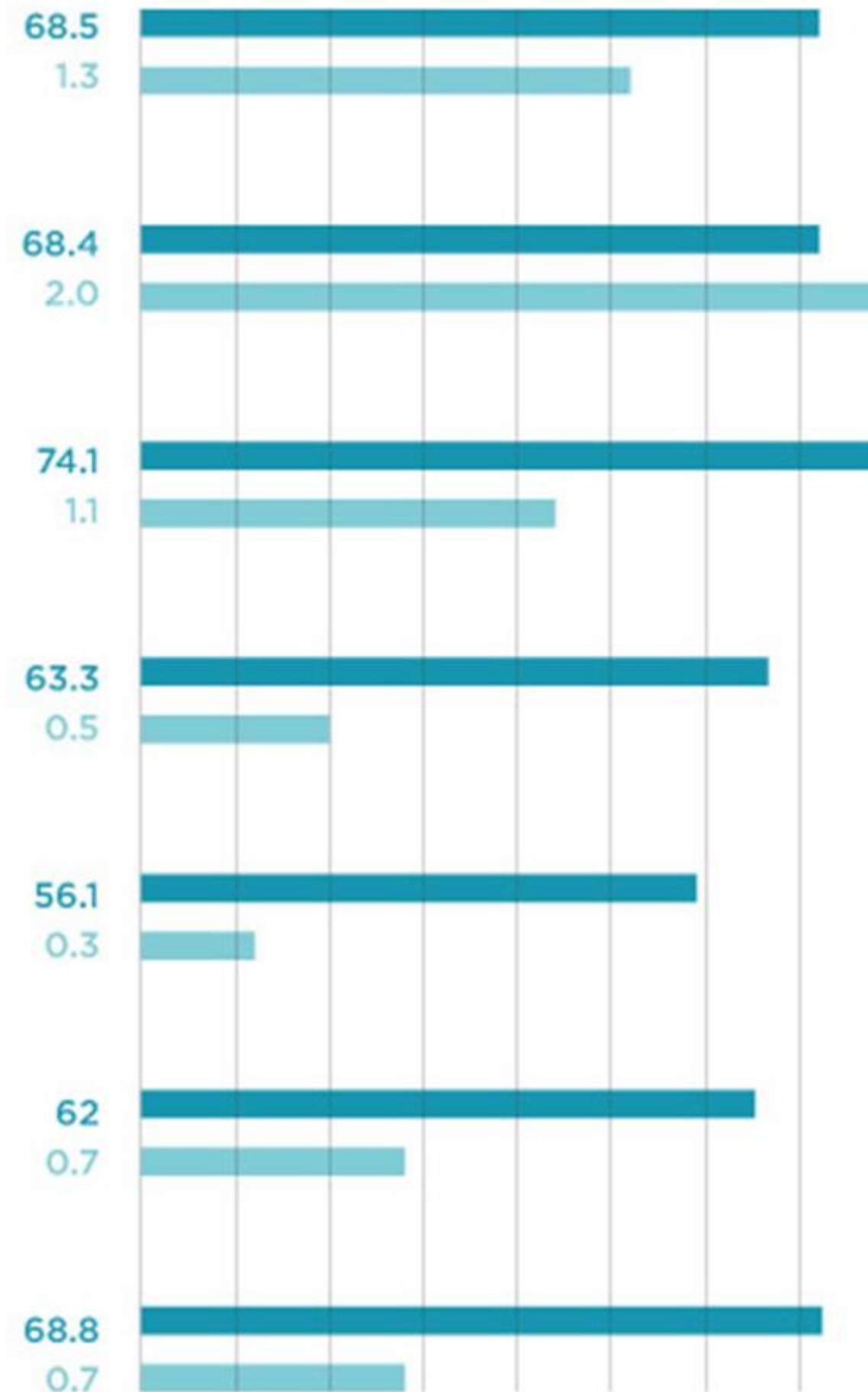
14.4% index change from Jan 2016

Theme or Amusement Parks

6.5% index change from Jan 2016

U.S. National Parks

11.3% index change from Jan 2016



Index Values
Average Trips

Measures traveler “excitement” about visiting each destination type in the upcoming year.

- 1-100 Scale, with large index value meaning more excitement.
- Beaches continue to generate most excitement
- Cities decline slightly in excitement index value. All others up
- Growth in National Parks and Deserts this year.

How Do Travelers Describe the Places They're Excited About?

Question: Please think about your leisure travel in the PAST TWO (2) YEARS. Think of one specific domestic destination you **VISITED AND PARTICULARLY ENJOYED** in the past two (2) years.

Where was this place? (USA only, please) _____

What **ONE WORD** best describes this place? _____



Question: Now think about the specific domestic destination (USA) you are **MOST EXCITED TO VISIT** in the next two (2) years.

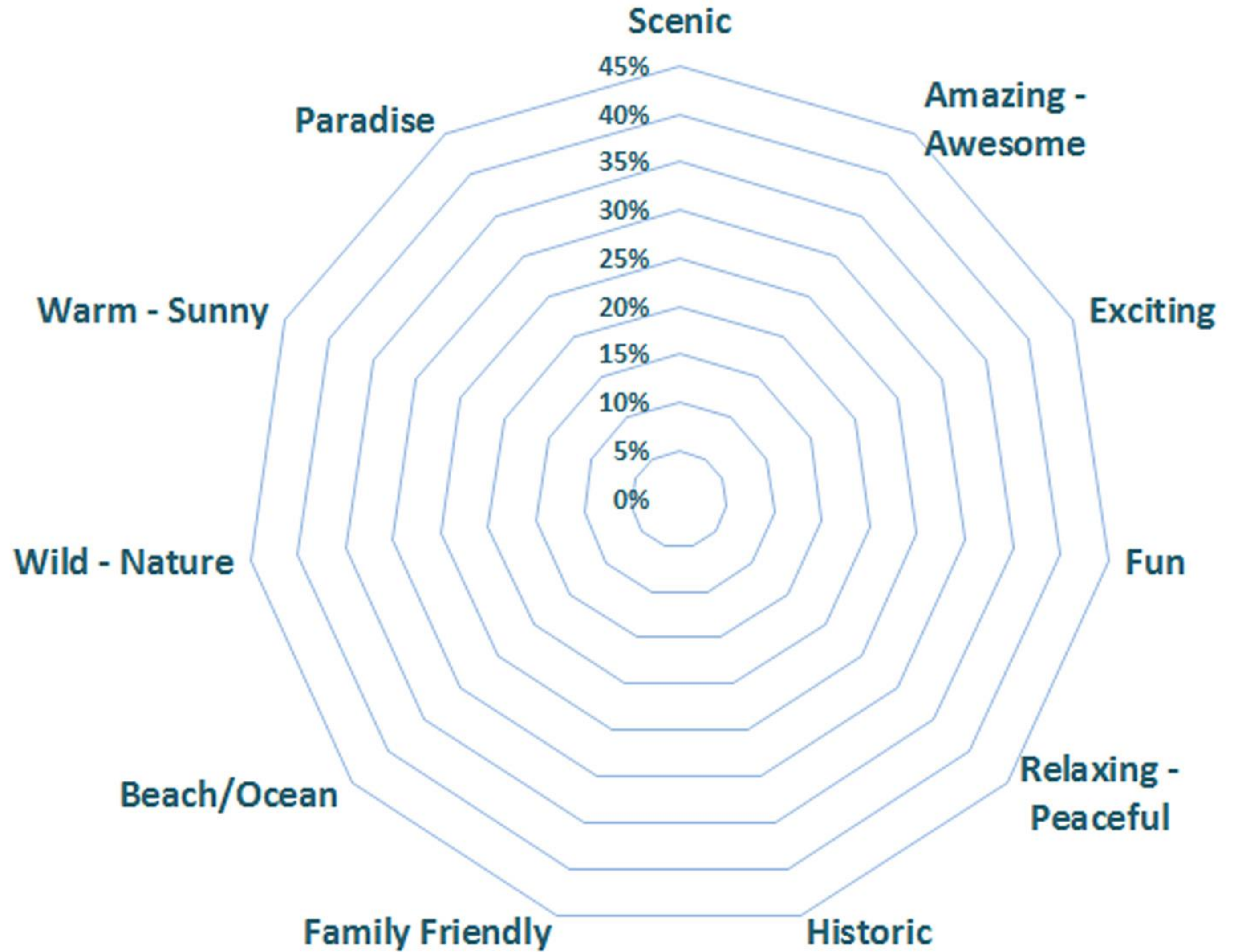
Where is this place? (USA only, please) _____

What **ONE WORD** best describes this place? _____

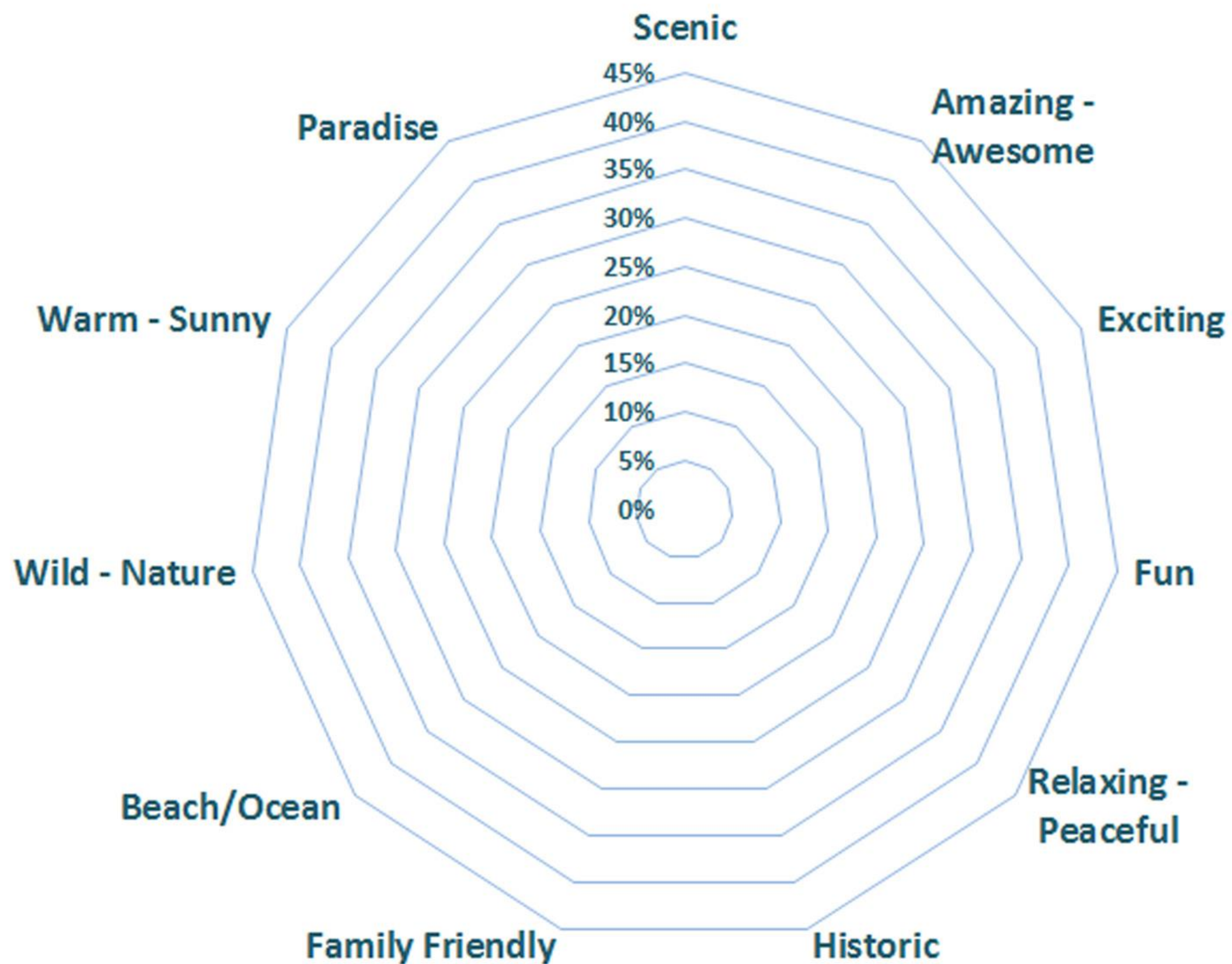
How Do Travelers Describe the Places They're Excited About?

It turns out quite differently!

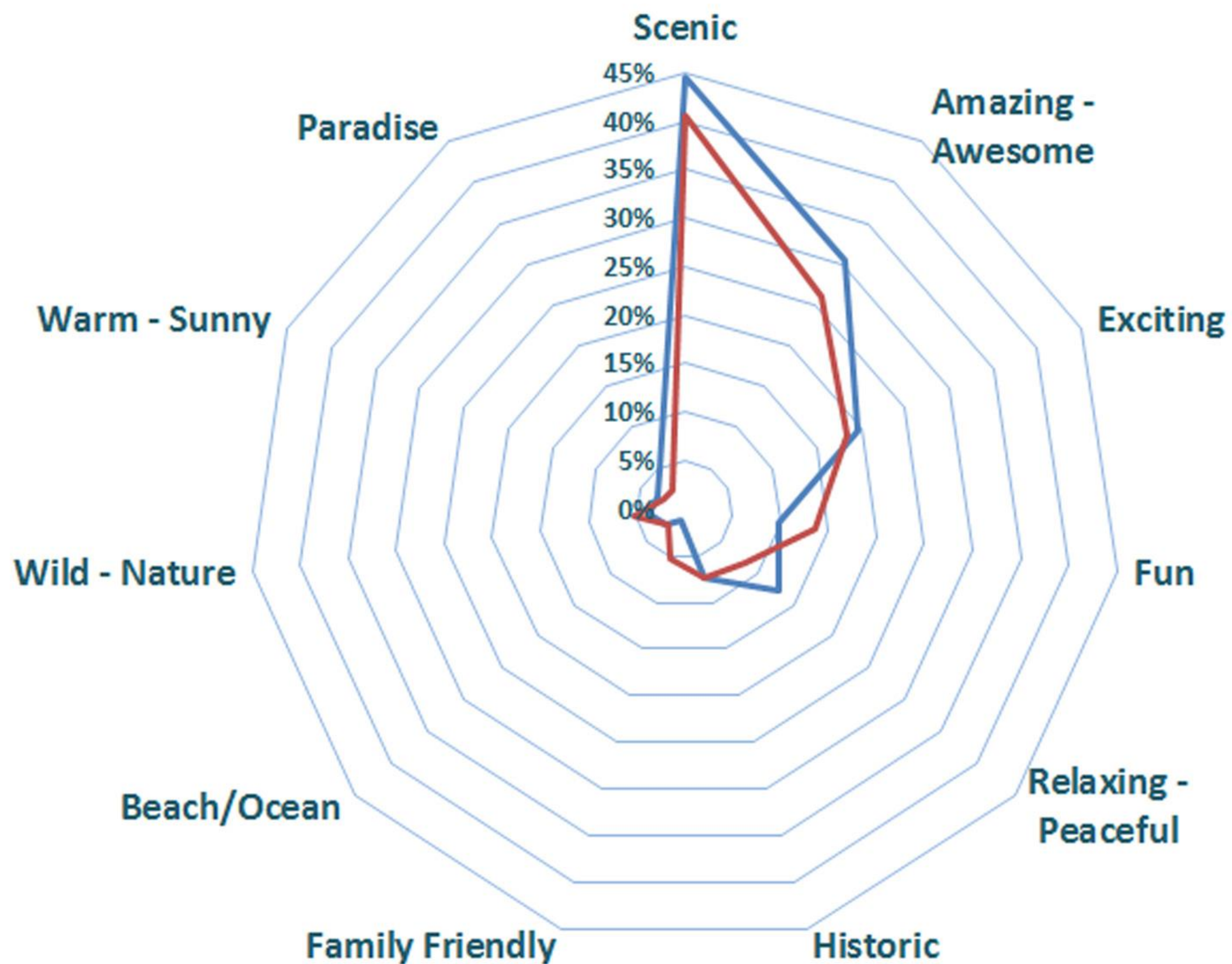
Let's look at a simple radar chart



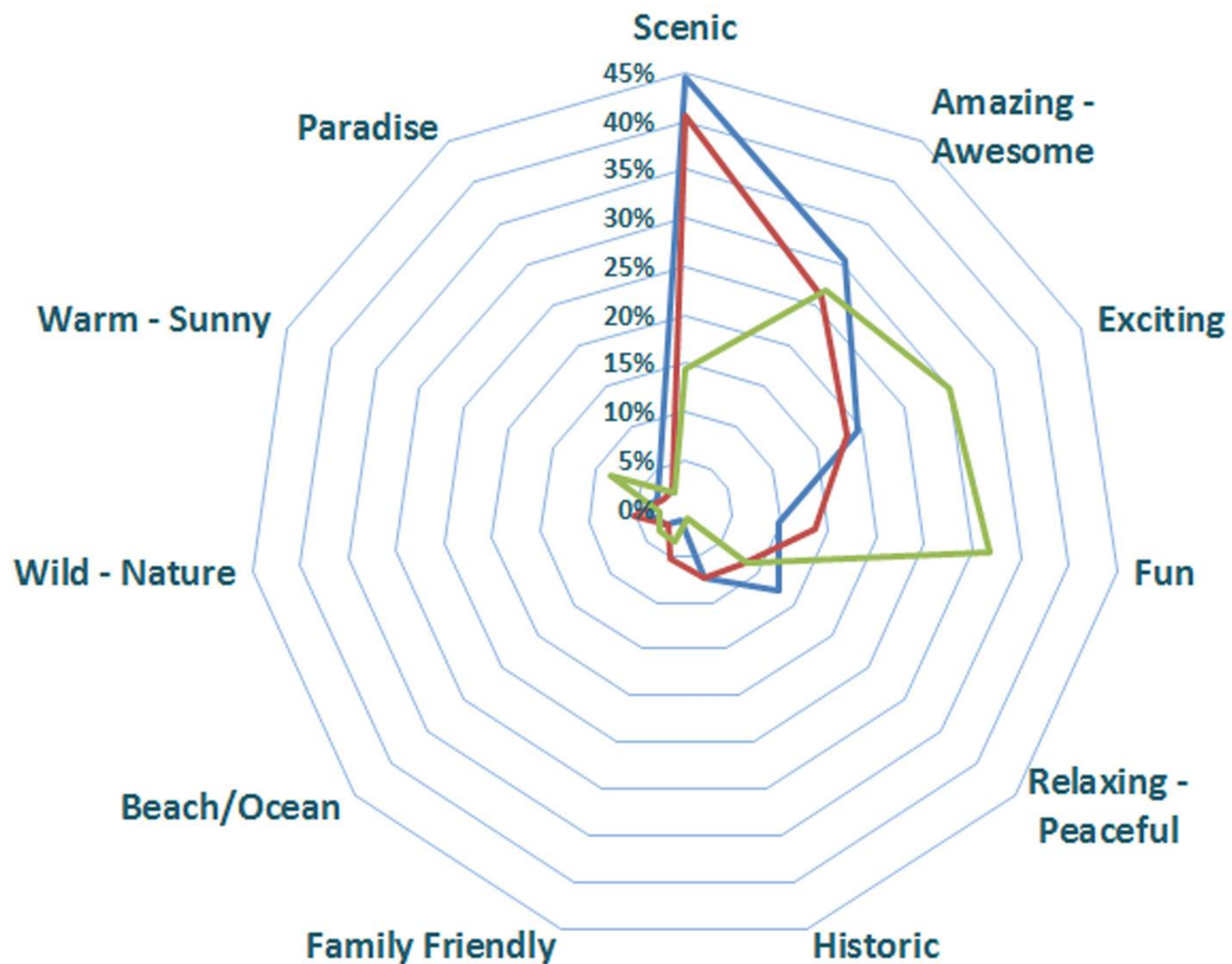
- National or State Park
- Mountain destination or resort
- Desert destination or resort
- Beach destination
- Small or Medium-sized city
- Large city



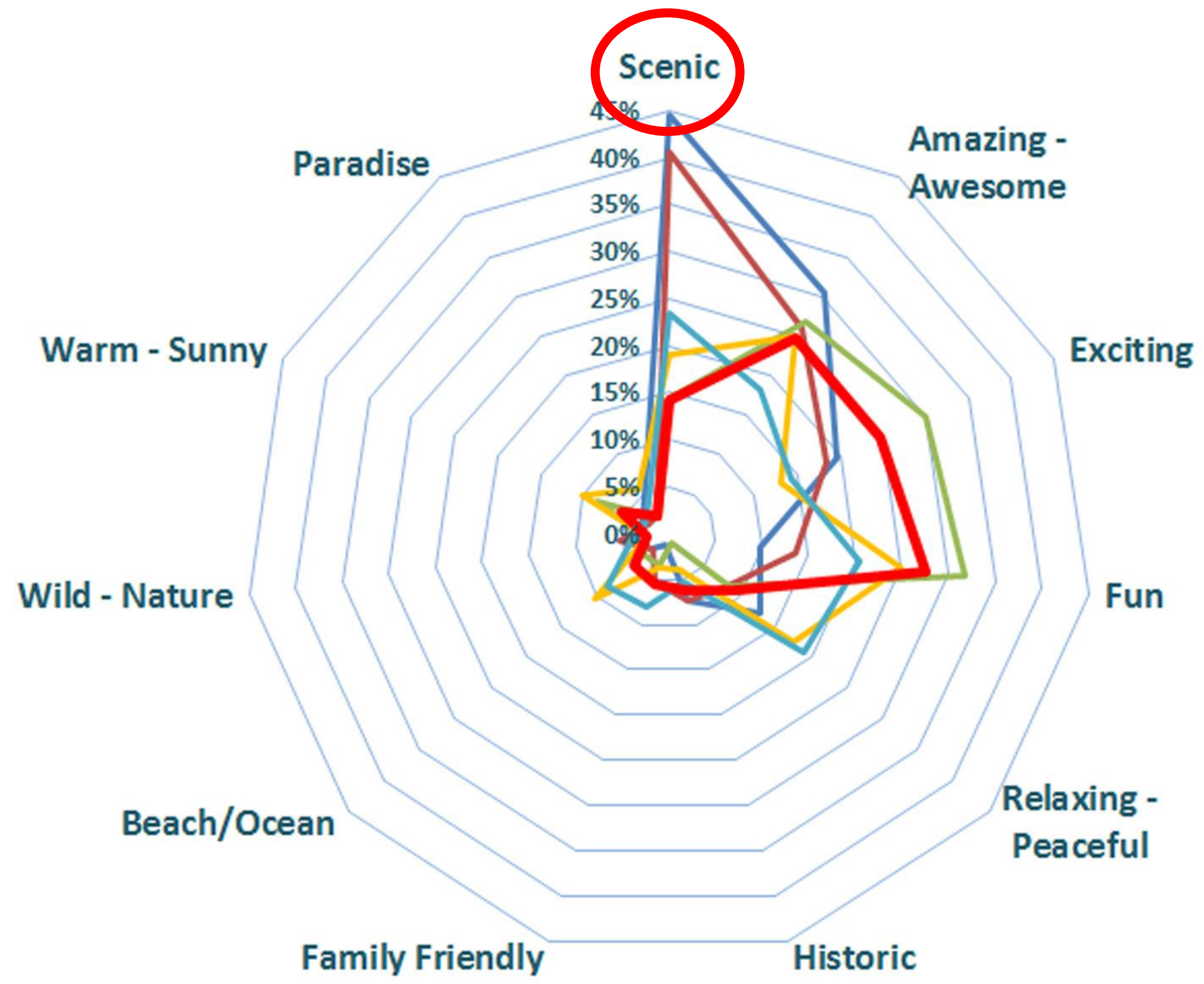
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- Desert destination or resort
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- Small or Medium-sized city
- Large city



- National or State Park
- Mountain destination or resort
- Desert destination or resort
- Beach destination
- Small or Medium-sized city
- Large city



- National or State Park
- Mountain destination or resort
- Desert destination or resort
- Beach destination
- Small or Medium-sized city
- Large city



BERMUDA

ISLAND EXPERIENCES PLANNING ESSENTIALS PLACES TO STAY



Fun



Relaxing



Awesome



Scenic

OUR Island



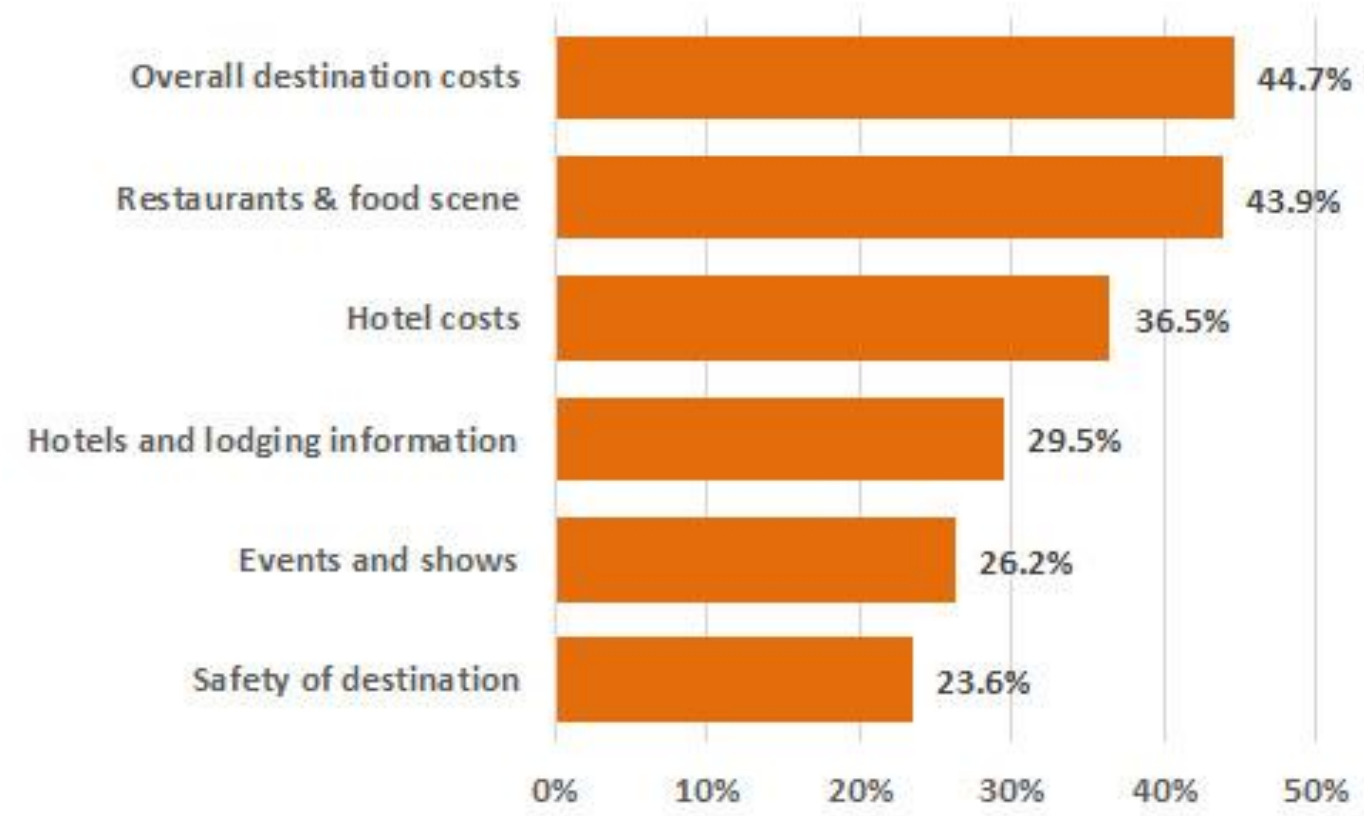
AN INTRODUCTION TO BERMUDA'S *Regions & Beaches*

Bermuda is 21-square miles of natural beauty and colourful island culture. To get a lay of the land, explore the island's three regions - West End, Central Bermuda and East End - and get an overview of the world-renowned beaches dotting its shores.

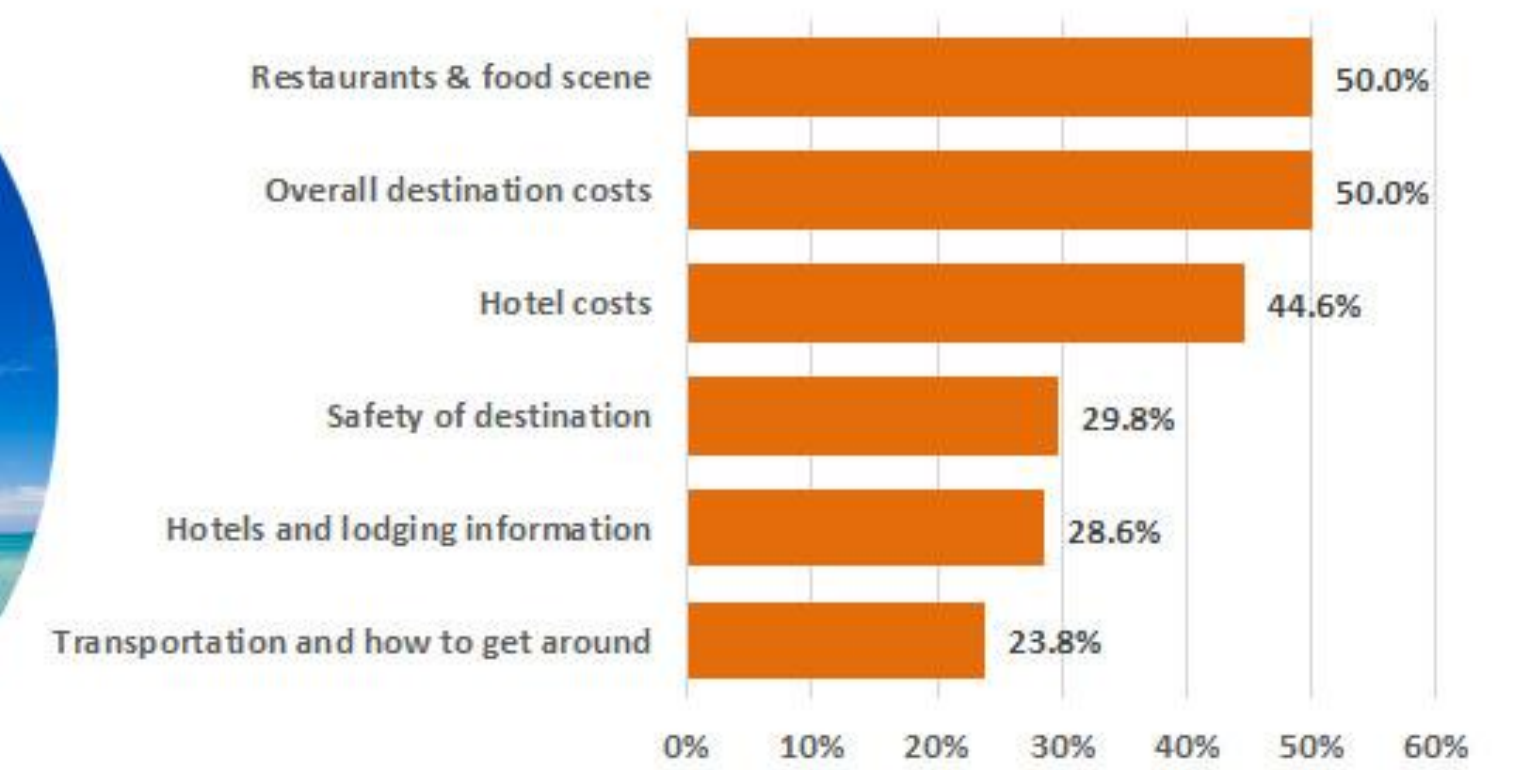
Question: Which of the following types of travel information are **MOST IMPORTANT** in helping you decide to visit a (beach destination/resort)? (Select the **FIVE (5)** most important)



Large City



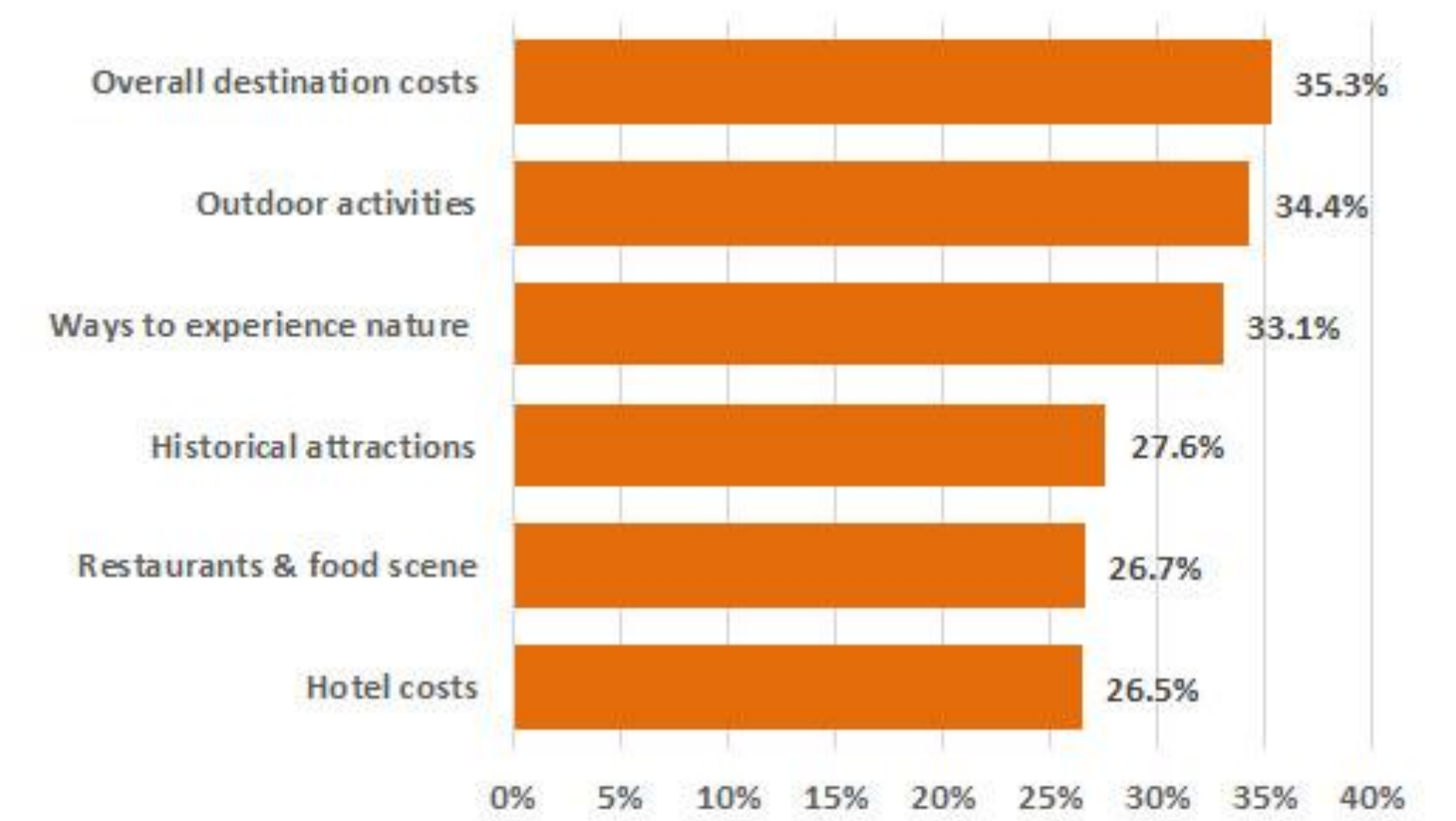
Beach Destination or resort



National or State Park



Mountain Destination or resort

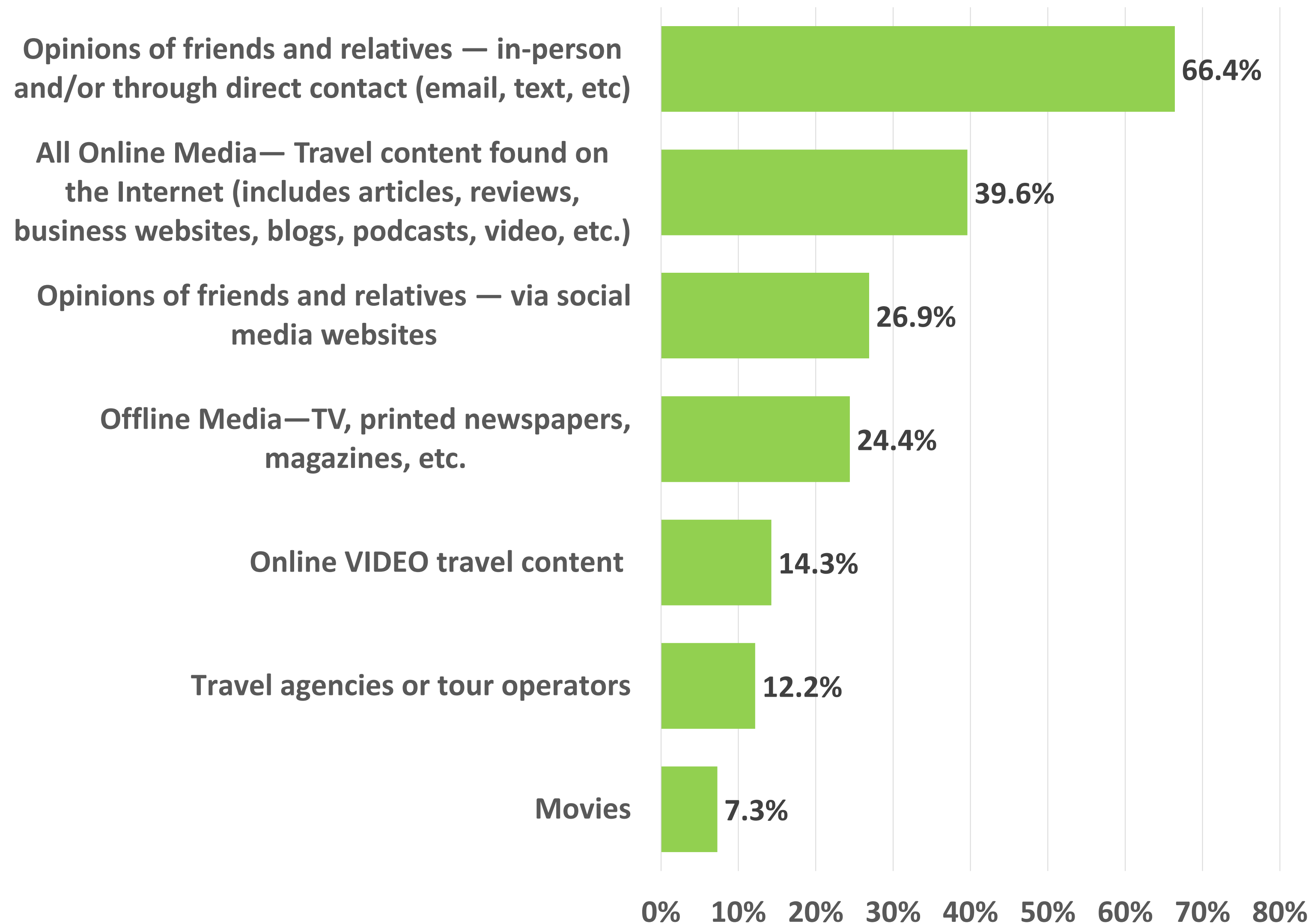


To Drive Incremental Traffic:

- Different destinations will naturally require different messaging and differentiation tactics. However:
- Costs can't be ignored/avoided
- Logistical basics (transportation, hotels, safety) also are important
- Restaurants and cuisine matter



Destination Inspiration



Question: Please think specifically about how you get your inspiration for the destinations you want to visit domestically. Which would you typically use to find destination ideas and inspiration?

Destination Inspiration

Opinions of friends and relatives — in-person and/or through direct contact (email, text, etc)

All Online Media— Travel content found on the Internet (includes articles, reviews, business websites, blogs, podcasts, video, etc.)

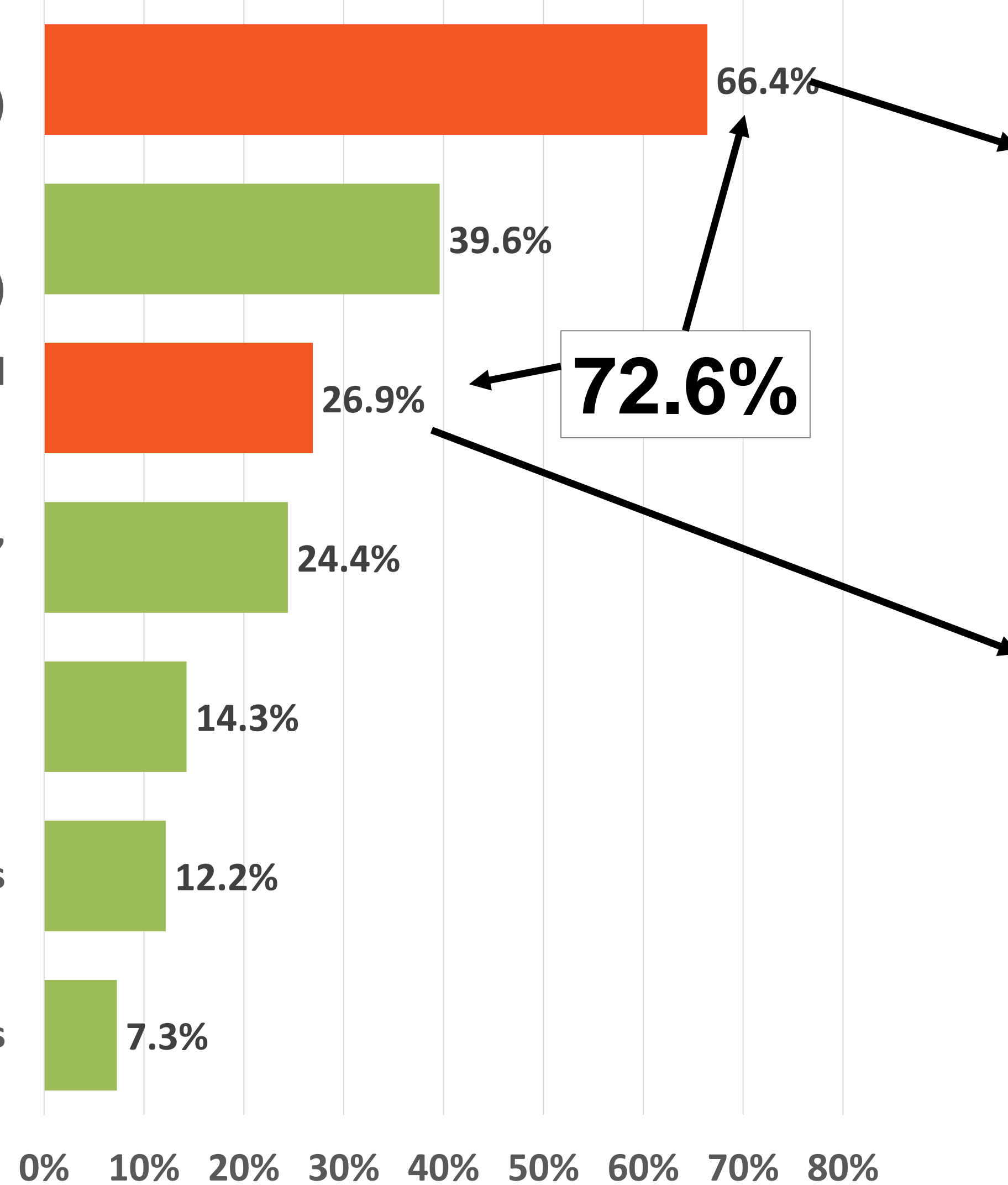
Opinions of friends and relatives — via social media websites

Offline Media—TV, printed newspapers, magazines, etc.

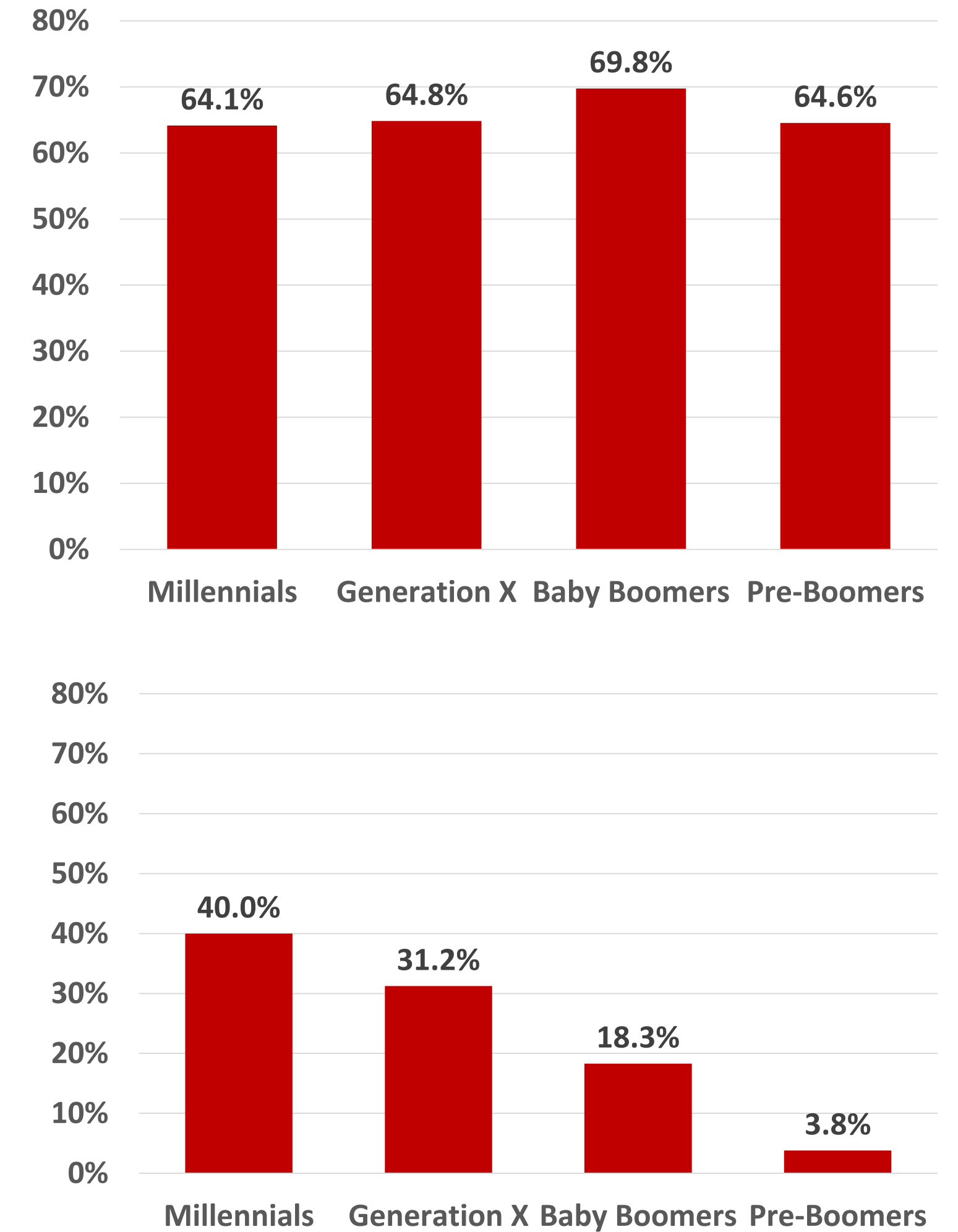
Online VIDEO travel content

Travel agencies or tour operators

Movies

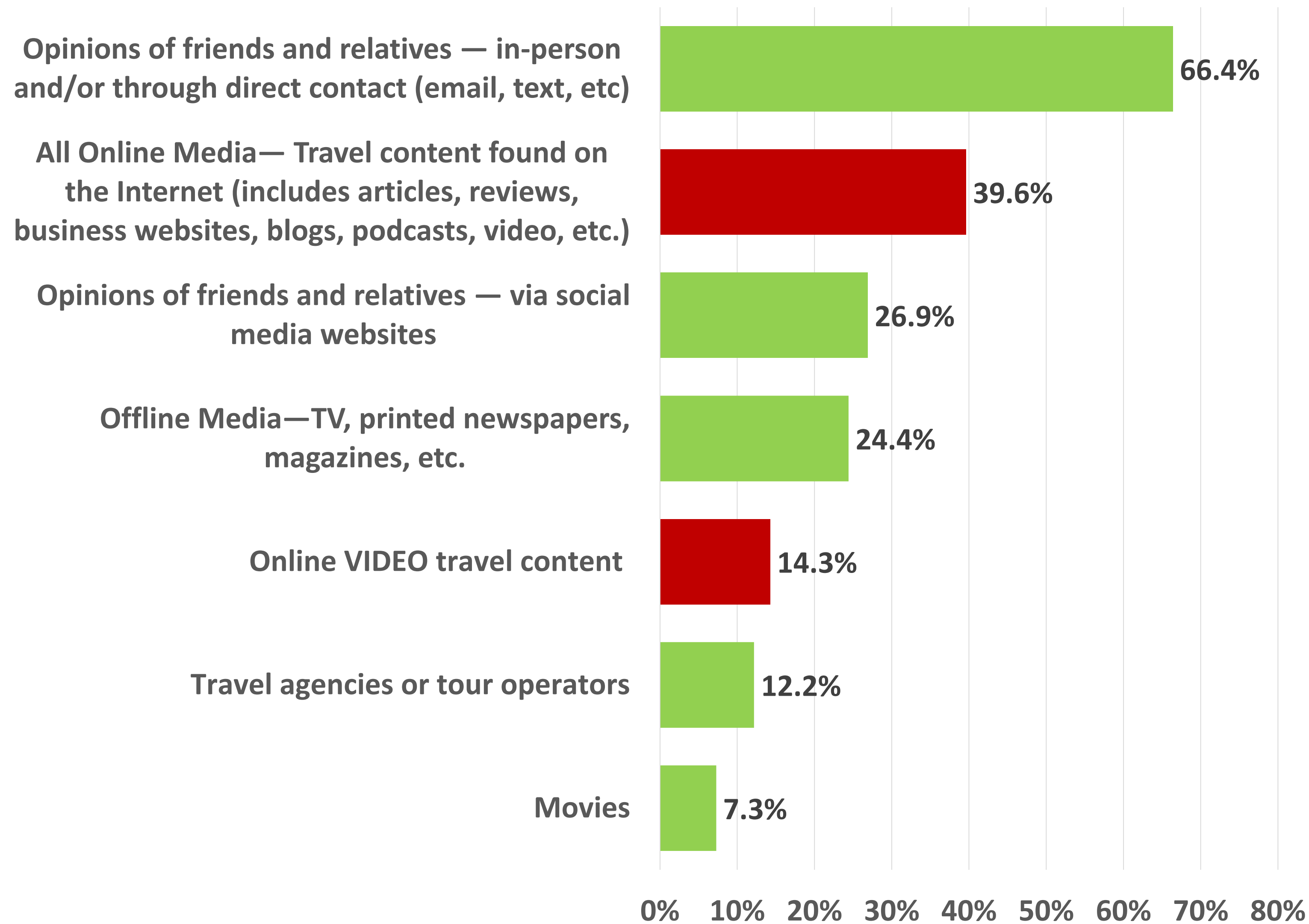


Generational Perspective

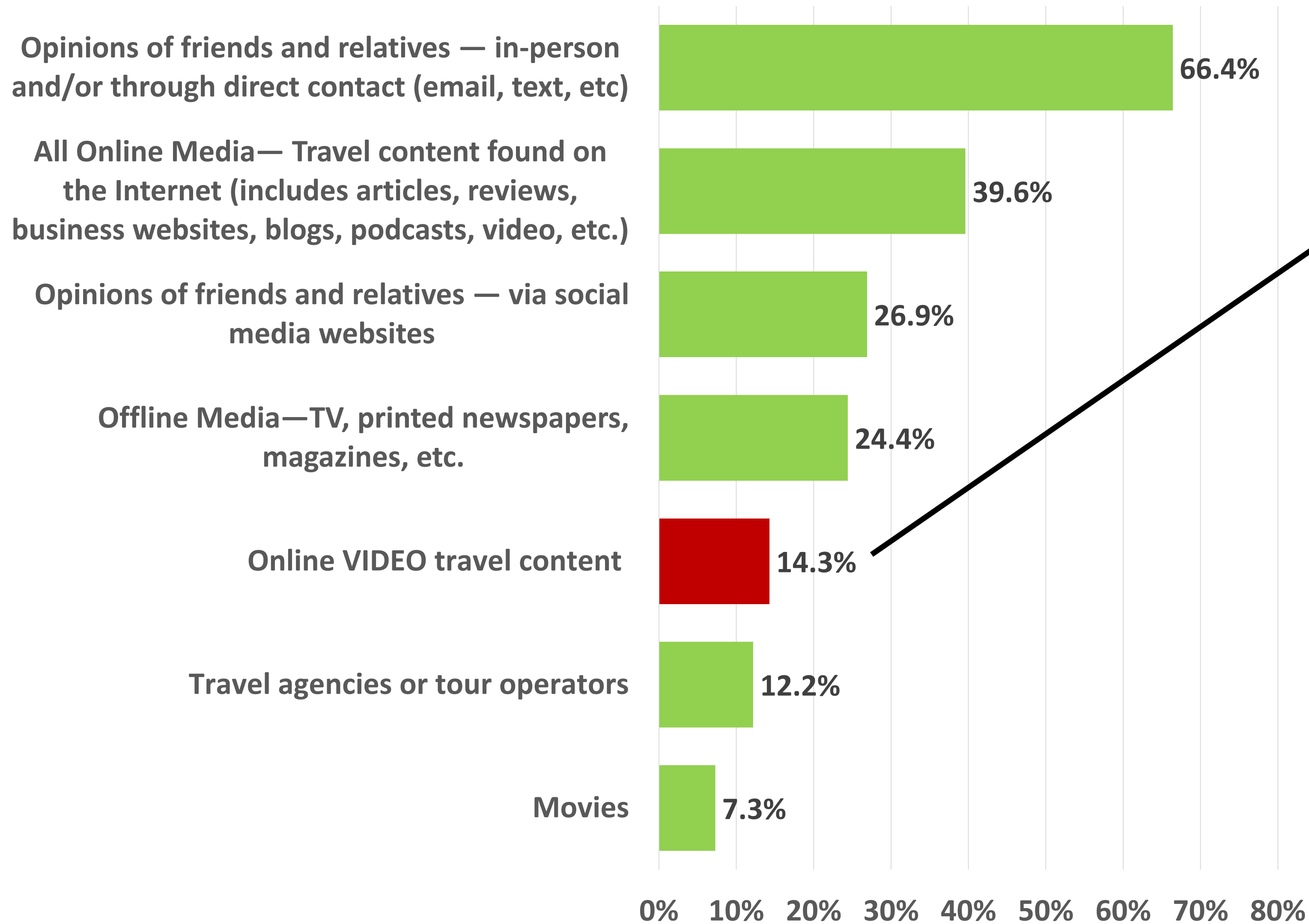


Percent of Leisure Travelers

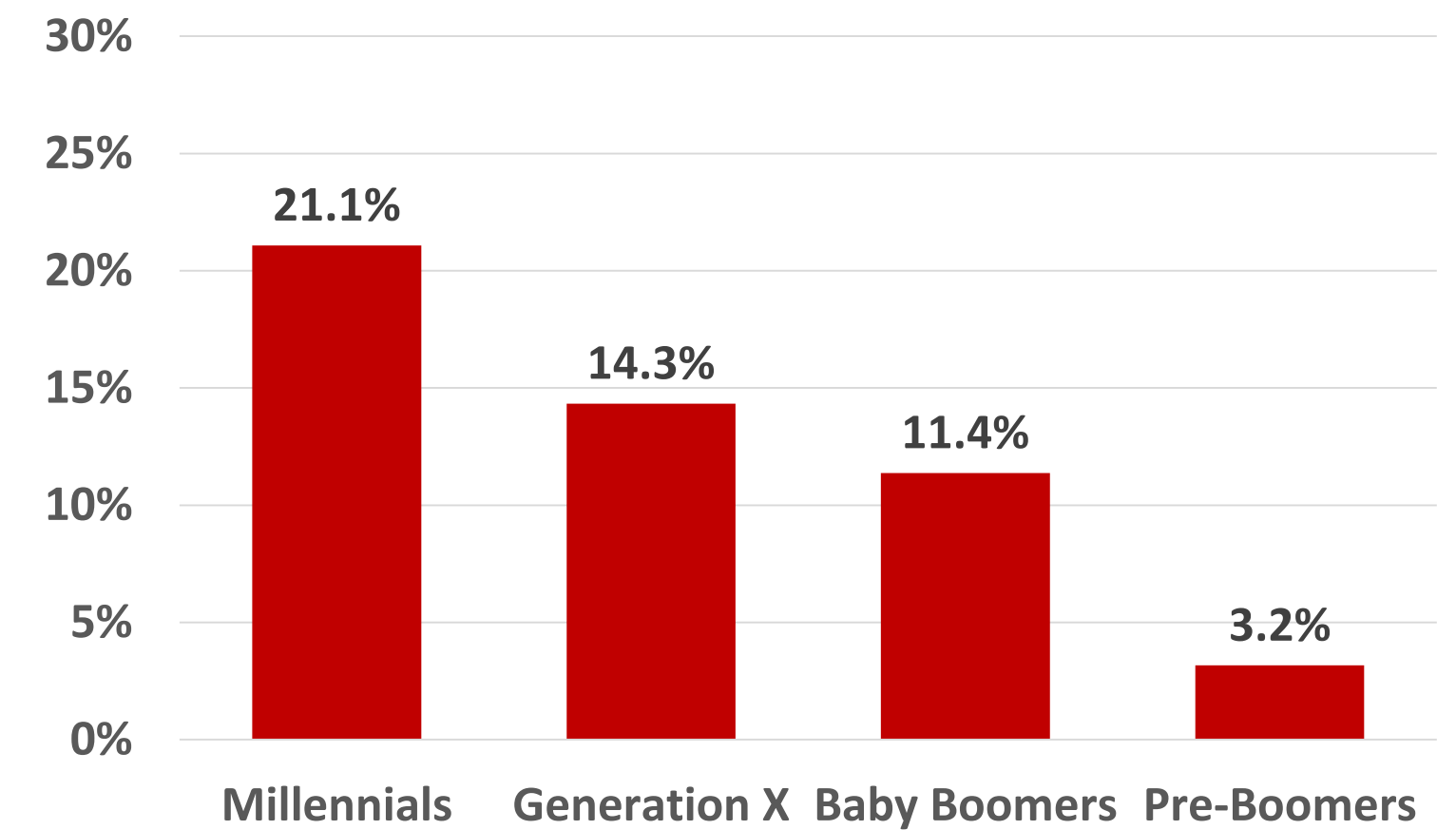
Destination Inspiration



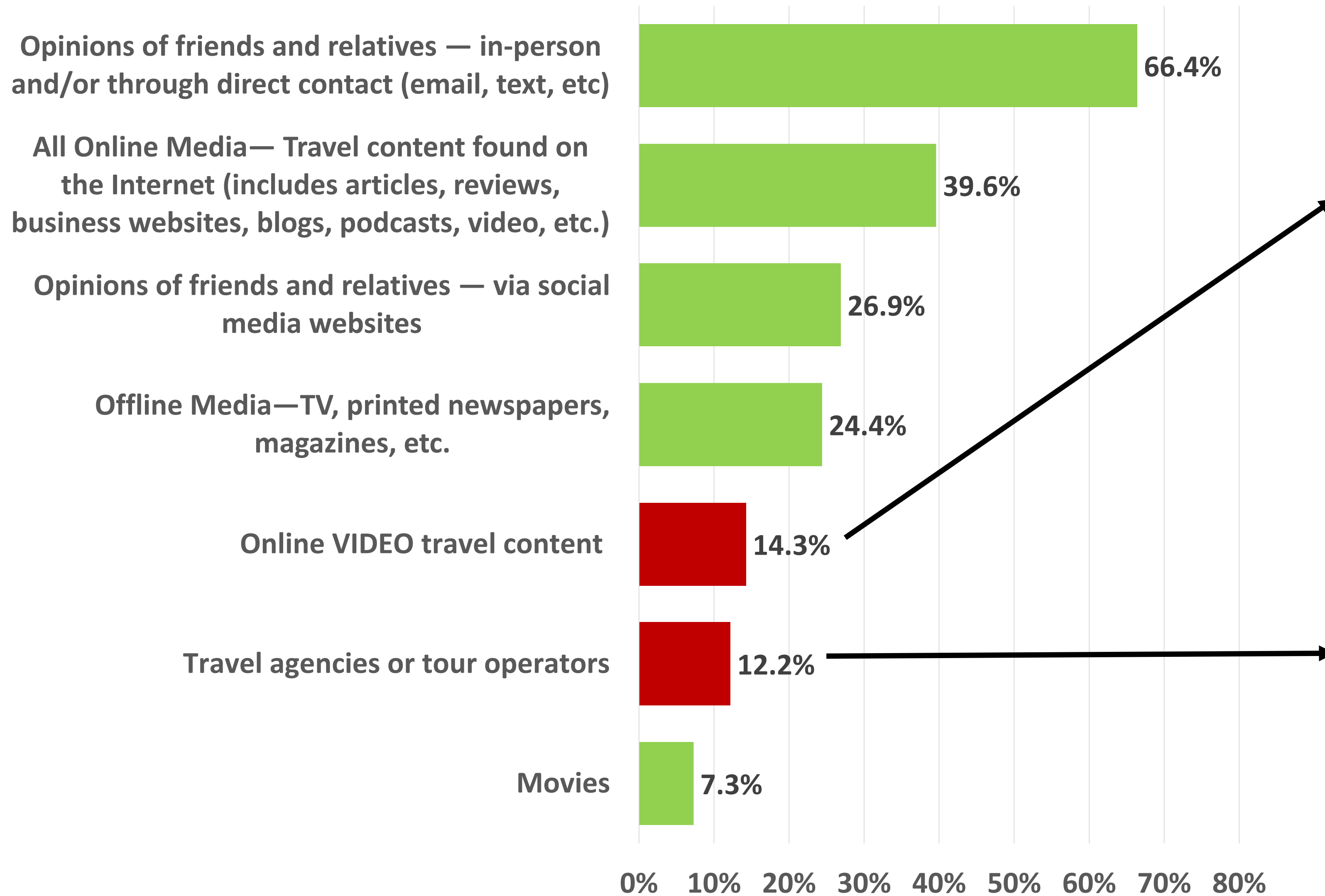
Destination Inspiration



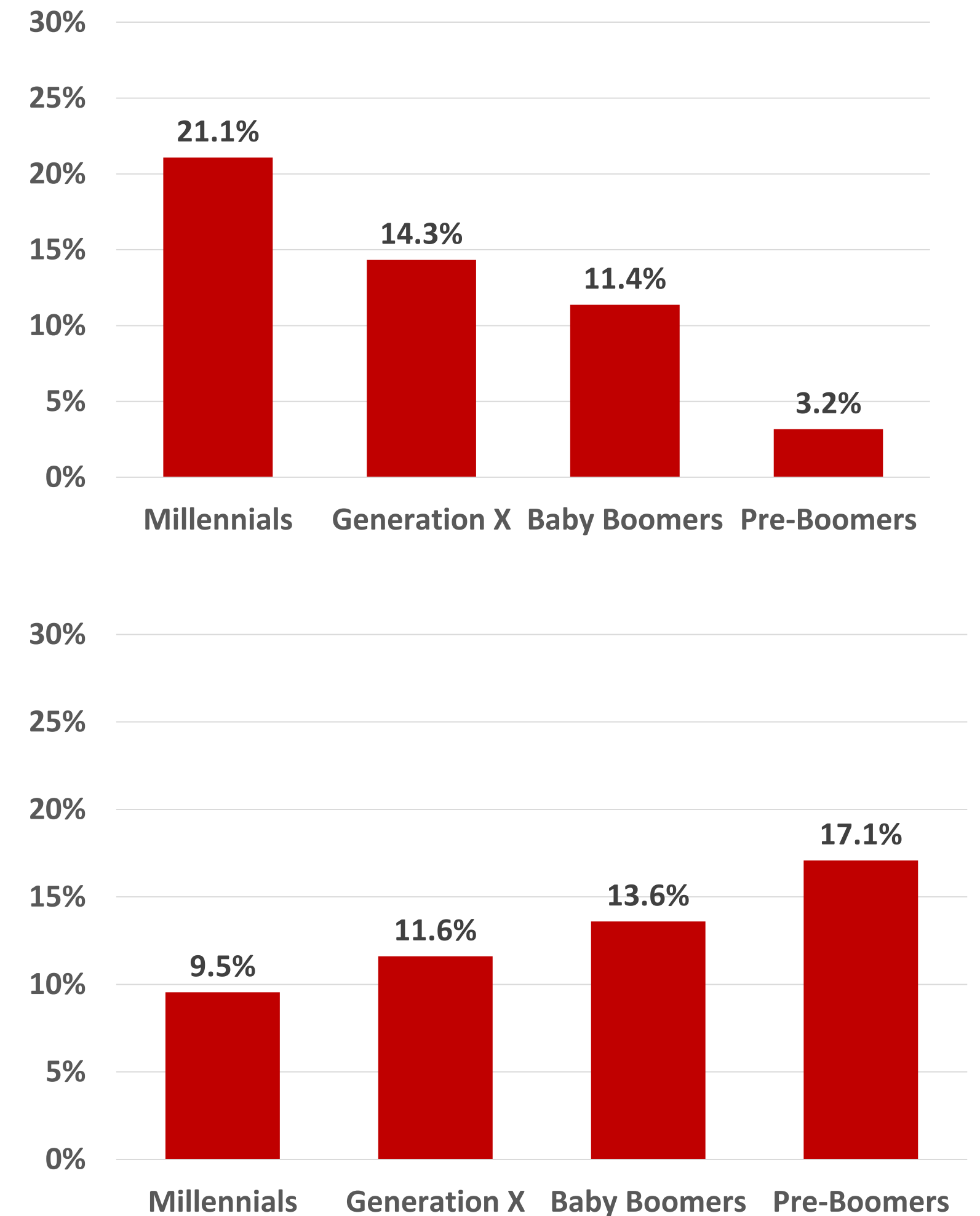
Generational Perspective



Destination Inspiration



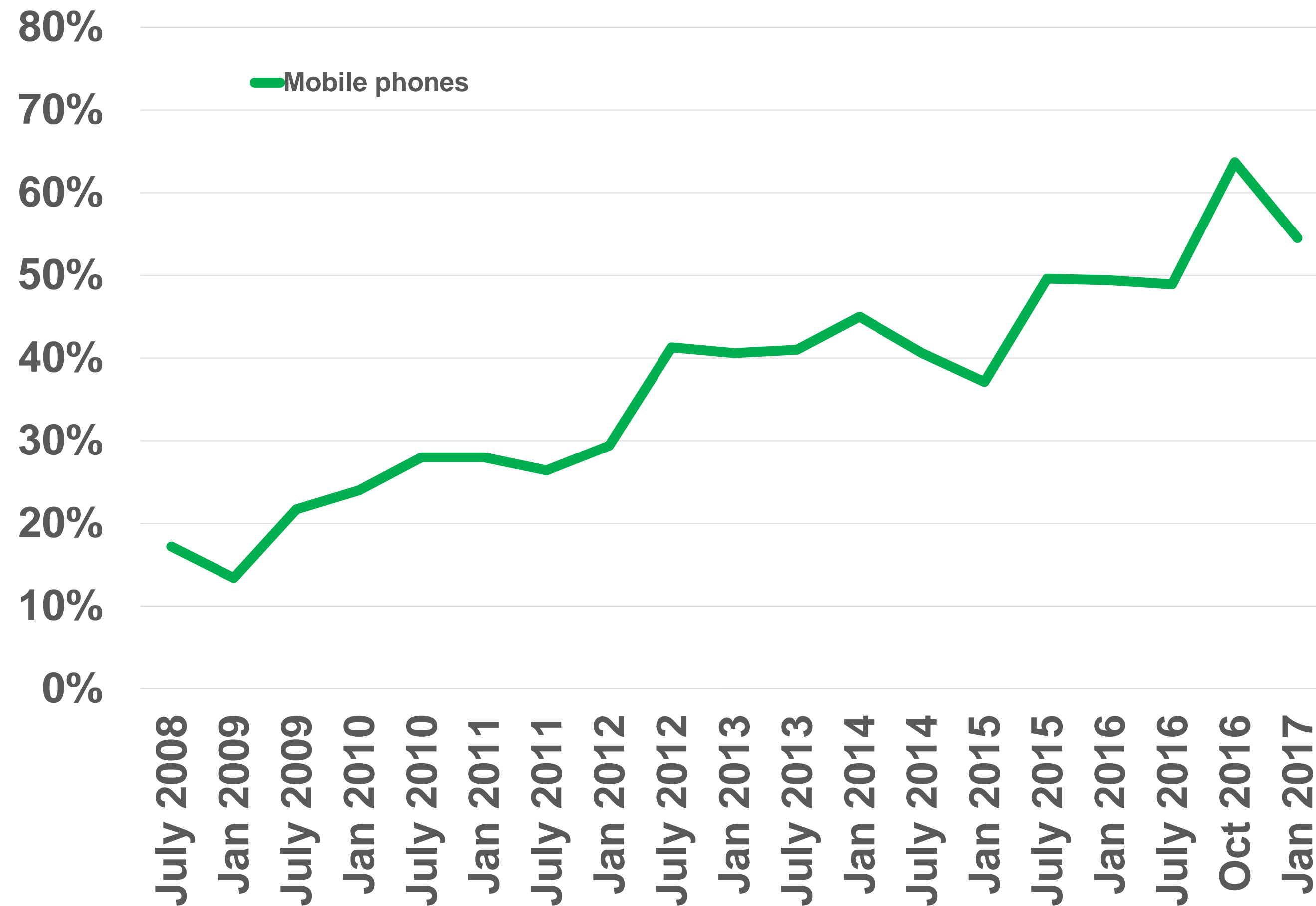
Generational Perspective



Percent of Leisure Travelers

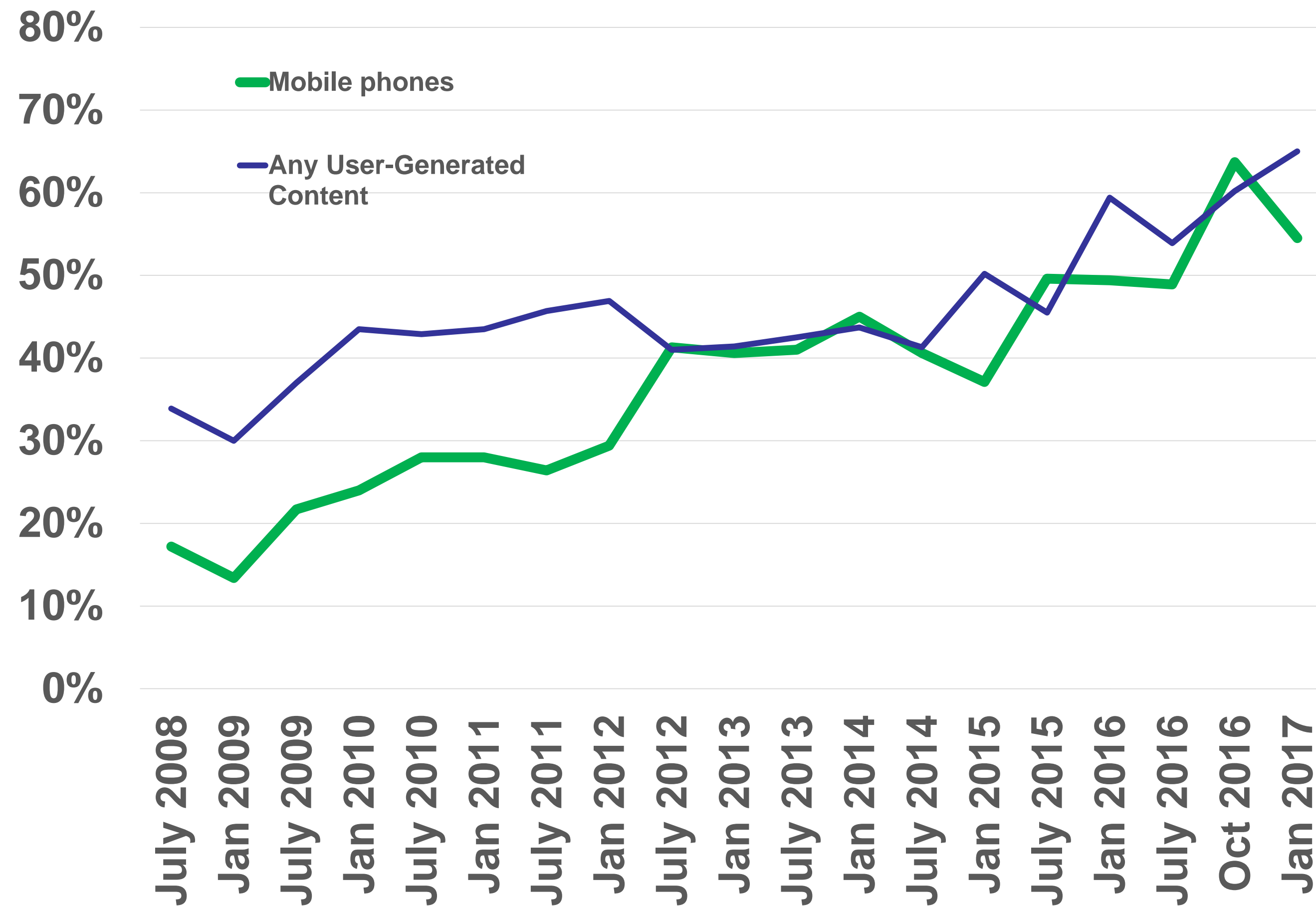
Travel Planning Resources Used

(Past 12 Months)



	Mobile phones
Jul-08	17.2%
Jan-09	13.4%
Jul-09	21.7%
Jan-10	24.0%
Jul-10	28.0%
Jan-11	28.0%
Jul-11	26.4%
Jan-12	29.4%
Jul-12	41.3%
Jan-13	40.6%
Jul-13	41.0%
Jan-14	45.0%
Jul-14	40.6%
Jan-15	37.1%
Jul-15	49.6%
Jan-16	49.4%
Jul-16	48.9%
Oct-16	63.7%
Jan-17	54.5%

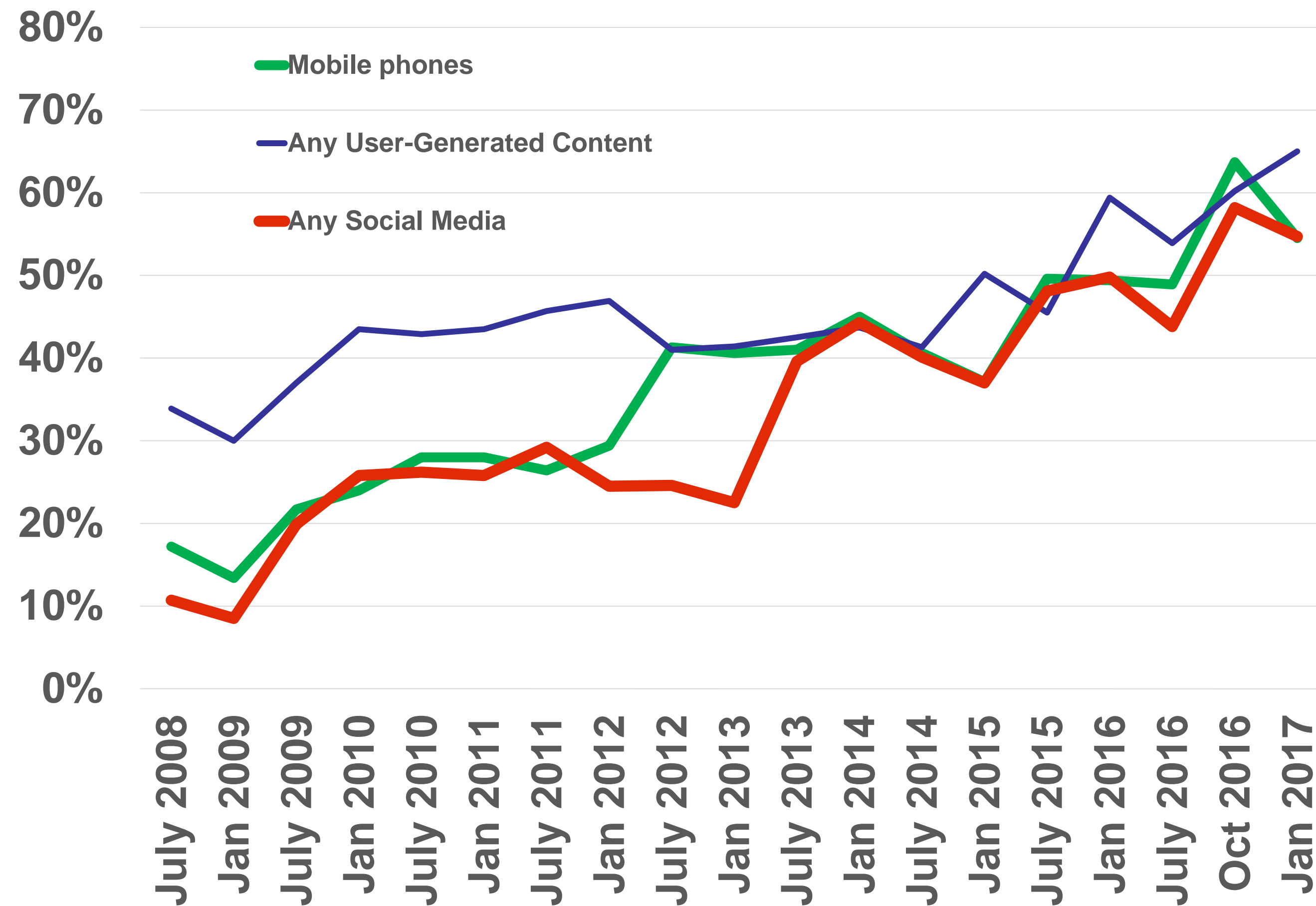
Travel Planning Resources Used (Past 12 Months)



	Mobile phones	Any User-Generated Content
Jul-08	17.2%	33.9%
Jan-09	13.4%	30.0%
Jul-09	21.7%	37.0%
Jan-10	24.0%	43.5%
Jul-10	28.0%	42.9%
Jan-11	28.0%	43.5%
Jul-11	26.4%	45.7%
Jan-12	29.4%	46.9%
Jul-12	41.3%	41.0%
Jan-13	40.6%	41.4%
Jul-13	41.0%	42.5%
Jan-14	45.0%	43.7%
Jul-14	40.6%	41.3%
Jan-15	37.1%	50.2%
Jul-15	49.6%	45.5%
Jan-16	49.4%	59.4%
Jul-16	48.9%	53.9%
Oct-16	63.7%	60.2%
Jan-17	54.5%	65.0%

Travel Planning Resources Used

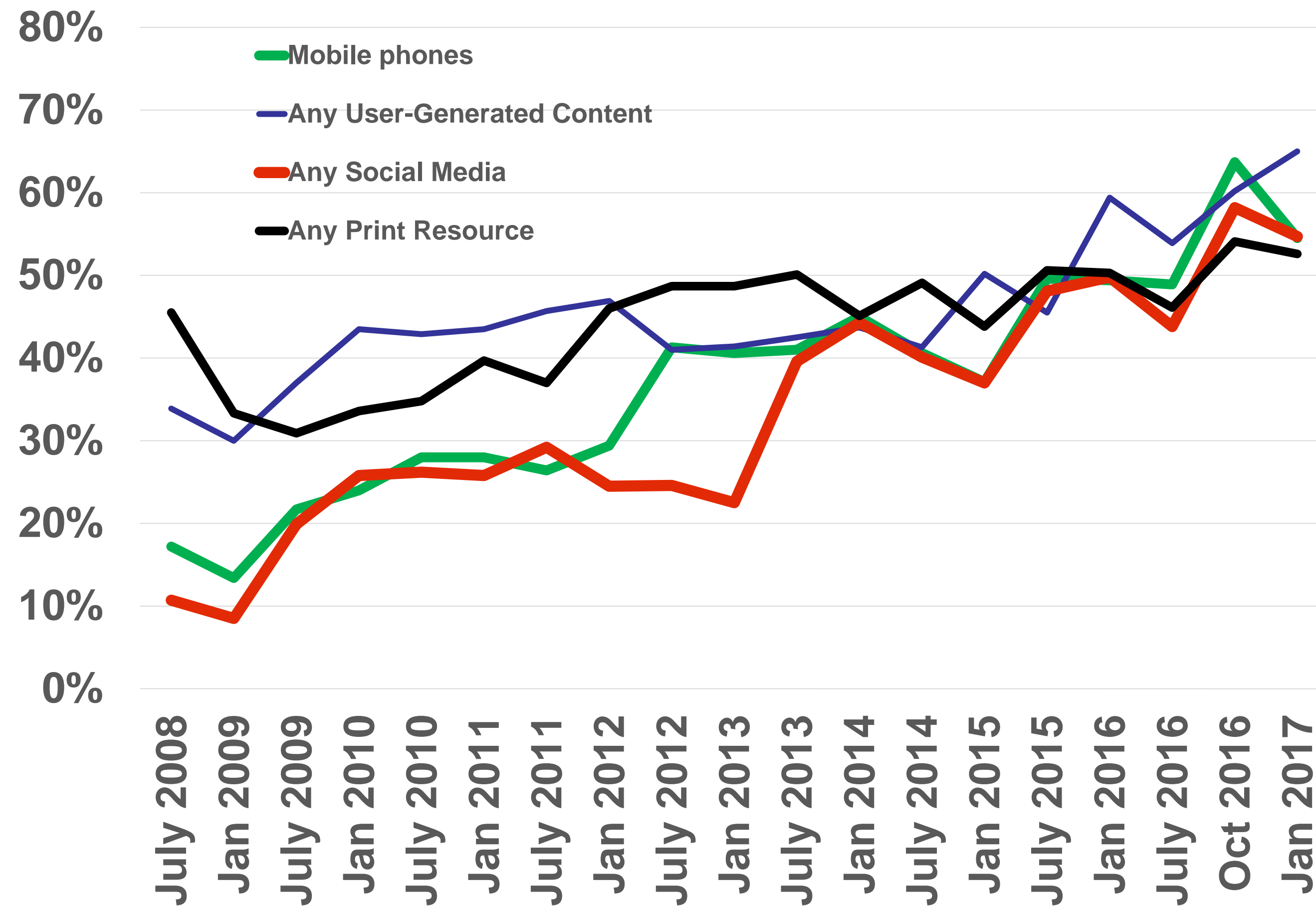
(Past 12 Months)



	Mobile phones	Any User-Generated Content	Any Social Media
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Jan-10	24.0%	43.5%	25.8%
Jul-10	28.0%	42.9%	26.2%
Jan-11	28.0%	43.5%	25.8%
Jul-11	26.4%	45.7%	29.2%
Jan-12	29.4%	46.9%	24.5%
Jul-12	41.3%	41.0%	24.6%
Jan-13	40.6%	41.4%	22.5%
Jul-13	41.0%	42.5%	39.6%
Jan-14	45.0%	43.7%	44.3%
Jul-14	40.6%	41.3%	40.1%
Jan-15	37.1%	50.2%	37.0%
Jul-15	49.6%	45.5%	48.1%
Jan-16	49.4%	59.4%	49.8%
Jul-16	48.9%	53.9%	43.8%
Oct-16	63.7%	60.2%	58.2%
Jan-17	54.5%	65.0%	54.7%

Travel Planning Resources Used

(Past 12 Months)



	Mobile phones	Any User-Generated Content	Any Social Media	Any Print Resource
Jul-08	17.2%	33.9%	10.7%	45.5%
Jan-09	13.4%	30.0%	8.5%	33.3%
Jul-09	21.7%	37.0%	19.9%	30.9%
Jan-10	24.0%	43.5%	25.8%	33.6%
Jul-10	28.0%	42.9%	26.2%	34.8%
Jan-11	28.0%	43.5%	25.8%	39.7%
Jul-11	26.4%	45.7%	29.2%	37.0%
Jan-12	29.4%	46.9%	24.5%	46.0%
Jul-12	41.3%	41.0%	24.6%	48.7%
Jan-13	40.6%	41.4%	22.5%	48.7%
Jul-13	41.0%	42.5%	39.6%	50.1%
Jan-14	45.0%	43.7%	44.3%	45.1%
Jul-14	40.6%	41.3%	40.1%	49.1%
Jan-15	37.1%	50.2%	37.0%	43.8%
Jul-15	49.6%	45.5%	48.1%	50.6%
Jan-16	49.4%	59.4%	49.8%	50.3%
Jul-16	48.9%	53.9%	43.8%	46.1%
Oct-16	63.7%	60.2%	58.2%	54.1%
Jan-17	54.5%	65.0%	54.7%	52.6%

Key Takeaways

- Word of mouth -- generating buzz – is as important as ever.
- Social media use in travel planning is growing and it is highly influential in destination selection.
- Video is a valuable tool to persuade younger travelers.
- Tour operators and travel agents are still important, especially with older travelers.





Q&A

Ask a Question

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A man and a woman are seen from behind, looking out over a city at sunset. The man is wearing a large backpack and a plaid shirt. The woman is also wearing a backpack and is pointing towards the horizon. The scene is bathed in the warm, golden light of the setting sun, with the city lights beginning to glow in the distance.

QUICK GLOBAL GALLERY

Content That Inspires Travel

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A photograph of a whiskey glass on a wooden bar. The glass is filled with whiskey and has a garnish of a cornucopia vegetable (a yellow, bumpy vegetable) on the rim. Another cornucopia vegetable is on the bar next to the glass. The background is dark and moody.

SECRET CALIFORNIA BARS

SCROLL TO DISCOVER



Courtesy of The Blind Rabbit

During the Prohibition era, secret bars, or speakeasies, popped up in hidden places; those who dared to seek out these illegal establishments—and had the connections to get in—could enjoy a cocktail in a private, often dimly lit room. While the northeastern U.S. was a hotbed for this bootlegging action, California did not go dry. There were hundreds of speakeasies throughout the state. Today, some of the originals have remained in operation, while others have recently opened to pay homage to that time in clever ways. Bigger cities ([Los Angeles](#) and [San Francisco](#), specifically) have dozens of secret bars popping up in surprising locations, but there are many hidden gems throughout California.

MORE IDEAS

[CALIFORNIA'S CELEBRITY CHEFS](#) >

[8 CALIFORNIA FOOD TRENDS](#) >

[11 SPLURGE-WORTHY DINING DESTINATIONS](#) >

[NIGHTLIFE IN CALIFORNIA](#) >





BOURBON & BRANCH, SAN FRANCISCO

Courtesy of Bourbon & Branch

Spotlight: San Francisco
BOURBON & BRANCH, SAN FRANCISCO

This iconic speakeasy has an authentic Prohibition history

History: This address, 501 Jones Street, has been operating as a drinking den since 1899, when the phone book listed it as the H. W. Vette & Co. Grocery Saloon. Irishman John J.

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EXPAND



FALSE IDOL, SAN DIEGO

Courtesy of False Idol

Spotlight: San Diego
FALSE IDOL, SAN DIEGO

Share a rum cocktail with friends at this tiki-speakeasy combo

History: Though most people wouldn't think to combine tiki and speakeasy themes, it really works for this Polynesian hideaway on Beech Street in San Diego's Little Italy—all

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EXPAND



BRANSON MISSOURI

★ ADD TO MY TRIP

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12 Reasons Kids Love Branson

Branson didn't get a reputation as an amazing family vacation spot without having plenty of fun things for kids to do.

But you don't have to take our word for it. Intrepid travelers have been sharing their Branson vacation photos to Instagram, including plenty of shots of kids having the time of their lives here. Check out a few of our favorites to find a few of the reasons kids love visiting Branson.

12. Horses! Kids of all ages want to giddy up and get to Dixie Stampede's spectacular show.



@the_real_ep

11. Youngsters with a need for speed can head straight to the go-kart track.



@paajox

10. Kids can go wild in Branson. Really wild. Like boa constrictor encounters at Promised Land Zoo wild.



@laurenj2002

9. Making fish faces is encouraged here.



@karicjordan

8. Tubing. On. Table. Rock. Lake. If you aren't smiling, then you're doing it wrong.



@abranl11

7. A little rest and relaxation? Branson's got that.



@belhoughton

6. Learning is cool at places like the Butterfly Palace.



@newleafrags

5. Branson has more mini-golf courses per capita than any other Midwest town.



@jkk_justkidding

2. Kids get to be kids while they're here.



@tinytynymo

1. Did we mention the roller coasters at Silver Dollar City? They're some of the steepest, loopiest and fastest country.



@acr411

Want more great shots of Branson? Follow us on Instagram (@ExploreBranson) and tag your awesome vacati with #ExploreBranson for a chance to be featured.

Traveling to Branson with kids? We can help you find a hotel with a pool.

FOUR FUN-FILLED DAYS IN MEMPHIS

IF YOU'VE GOT VACATION TIME COMING UP AND ARE
LOOKING FOR A GREAT GETAWAY, PUT MEMPHIS ON YOUR LIST.

We've got the perfect itinerary to help you experience culture, music, soul – and some of the best food you'll ever put in your mouth. Give us four days, and we'll show you the best the Bluff City has to offer.



DAY ONE

METAL MUSEUM

Kick off your trip in an unexpected way by making your first stop the Metal Museum. Nestled on the bank of the Mississippi River, this is the only museum in the country dedicated to the craft of artisan metalwork. Experience a variety of temporary exhibits, as well as the permanent collection that features hand-crafted pieces of art. The Metal Museum boasts a functioning blacksmith and, in Mark Twain's opinion, one of the most spectacular views of Ol' Man River in existence.

MEMPHIS ZOO

Get wild and crazy at one of only four zoos in the country to house giant pandas. The Memphis Zoo is a fantastic attraction for kids of all ages, with more than 3,500 animals representing 500 different species. Check out the Zambezi Hippo Camp home to the hippos, Nile crocodiles, flamingos and more. Grab a schedule so you can catch all the zookeeper chats, and give yourself 3-4 hours so you can see everything.

SOUTH MAIN ARTS DISTRICT

Finish out your day with dinner and drinks in the South Main Arts District in Downtown Memphis. Make a dinner reservation at Rizzo's and chow down on some of Chef Michael Patrick's signature cuisine like lobster proto pups and crab cakes with homemade relish.

Save room for dessert from the **Cheesecake Corner**. This popular after-dinner spot is the perfect place to settle in with a nice glass of wine and a slice of decadent cheesecake. There's at least a dozen flavors to choose from, like caramel apple, butter crème, coconut pecan, strawberry daiquiri and cookie dough. While \$8 seems like a hefty price tag, the servings are enormous – plenty to share.

Cap off the evening with a drink and live music at **Ernestine and Hazel's**. Touted as one of the country's top dive bars, this mainstay is a popular hangout for locals and visitors. The building used to be a brothel, which only adds to the character and charm.



DAY TWO

We've got the perfect prescription to help you devote your second day to the King. From breakfast to dinnertime, learn about Elvis' life and work, hit some of his favorite hot spots and see a side of the King of Rock 'n' Roll that

EXPLORE AUSTRALIA IN 360°

It's a place you feel



Stokes Bay, Kangaroo Island, South Australia

Imagine yourself surrounded by friendly kangaroos on a cliff top at Stokes Bay, Kangaroo Island, in a 360° video.

WATCH VIDEO



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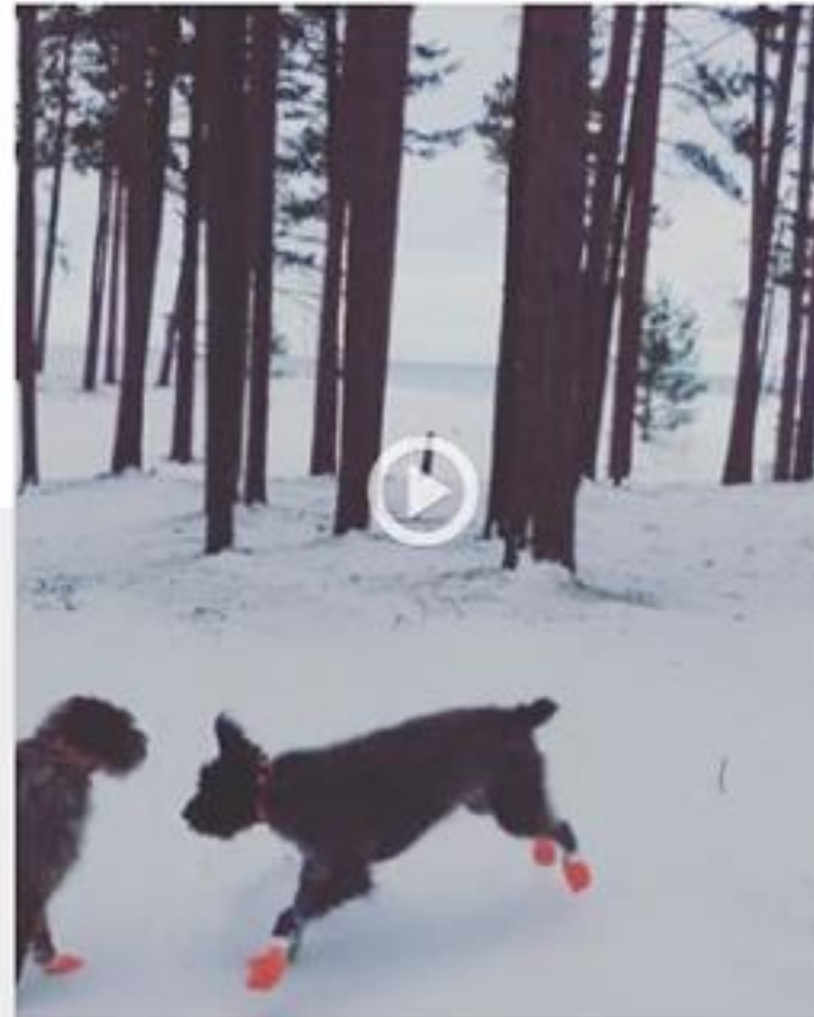
Share

Learn about some of Australia's iconic aquatic, beach and coastal destinations.

Explore some of the country's best-known landmarks such as the Great Barrier Reef in Queensland, the Great Ocean Road in Victoria, Sydney Harbour in New South Wales and Tasman National Park in Tasmania.

SNOW DAY SOCIAL FEED

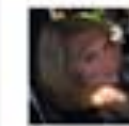
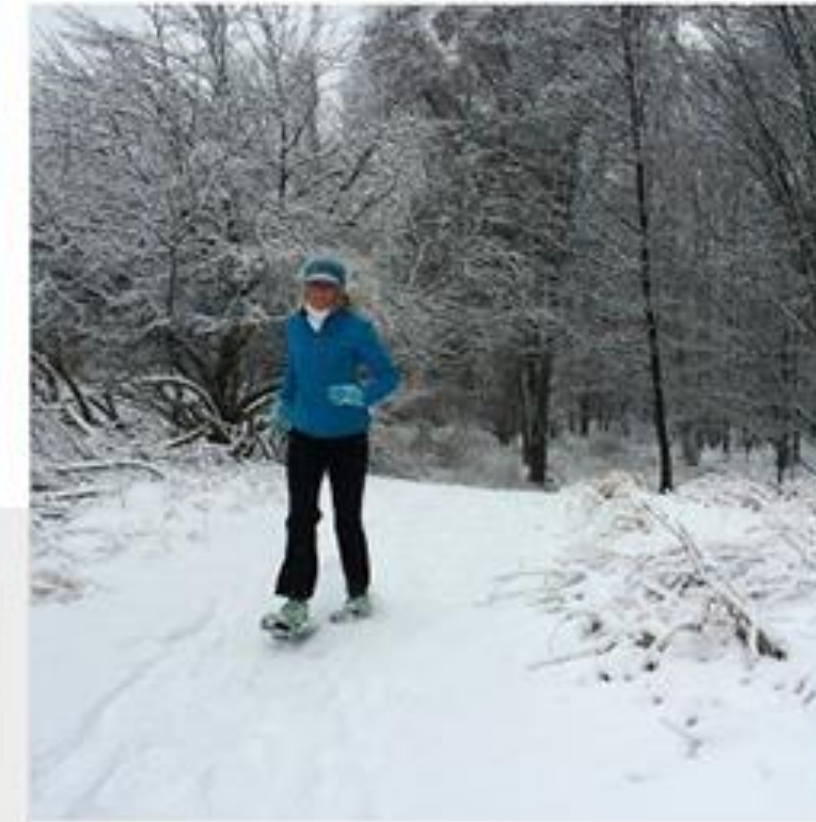
Tag your photos with #PureMichiganSnowDay



2cream2sugar



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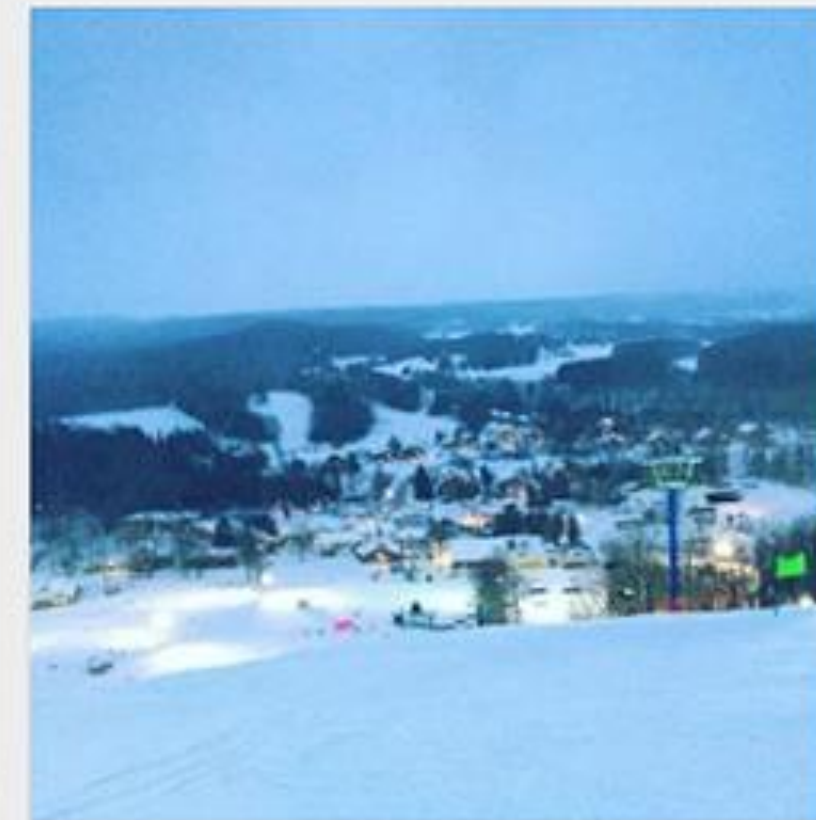
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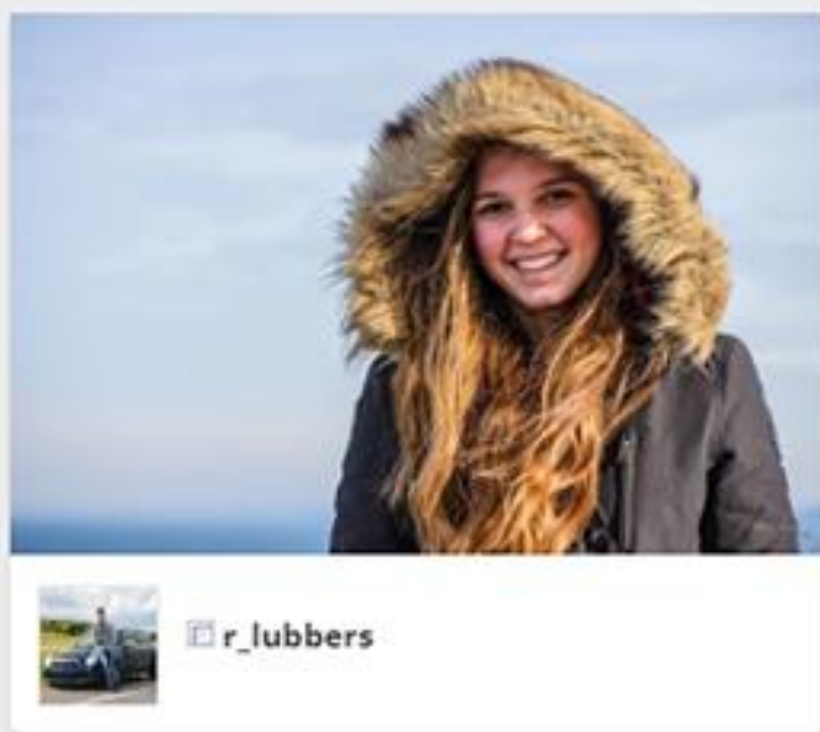


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@johnhillphotos · Jan 29 2017



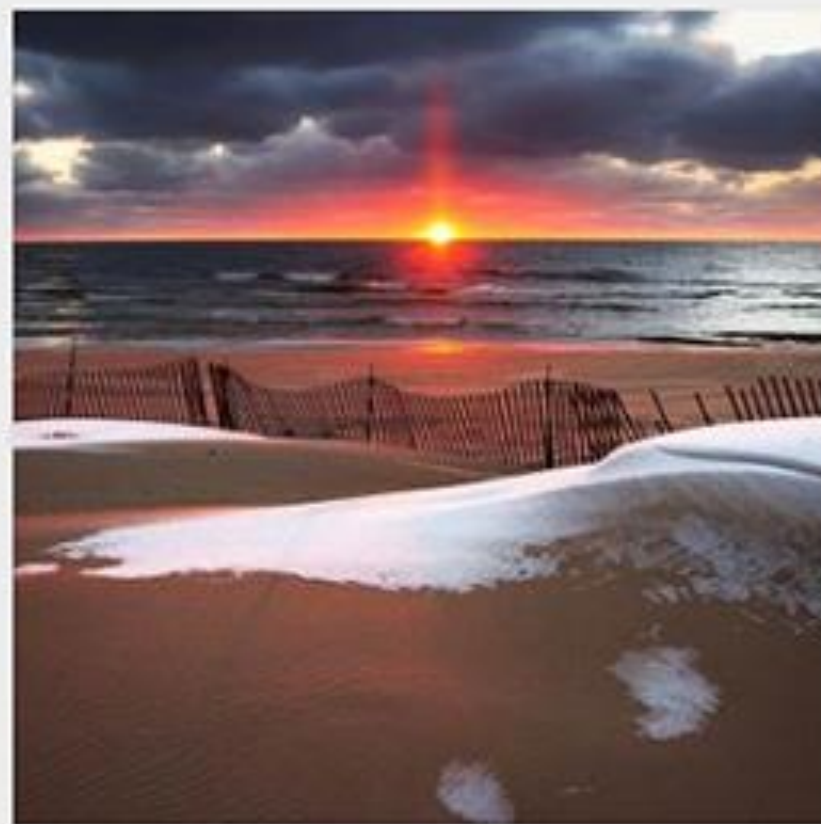
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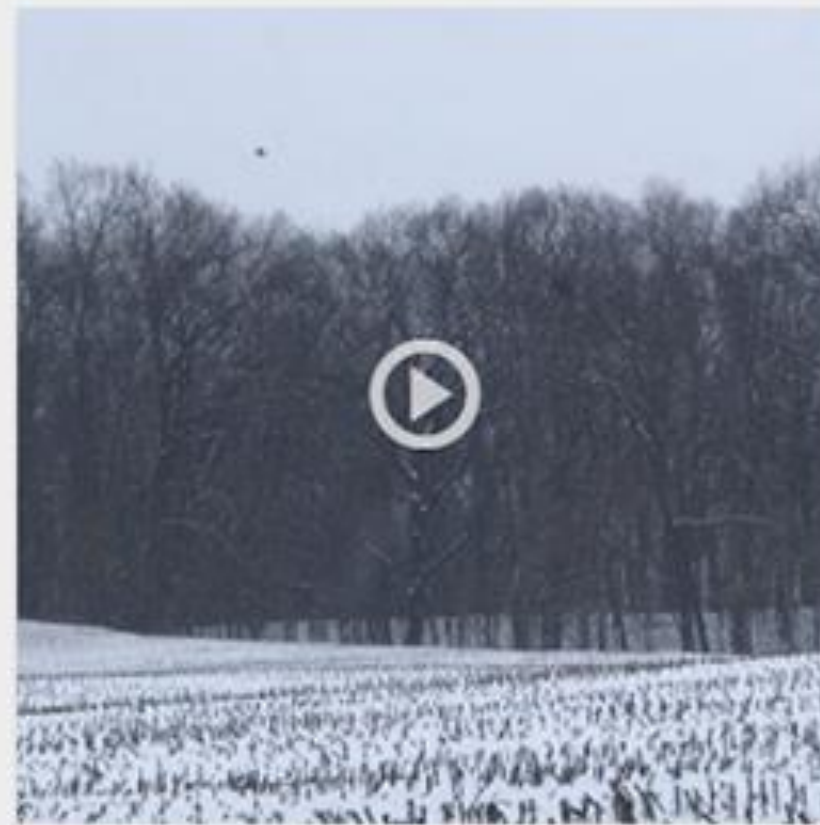
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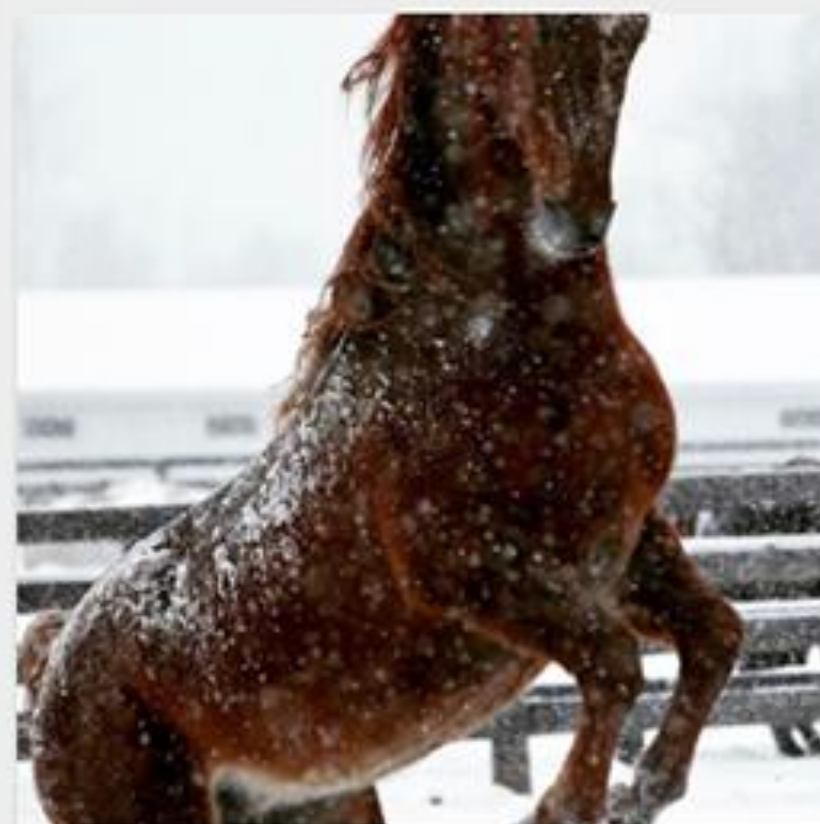
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Gulp Coast: St. Pete/Clearwater's Craft Beer Trail



THE ST. PETE/CLEARWATER CRAFT BEER TRAIL RUNS NORTH TO SOUTH FROM TARPON SPRINGS TO ST. PETERSBURG - AN HOUR'S DRIVE, END TO END.

Think of it as the Sunshine State's answer to California's wine country. Along the Trail you'll stumble upon an array of small, independent breweries crafting fresh artisanal beers you can't find anywhere else! Belly up to the tasting room bar with other beer enthusiasts, take a tour, meet the brewer and fill a growler with locally brewed beer to take home with you.

Both beer geeks and newbies will find suds to suit their palate, but don't miss the chance to taste the area's signature craft beer: Florida Weisse. This Berliner Weisse-style beer (tart, low-alcohol, highly carbonated) is given a unique spin by local brewers who add fresh fruits like key lime, raspberry, mango, dragon fruit, pineapple and passion fruit during the fermentation process.

Explore our beer culture and visit some of the 30+ craft breweries along our "Gulp Coast."



SIGHTSEEING

SIGHTSEEING IN MAMMOTH LAKES

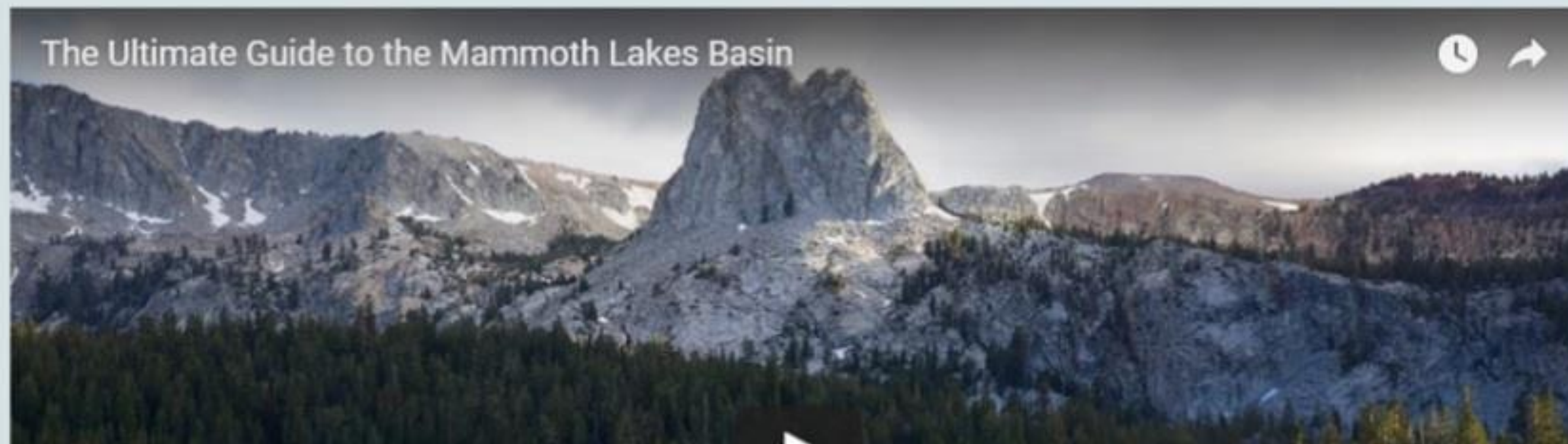
THE GATEWAY TO CALIFORNIA'S NATURAL WONDERS

Mammoth Lakes is an unparalleled natural wonderland. Yosemite National Park, Devils Postpile and Rainbow Falls National Monument, Mono Lake, Bodie State Historic Park, Ancient Bristlecone Pine Forest, Mt. Whitney and the Mammoth Lakes Basin are all day trips from town. Not to mention, any activity you participate in will have jaw-dropping scenics that make you feel that you've caught a glimpse of the unbelievable.

Situated at the edge of one of the earth's largest volcanic calderas—second in North America only to Yellowstone—the landscape abounds with spectacular world-class geological features: granite domes, craters, fissures, lava tubes, symmetrical columns of basalt, saline lakes, outcroppings of white quartz and pure black obsidian, warm creeks and natural hot springs pools. The cracked and jagged ribs of the great Sierra Nevada run through it all; the highest range in the Continental U.S. and one of the youngest and most tectonically active mountain ranges on the planet. Sculpted by glaciers and rivers, the flanks of these mountains are now covered in ancient forests of fir and pine. In the high valleys and basins are icy blue lakes and streams populated by frogs and wild trout, and meadows teeming with wildflowers.



SIGHTSEEING INSPIRATION



A COLLECTION OF SIGHTSEEING
TRIP IDEAS



**Yosemite
National
Park** [▶](#)



**Capture the
Magic of the
Mono Lake
Tufas** [▶](#)



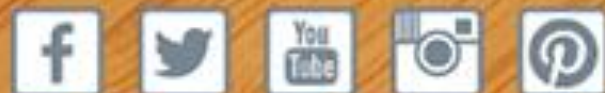
**The Ancient
Bristlecone
Pine Forest:
Over 4,500
Years Old** [▶](#)



**Fall Color
Scenic Drives
near
Mammoth
Lakes** [▶](#)

[SEE MORE TRIP IDEAS](#)

Select a Culinary Trail



Start Earning Rewards

LOUISIANA'S CULINARY TRAILS

Not long ago, there was a scientific study that ranked Louisiana as the nation's happiest state. Many reasons likely led to this distinction, but we're pretty sure our incredible Louisiana cuisine played a role. Bite into a beignet and see if a smile doesn't break out.

GET A TASTE OF THE TRAILS

MAP & TRAILS

RESTAURANTS ALONG THE TRAIL

CULINARY EXPERIENCES

LOUISIANA RECIPES



Louisiana Culinary Trails (1)

Louisiana Culinary Trails

Our Louisiana roots run deep inside a culinary wonderland drawn from French, Spanish, African, Sicilian, Caribbean, Irish, German and American Indian cultures. Add a dash of country comfort and a pinch of sophistication, and you've got a recipe for the best food on the planet.



DOWNLOAD THE CULINARY GUIDE AND FIND APPETIZING ADVENTURES





See All The Trails

- 1 CREOLE CRESCENT**
Come taste why New Orleans is lauded for some of the most inventive and delicious food in America
- 2 NORTHSHORE SAMPLER**
A feast of fresh produce and seafood prepared by culinary icons
- 3 CAPITAL CRAVINGS**
Baton Rouge rallies local fare with worldwide flair
- 4 BAYOU BOUNTY**
Make room for a spicy adventure
- 5 SEAFOOD SENSATION**
Riding the Gulf waters, Southwest Louisiana brings trails of fresh seafood and boudin
- 6 PRAIRIE HOME COOKING**
A scenic byway of vintage towns packed with homestyle cooking and dance halls
- 7 RED RIVER RICHES**
Clear your calendar for an epicurean journey and sample a global menu
- 8 DELTA DELIGHTS**
Grab a map and head for the hills for a feast of southern delights



SEE A MAP OF THE CULINARY TRAILS →





Golf in Ireland

ROYAL COUNTY DOWN

Champions Rory McIlroy, Phil Mickelson and Tiger Woods, and actors Will Ferrell, Paul Rudd and Bill Murray all have something in common: they love golf in Ireland...

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Erin Marvin,
Content Strategist, Miles

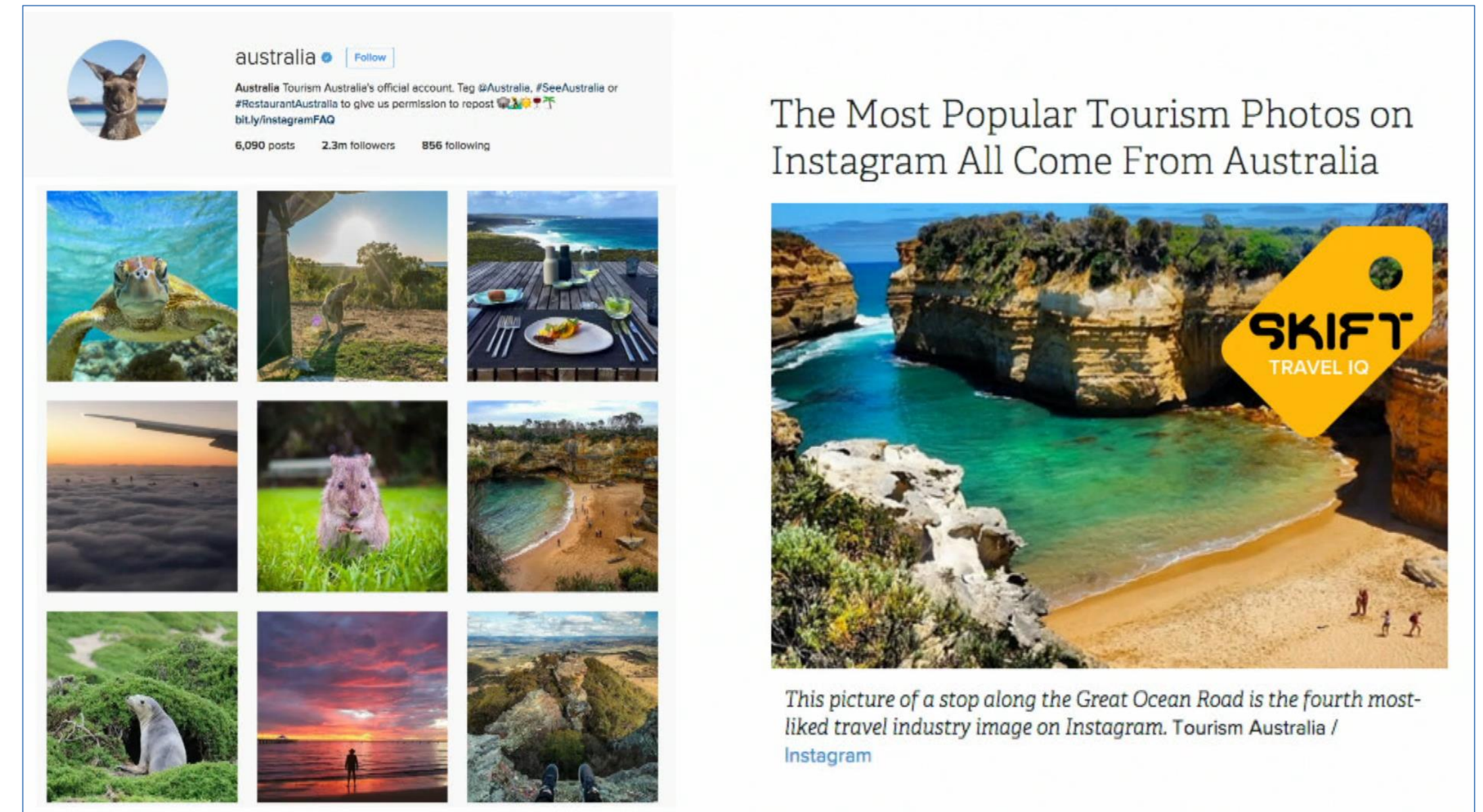
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3 PART VIDEO SERIES: STARTS MARCH 8TH



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6,090 posts 2.3m followers 856 following

The Most Popular Tourism Photos on Instagram All Come From Australia

SKIFT TRAVEL IQ

This picture of a stop along the Great Ocean Road is the fourth most-liked travel industry image on Instagram. Tourism Australia / Instagram



Jesse Desjardins

Global Head of Social & Content [@Australia](https://www.instagram.com/australia).

www.MilesPartnership.com



New White Paper: ONLINE BOOKING SOLUTIONS

online booking solutions

Online Booking Solutions for Destinations

A. "DIRECT CONNECT" LEASED BOOKING



- 240+ current DMO partners in North America/Caribbean
- Costs & Pricing:** Direct, zero commission, bookings only. annual license (lease) paid by DMO. Set up costs apply. Pricing on application. POA.

BookDirect is dubbed a "Direct Connect" or "Referral Engine" solution, which pulls pricing and availability and refers bookings direct to and from the hotel's own booking platform. BookDirect connects with more than 300 hotel booking platforms and has the largest number of DMO customers of any of the booking solutions.

rich accommodation pricing and availability information) and its improved reporting. BookDirect now offers a far more robust reporting solution on results including interactions with pricing and availability information and all important reporting on actual hotel booking and conversion metrics with a number of major hotel chains.

Skyscanner metasearch channels; Event Direct — JackRabbit's new acquisition of Zerista, a meetings and events desktop and mobile app solution provider integrated with BookDirect's city guide search functionality

More information:
<http://www.jackrabbitsystems.com/products/odging-search-engine/>

BookDirect charges and collects no commission, maximizing the yield and benefit of the booking to the DMO's hotel partners. Hence BookDirect reduces

Book Direct also offers the following add-on engines: Activities & Attractions, Hotel Special Offers & Packages, Flight



properties' reliance on high-lower-yield OTA bookings. It comes at a cost: The platform based on an annual license. Costs vary widely based on complexity of a DMO site and thousands to tens of thousands per year.

BookDirect emphasizes its "content engagement" platform

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Online Booking Solutions for Destinations

B. CRS AFFILIATE SOLUTIONS: aRes



Vigorously competing against BookDirect/ JackRabbit, aRes Travel and Regatta (next page) are the next two largest online booking solutions for DMOs in North America. We have described these vendors as hybrid booking solutions, as they combine connectivity into more traditional CRS systems (eg: TravelPort and Galileo respectively for aRes and Regatta), along with direct connections to some major accommodation groups, with inventory and pricing managed by the properties themselves — either directly or via a

2017 EDITION

Options for Destination Marketing Organizations

Overview

- Online Booking for Destinations
- Types of Online Booking Platforms
- Analysis of Online Booking Performance for DMOs

MilesPartnership.com



Online Booking Solutions for Destinations

B. CRS AFFILIATE AND HYBRID BOOKING SOLUTION: ROOMKNIGHTS



- 50 current DMO partners in North America/Caribbean
- Costs & Pricing:** Options of commission bookings (10% room only) paid by hotels or for direct bookings (zero commission) annual license fee (lease) paid by DMO. Setup costs apply. POA.

Following BookDirect and aRes, RoomKnights rounds out the dominant three Online Booking Solutions for Destinations in North America. RoomKnights was formed when Regatta Solutions was acquired by Seekda — a major European (Canadian-owned) booking solutions provider for the hospitality industry globally.

As with aRes, RoomKnights is also a hybrid solution — combining inventory and pricing from multiple sources. This hybrid model means an extensive range of properties can be available. Like BookDirect and aRes, RoomKnights also offers a leased booking model for destinations wishing to offer a zero commission solution to its industry. The leasing costs are from a few thousand to tens of thousands of dollars a year (depending on the destination, range of properties, etc).

As with the other top two, RoomKnights offers a flexible range of integration options with the DMO's website and/or a white-label booking solution. As with aRes, RoomKnights also offers attraction and activity booking solutions but works hard to differentiate itself with merchandising and retargeting solutions in its booking interface — allowing hotels to engage and remarket to visitors to a destination site who engaged with pricing and availability but did not book a hotel room. RoomKnights also has custom booking solutions for events — specific to a city or region.

With the resources and expertise provided by Seekda, RoomKnights plans to continue and expand its current service set for destinations in North America. This includes expanded experience in working with independent properties - building on the European expertise of Seekda.

For DMOs an enhanced service will be the ability to publish the DMO logo as a booking option in all meta-search engines like Kayak, Trivago, TripAdvisor and Google.

More information:
<http://www.roomknights.com>

EXAMPLE DESTINATION WEBSITE:

Daytona Beach CVB:
www.daytonabeach.com

Barbados:
www.visitbarbados.org



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7

Online Booking Solutions for Destinations

Booking.com

Priceline/Booking.com (Affiliate Network) (OTA)

- 30 current DMO partners in North America
- Costs & Pricing:** 15-18% commissions per booking paid by hotels. Setup costs are zero. POA.



Expedia Affiliate Network (OTA)

- 20 (estimated) DMO partners in North America/Caribbean (with Orbitz)
- Costs & Pricing:** 15-25% commissions per booking paid by Hotels. Setup costs Zero. POA.

C. ONLINE AFFILIATE BOOKING

Online Travel players in the and for 15-plus booking platform affiliates.

In 2016, OTAs strategy with ways, Booking providing its c DMOs which features and conversion rate a White Label available). Exp Orbitz affiliate to be focusing can offer high OTAs are done in North America markets): Book Priceline Group) and Expedia (which also owns Orbitz, Travelocity and HomeAway). OTA bookings are commissionable at the OTAs standard rates, ranging from

<http://www.booking.com/content/affiliates.en-us.html>

<https://access.expedia.com>

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8

UPCOMING WEBINAR:

MARCH 16TH 2 PM ET

U.S. TRAVEL
ASSOCIATION

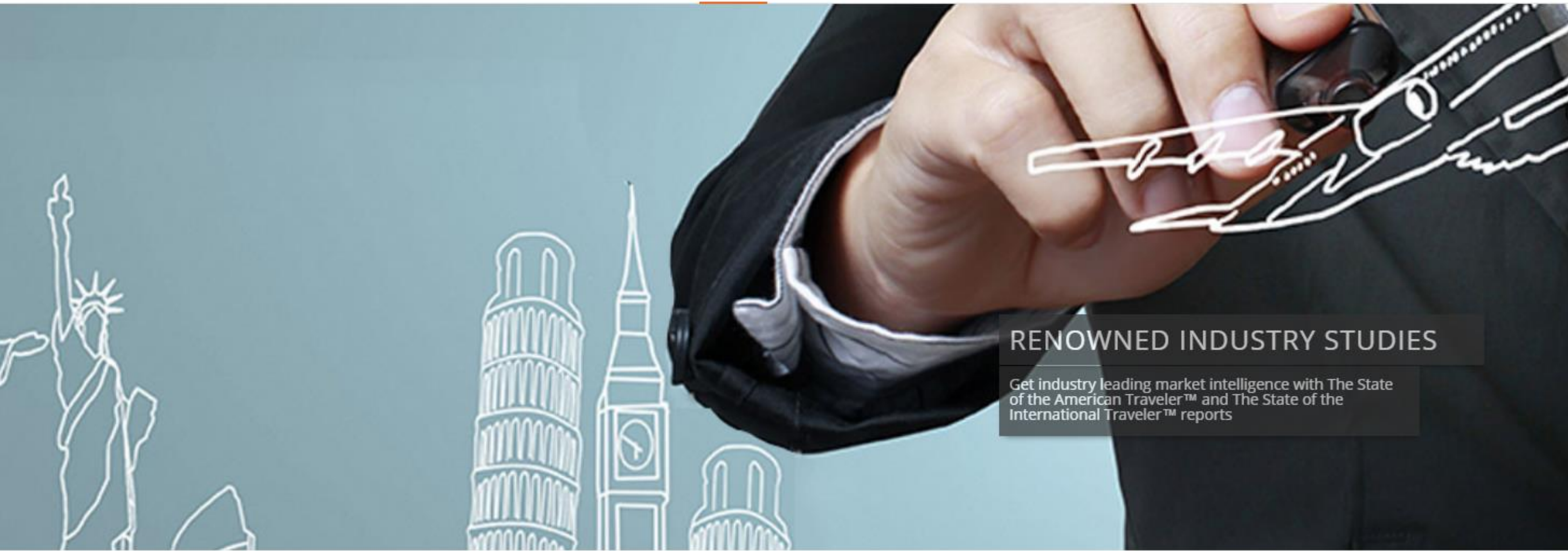
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Creating, Curating & Distributing Content That
Drives Travel in 2017 & Beyond

[Elena Prostova & Chris Adams, Miles](#)

WEBINAR REGISTRATION LINK IN FOLLOW UP EMAIL



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Keynote address on American travel trends at



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Published 12/7/16

Year in Review and the Year

Phocuswright Offers a Summary of 10 Critical Trends (and Opportunities) for Destinations and Tourism Marketers

Chris Adams
Director of
Research and
Online Marketing

On December 7, 2016, Phocuswright VP of Research Douglas Quinby offered an impactful analysis of 10 major trends, challenges and opportunities for destinations and tourism marketers.



Douglas is a veteran of online travel industry's thought leaders; leader for 20+ years in exciting but complex and fast-moving travel and technology. The Center Stage Conference held each November is an important in the sector.

Douglas highlighted 10 major trends that destination and tourism marketers need to focus on in the year (and years) ahead. Here is summary along with action:

#1: Election Unknowns

The U.S. Presidential election has created uncertainty in global travel. A report by Phocuswright has highlighted some potential impacts on inbound travel from Mexico and China (and their reactions), plus broader perceptions in the U.S. industry. Conversely, as someone experienced in the hotel and tourism sector, Trump could be a positive for the U.S. industry.



Published 12/21/16

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Our Top Blogs and Insights from 2016

The Miles team shared many insights, takeaways, case studies and research summaries during 2016. The topics covered everything from LGBT tourism trends to Google's changing role in destination content. Below are our top 10 blog posts based on readership from 2016 — catch up on the ideas and insights you may have missed this year!

1. LGBT Tourism: Travel Trends and Lessons in an Emerging Market

Mark Sanders, May 2016

2. Destination Websites that Drive Travel (overview of the 13 CVB website conversion study sponsored by Miles)

Chris Adams, May 2016

3. When Tragedy Struck, WV Tourism Office Put Residents First

Steven Keith, July 2016

4. Is Google's Expanding Role in Travel Undermining Organic Traffic Growth for Destinations?

Kim Palmer, August 2016

5. 2016 State of the American Traveler – Destinations Edition

Chris Adams, March 2016

6. Mastering the Media Mix – How to Plan the Right Media Budget for your Resort

Camron Reid, May 2016

7. My Top Picks: 20 Free Apps for Traveling Anywhere

Danica Killelea, May 2016

8. Email Design Best Practices

trends >

Thank You!



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Dave@DestinationAnalysts.com
Social: DA_Research

Thank You!

State of the American Traveler – **DESTINATIONS** Edition

How do US travelers decide where to go?

Spotlight:

Global Gallery of Content That Travels Examples

March 2nd 2017

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