


UPCOMING WEBINAR:

US Travel Outlook
Adoption of New Technology
Use of New Technology


Spotlight:

Examples & Takeaways – 4 Trends to Watch

June 1st 2017



Destination Analysts®
The State of the American Traveler™
TECHNOLOGY EDITION
Spring 2017 | Volume 24

Destination  Analysts

The Destinations Edition

THIS SPRING EDITION of The State of the American Traveler™ looks at technology and how travelers use it to plan and execute their trips. As always, first we look at the current leisure travel landscape, which is marked by considerable current optimism for future travel and travel spending. Leisure travel optimism is at a record high, mirroring positive trends seen in more general consumer confidence indices. After this

look at the current travel market, the report dives into word of mouth, and its relationship to the many other resources used in travel planning. Then, we examine technologies and how they are being used and adopted. Please enjoy. As always, if you have questions or ideas for future survey topics, we welcome you to message us: info@destinationanalysts.com or @IDA_Research

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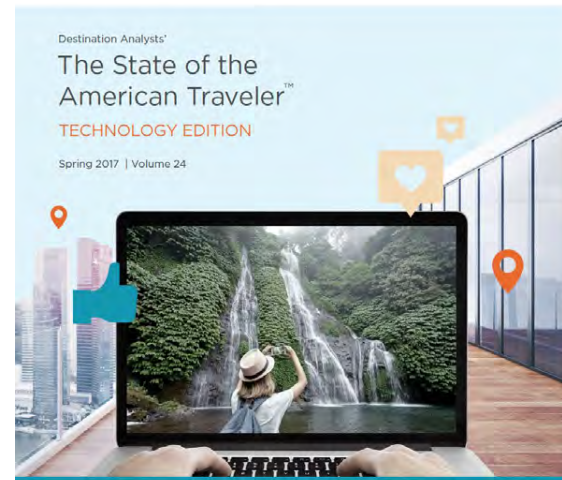
TECHNOLOGY EDITION STATE OF AMERICAN TRAVELER

Miles & Destination Analysts. June 2nd 2016

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Greetings



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Upcoming Events



CONGRESSIONAL
SUMMIT ON TRAVEL
& TOURISM

 SOUTHEAST TOURISM SOCIETY

June 20-22, 2017

Washington, D.C.

#STSDC17



FALL FORUM

 SOUTHEAST TOURISM SOCIETY

October 10-11, 2017

Biloxi, Mississippi

#STSFall17

WWW.SOUTHEASTTOURISM.ORG

#SETourism



UPCOMING EDUCATION CONFERENCES

www.dmawest.org

DMA West Leadership Summit *(for CEOs)*

July 31 - August 2, 2017

Hotel Jerome • Aspen, Colorado

Aspen Chamber Resort Association

www.aspenchamber.org

DMA West Education Summit & Vendor Showcase & Best Idea Program

September 27 - 29, 2017

The Linq Hotel • Las Vegas, Nevada

Las Vegas Convention & Visitors Authority

www.lasvegas.com • www.lvcva.com



Photo: Jeremy Swanson



Photo: Las Vegas News Bureau

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



TECHNOLOGY EDITION

Agenda

1. Research: Travel Outlook
2. Research: Use of New Technology
3. Upcoming Conferences
4. 4 x Trends, Takeaways & Examples
5. **Spotlight:** VR, 360 & AR Technologies

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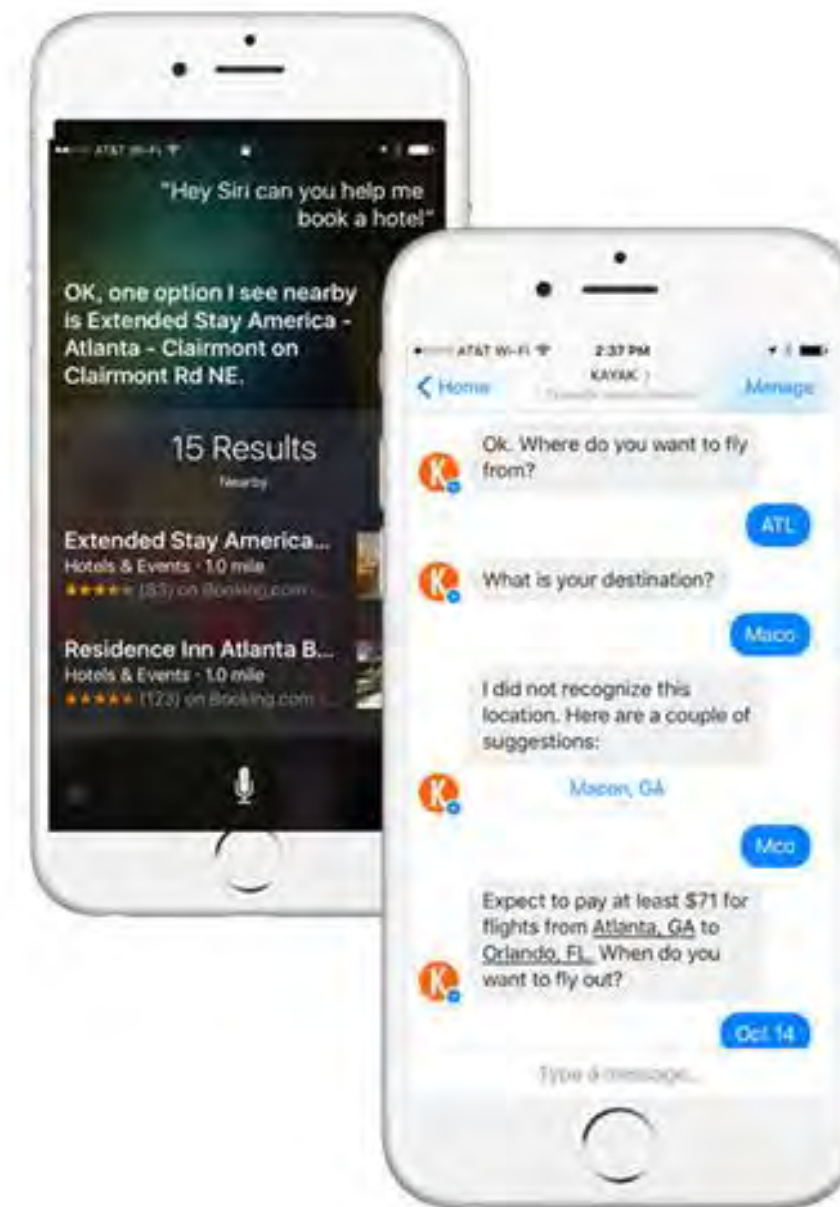
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The State of the American Traveler

Summary of Latest Findings

THE STATE OF THE AMERICAN TRAVELER

TECHNOLOGY EDITION



The State of the American Traveler

- Conducted since 2006
- Online survey
- 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: April 2017 results





TRAVEL SENTIMENT

Travel Expectations (Trips)

Travel Expectations (Spending)



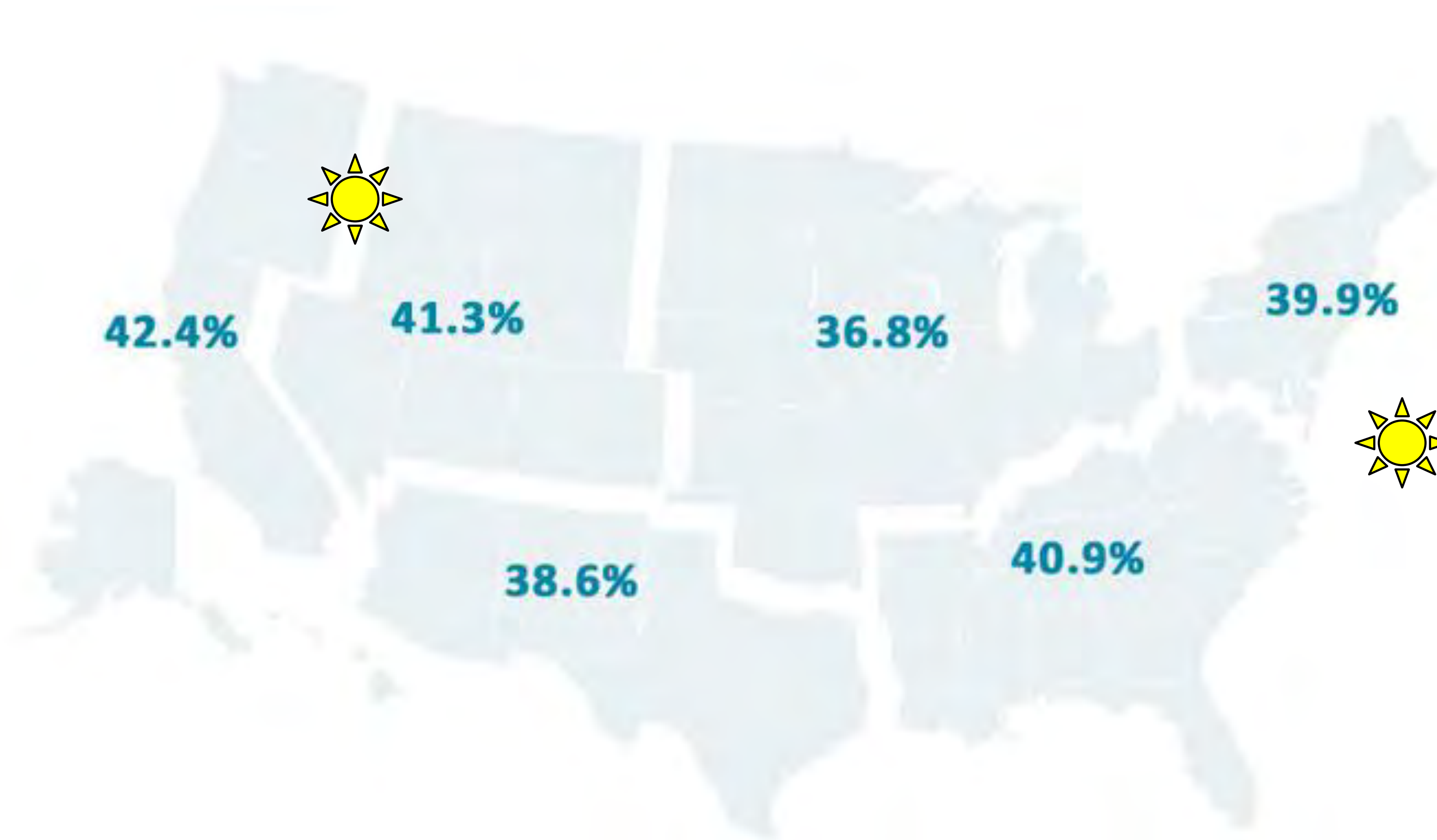
39.7

Percent of Americans will take more leisure trips this year

39.3

Percent of Americans will spend more on leisure travel this year

Expect to Travel More (Next 12 Months)





TECHNOLOGY ADOPTION

Technology Adoption Amongst Travelers 2016

The Five Segments of Traveler Technology Adopters

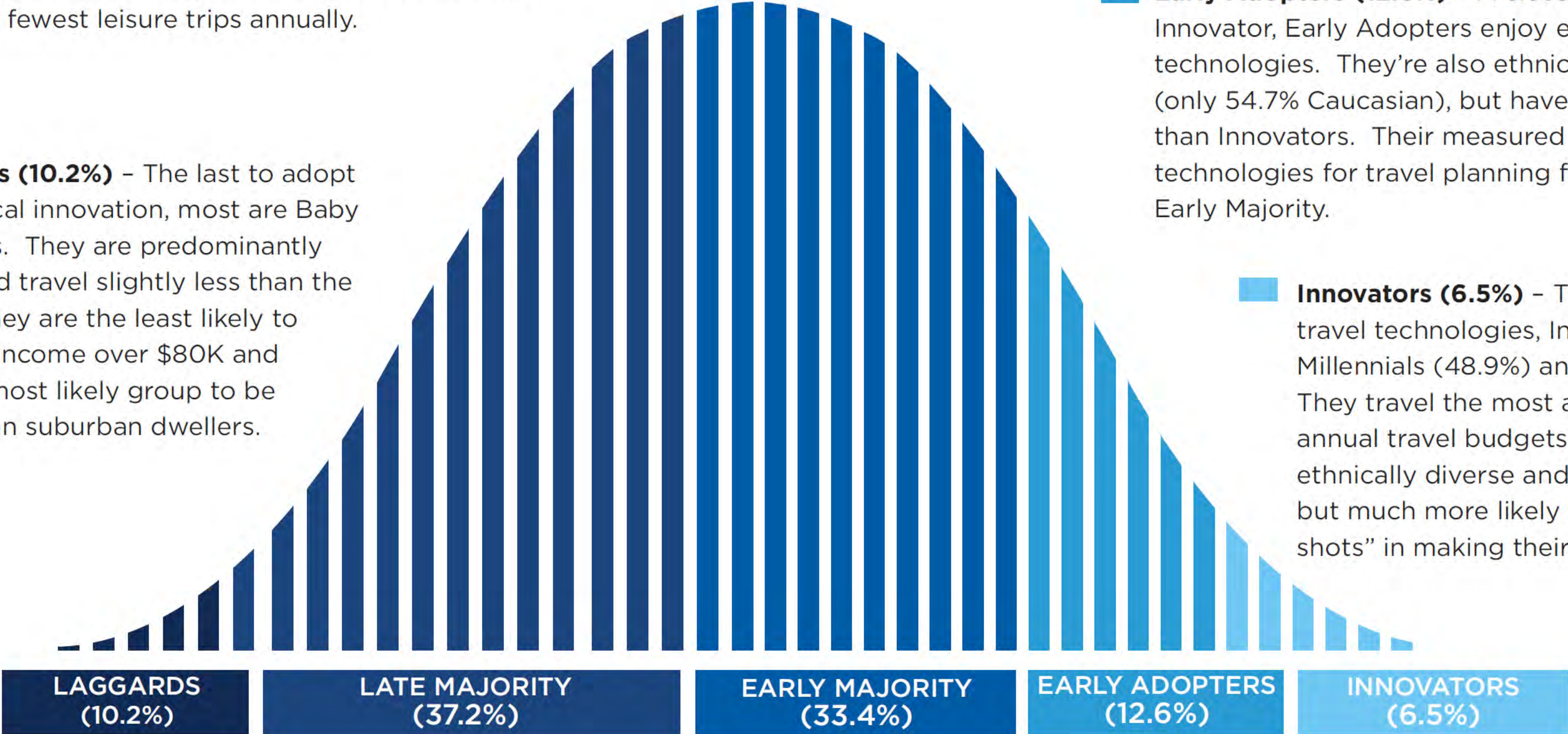
Late Majority (37.2%) - These travelers approach new technology with skepticism, and show a large gap in metrics tracked compared to the Early Majority. Far less likely to have children at home, but much more likely to be married, they tend to be older men and take the fewest leisure trips annually.

Laggards (10.2%) - The last to adopt a technical innovation, most are Baby Boomers. They are predominantly male, and travel slightly less than the norm. They are the least likely to have an income over \$80K and are the most likely group to be Caucasian suburban dwellers.

Early Majority (33.4%) - Interest in advanced technologies drops off sharply with this group, as does the degree of control they personally have in travel planning decisions. Overall, this group travels less often and consumes less travel content.

Early Adopters (12.6%) - A close cousin to the Innovator, Early Adopters enjoy exploring new technologies. They're also ethnically diverse (only 54.7% Caucasian), but have lower incomes than Innovators. Their measured interest in new technologies for travel planning far outpaces the Early Majority.

Innovators (6.5%) - The first to adopt new travel technologies, Innovators are mostly Millennials (48.9%) and Gen-Xers (37.4%). They travel the most and have the largest annual travel budgets. They are much more ethnically diverse and are far less risk averse, but much more likely to "completely call the shots" in making their travel decisions.



Our Model – 4 Components, 5 Questions

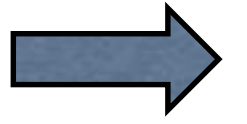
- **Enthusiasm for technology adoption**
- **Interest in keeping up with latest in travel tech**
- **Expectations for future benefits of technology (for travel)**
- **Adoption of the most ubiquitous travel technologies into their lives**
 - **Engagement with others using social media (proxy - use)**
 - **Intensity of use of mobile phones in planning (proxy - use)**

Technology Adoption Amongst Travelers 2016

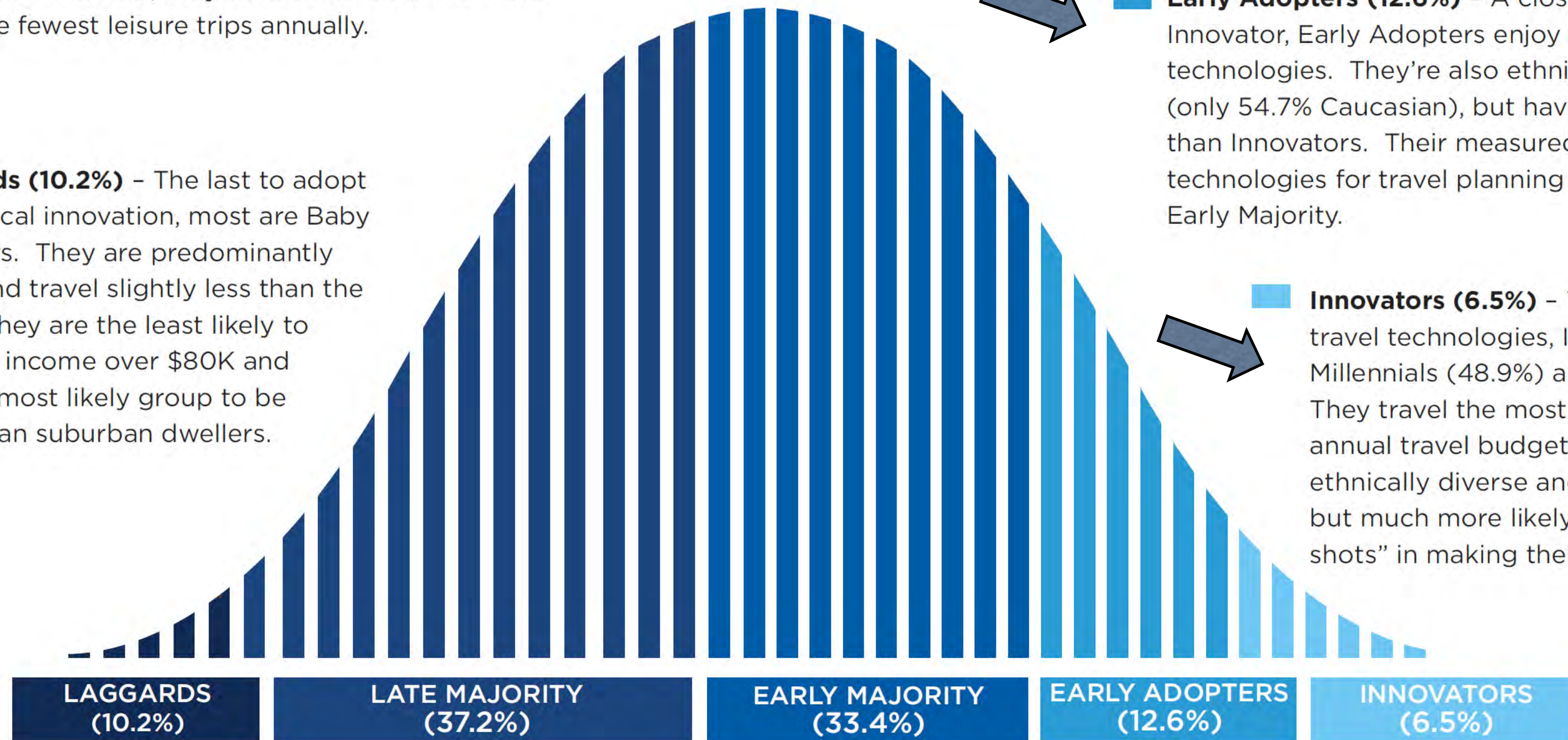
The Five Segments of Traveler Technology Adopters



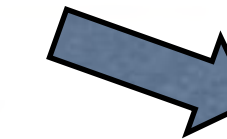
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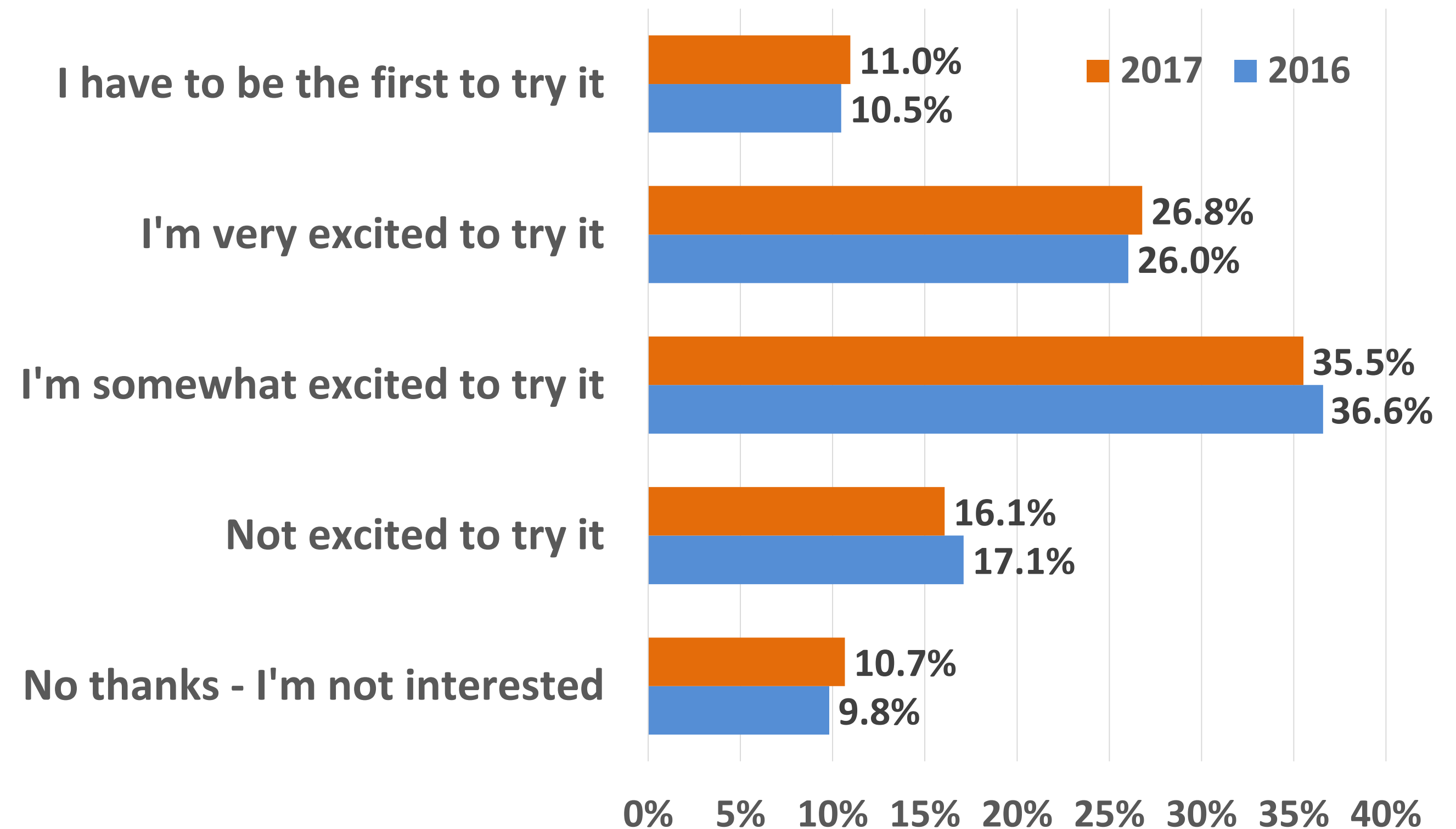
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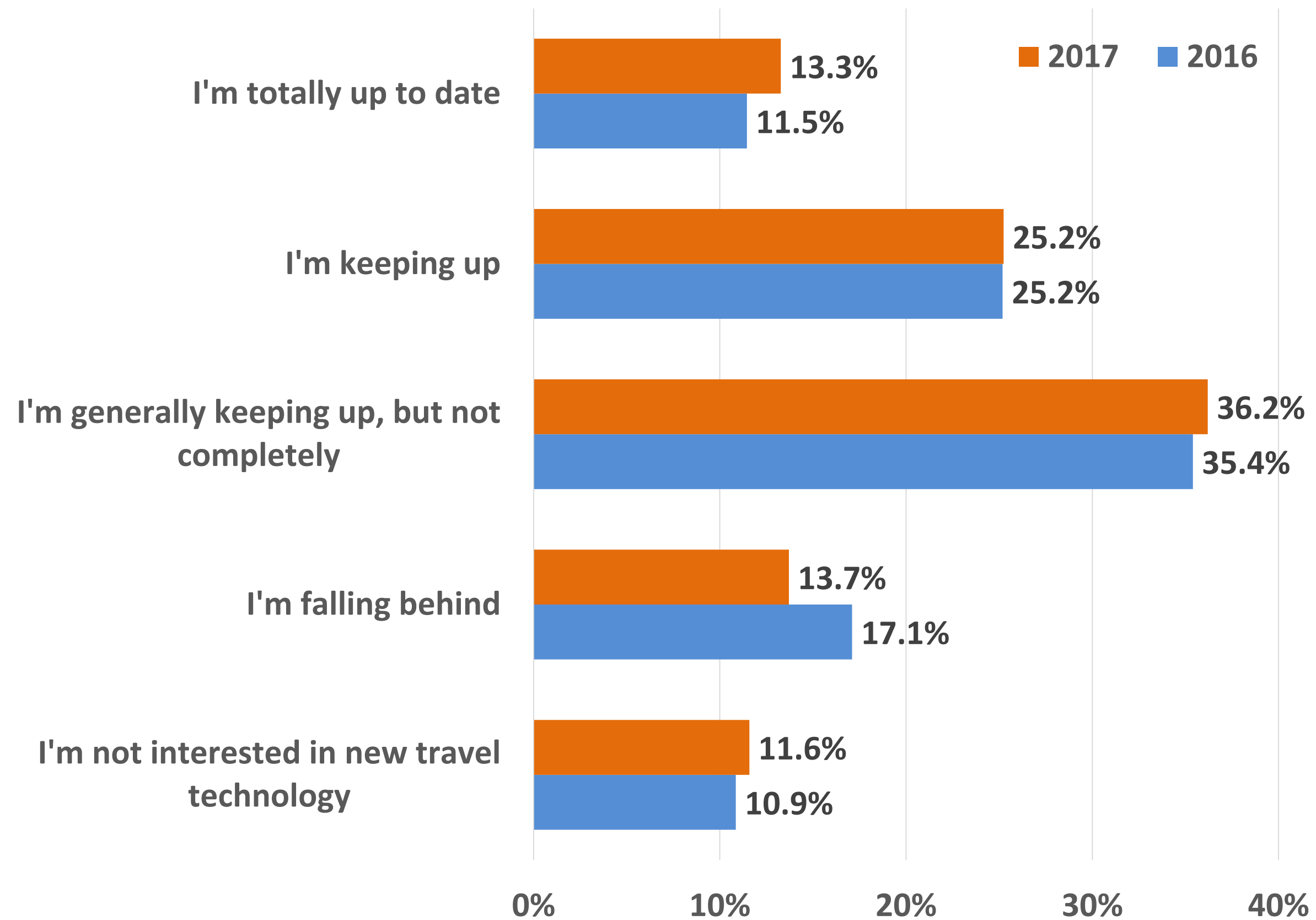
Technology Adoption Question #1

Q: If a new technology comes out (hardware, software, and APPs, etc.) that could help you plan your leisure travel, how excited about using it are you? (Select one)



Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

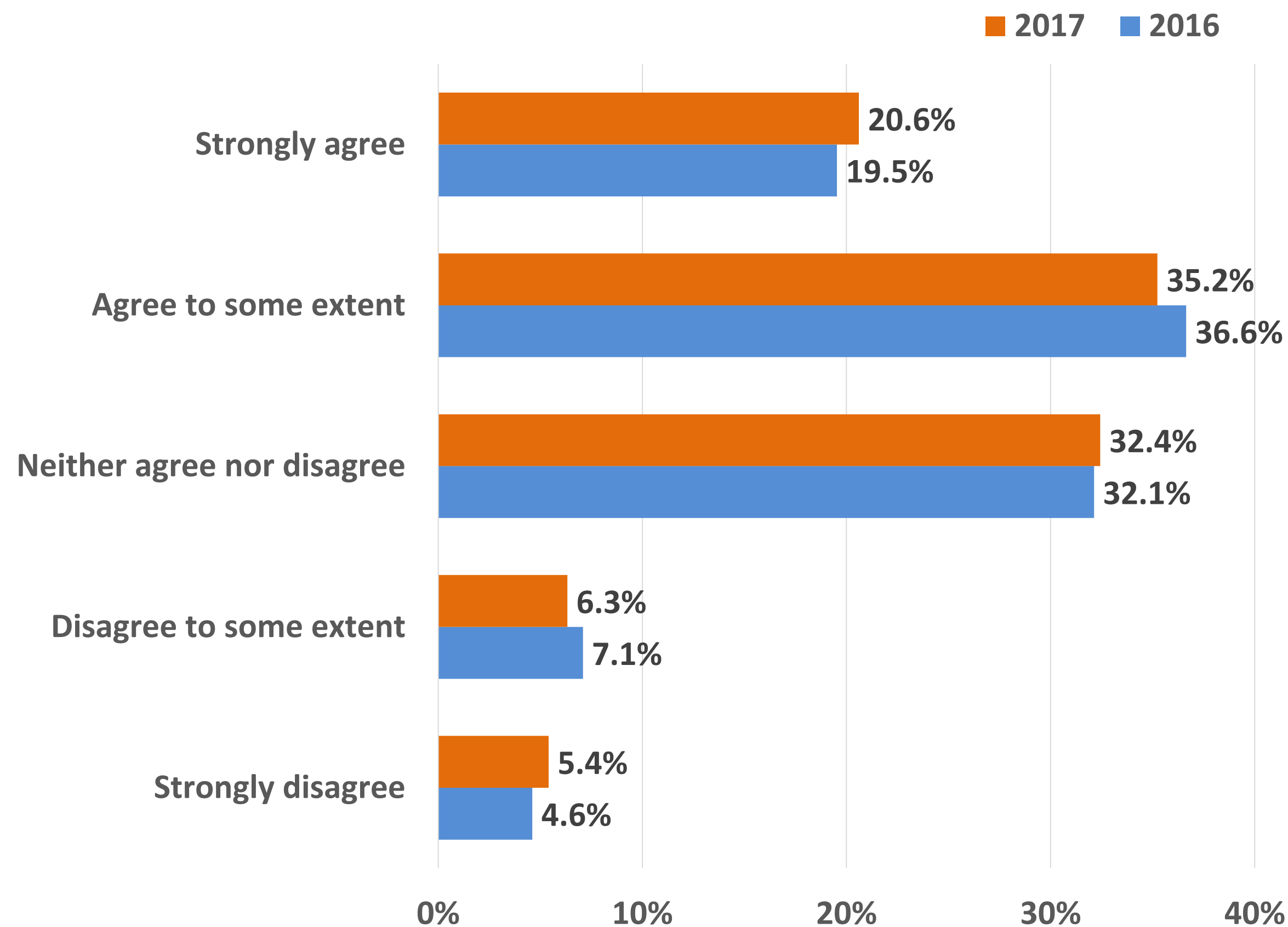
Technology Adoption Question #2



Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

Q: When it comes to the latest in travel planning technology, would you say you are keeping up or falling behind? (Select one)

Technology Adoption Question #3



Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

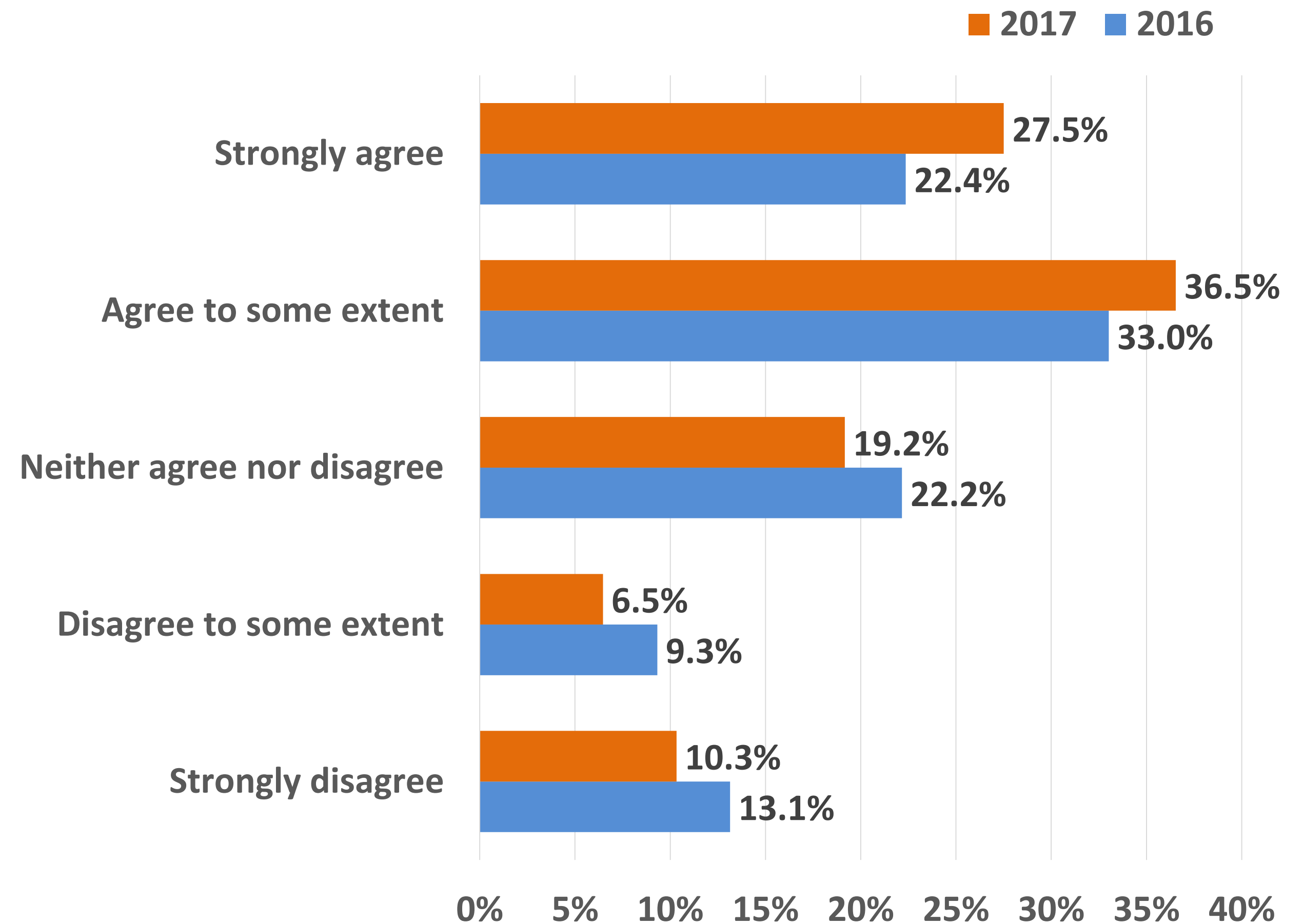
Q: How much do you agree with the following statement?

New technologies hold the promise to make my travel experiences much more rewarding.

Technology Adoption Question #4

Q: How much do you agree with the following statement?

I enjoy hearing about my friends travels on social media websites like Facebook, Twitter, Instagram, etc.

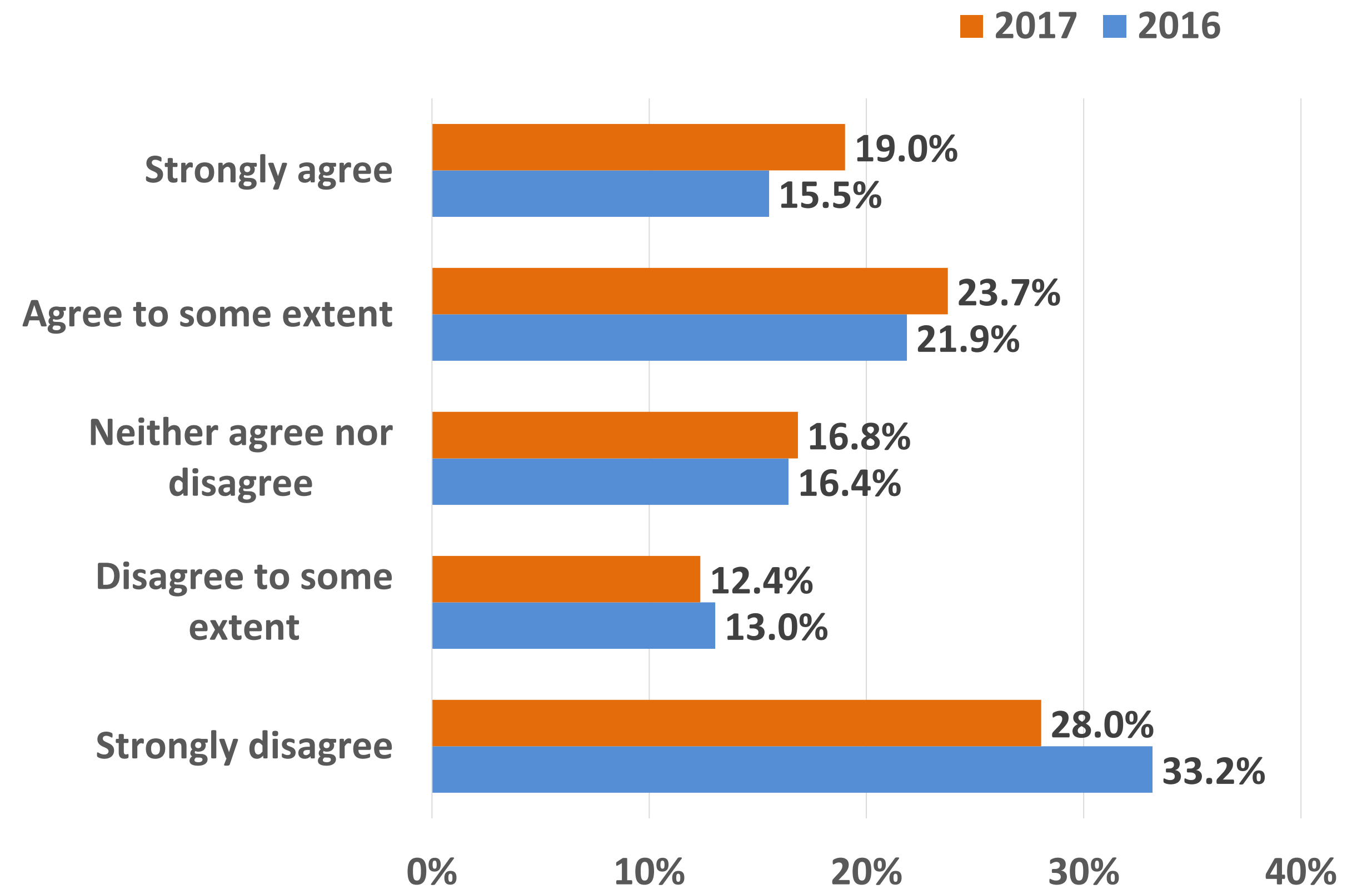


Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

Technology Adoption Question #5

Q: How much do you agree with the following statement?

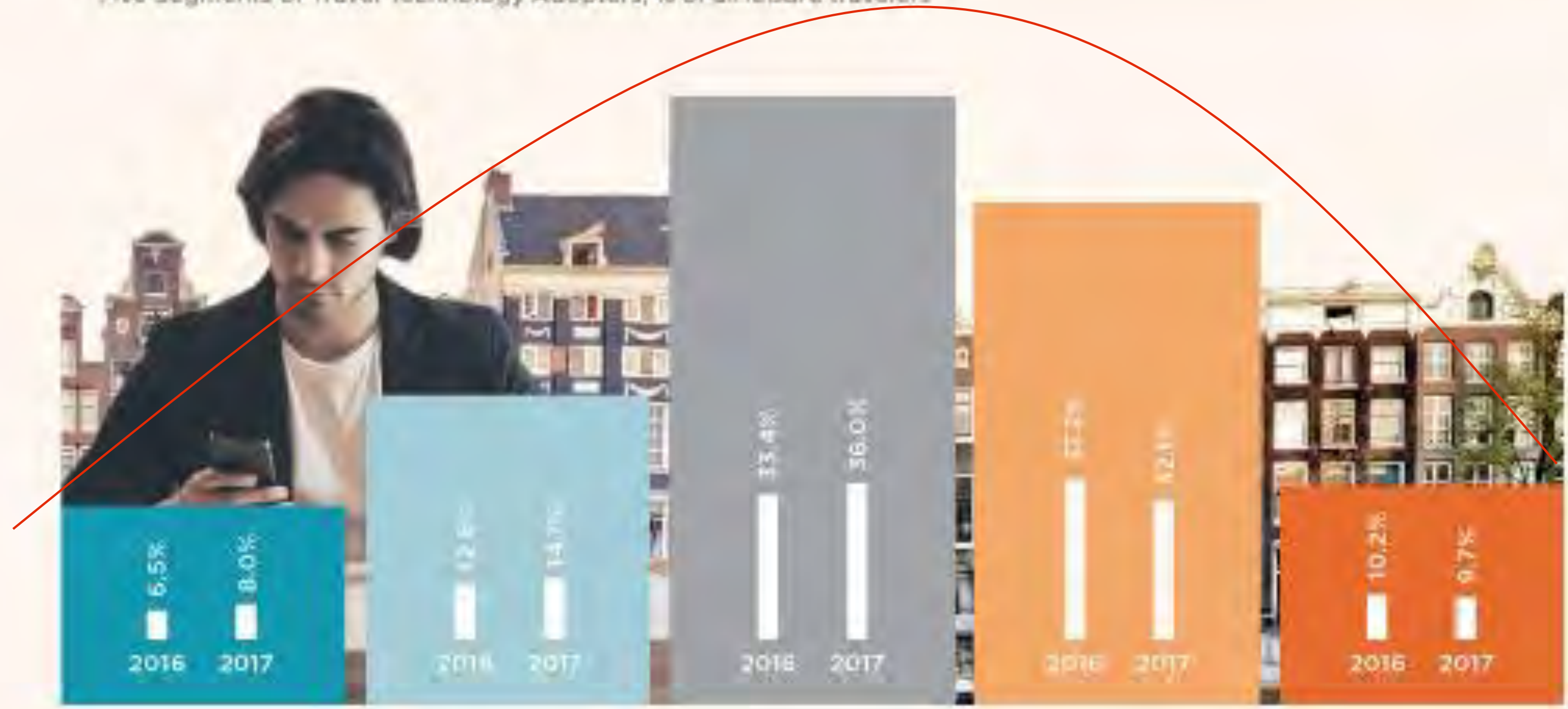
I research my leisure travel extensively using my mobile phone.



Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

AN EVOLVING LANDSCAPE

Five Segments of Travel Technology Adopters, % of all leisure travelers



INNOVATORS

The first to adopt new travel technologies, innovators are mostly Millennials and Gen-Xers. They travel the most and have the largest annual travel budgets.

EARLY ADOPTERS

A close cousin to the innovator, Early Adopters enjoy exploring new technologies.

EARLY MAJORITY

Interest in advanced technologies drops off sharply with this group, as does the degree of control they personally have in travel planning decisions.

LATE MAJORITY

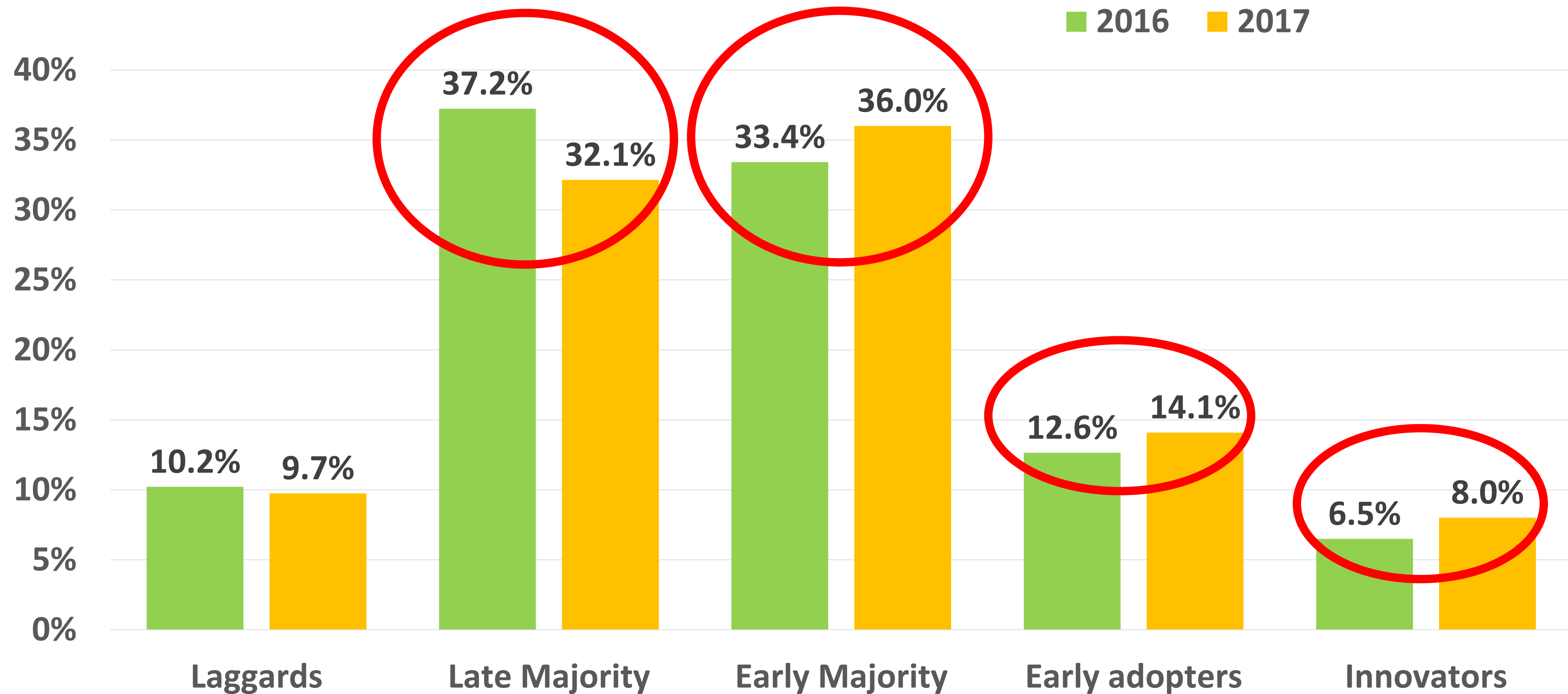
These travelers approach new technology with skepticism, and show a large gap in metrics tracked compared to the Early Majority.

LAGGARDS

The last to adopt a technical innovation, most are Baby Boomers. They are predominantly male and travel less than the norm.

positive growth over last year

Five Segments of Travel Technology Adopters—2016 vs.



Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

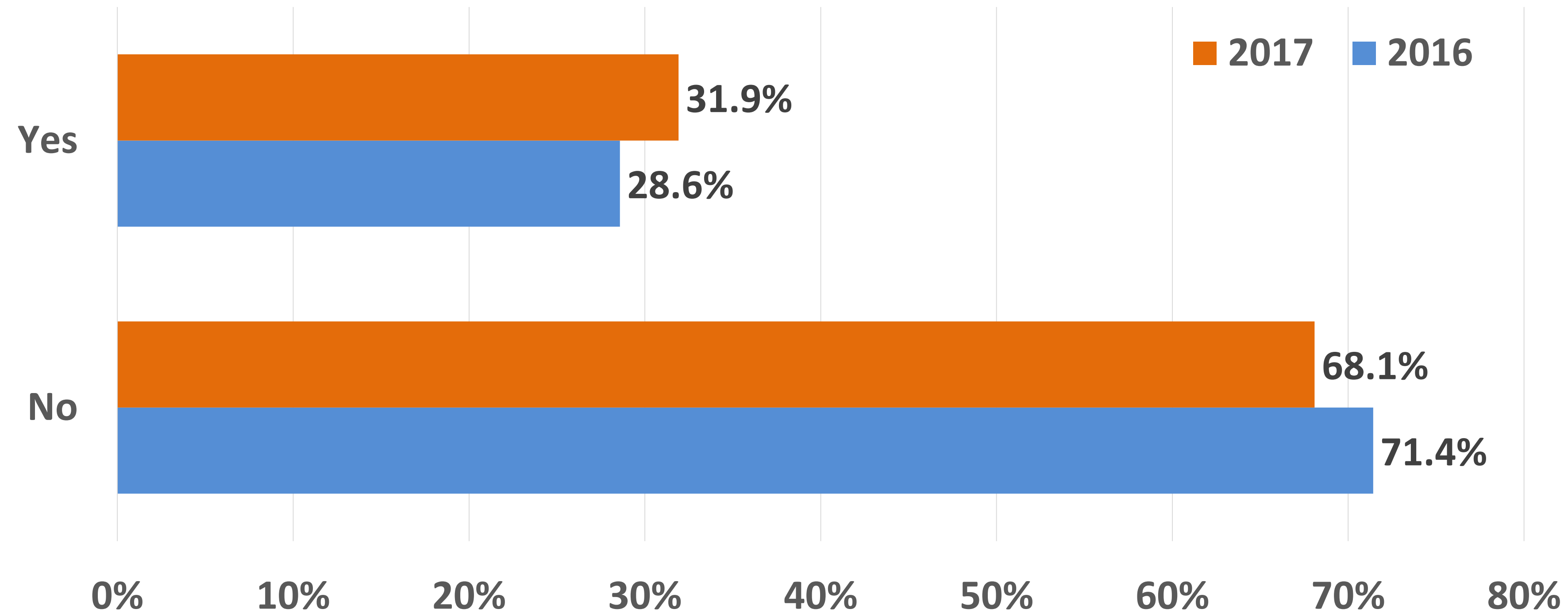
Top Tech

Interest & Usage



APP Usage

Q: In the PAST TWELVE (12) MONTHS, have you used any travel-related APPs to help you in travel planning?



Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

Q: In the past 12 months, which of these types of apps have you used for travel planning? (Select all that you've used)



Top Growth:

Transportation—up 15.7%

OTA—up 10.4%

Last Minute Hotel—up 7.2%

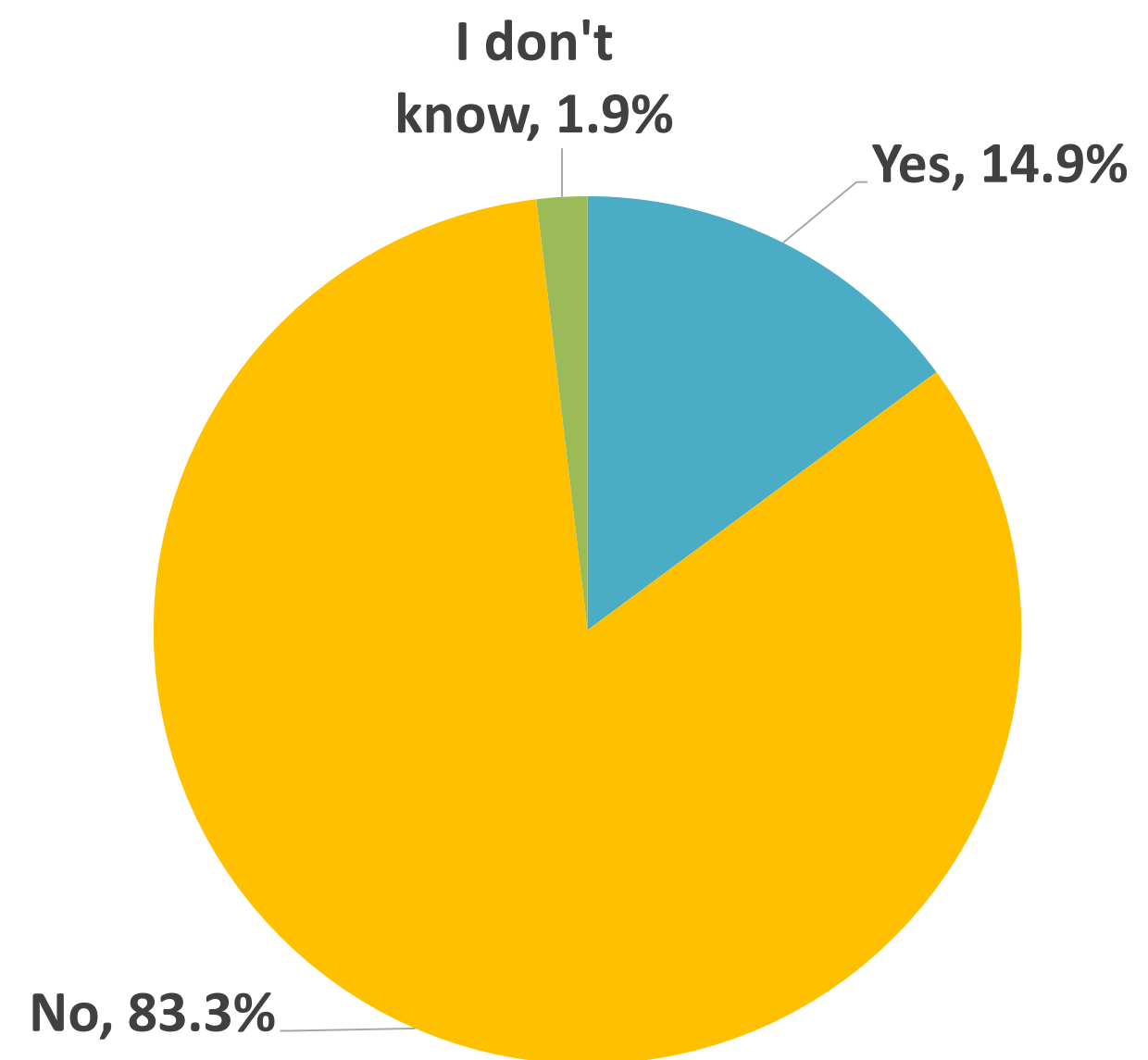
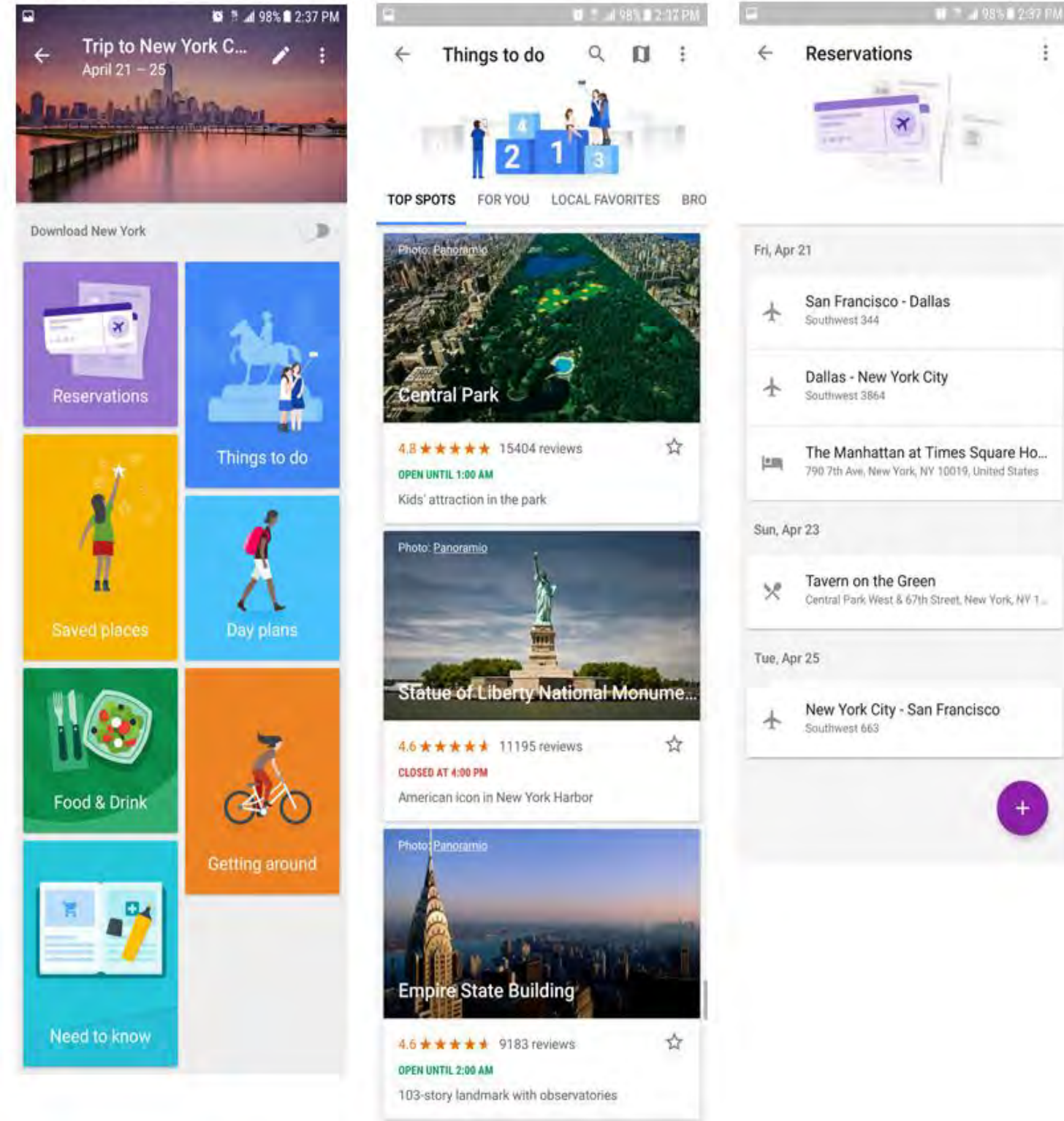
Most Decline:

DMO—down 14.0%

Google Trips APP

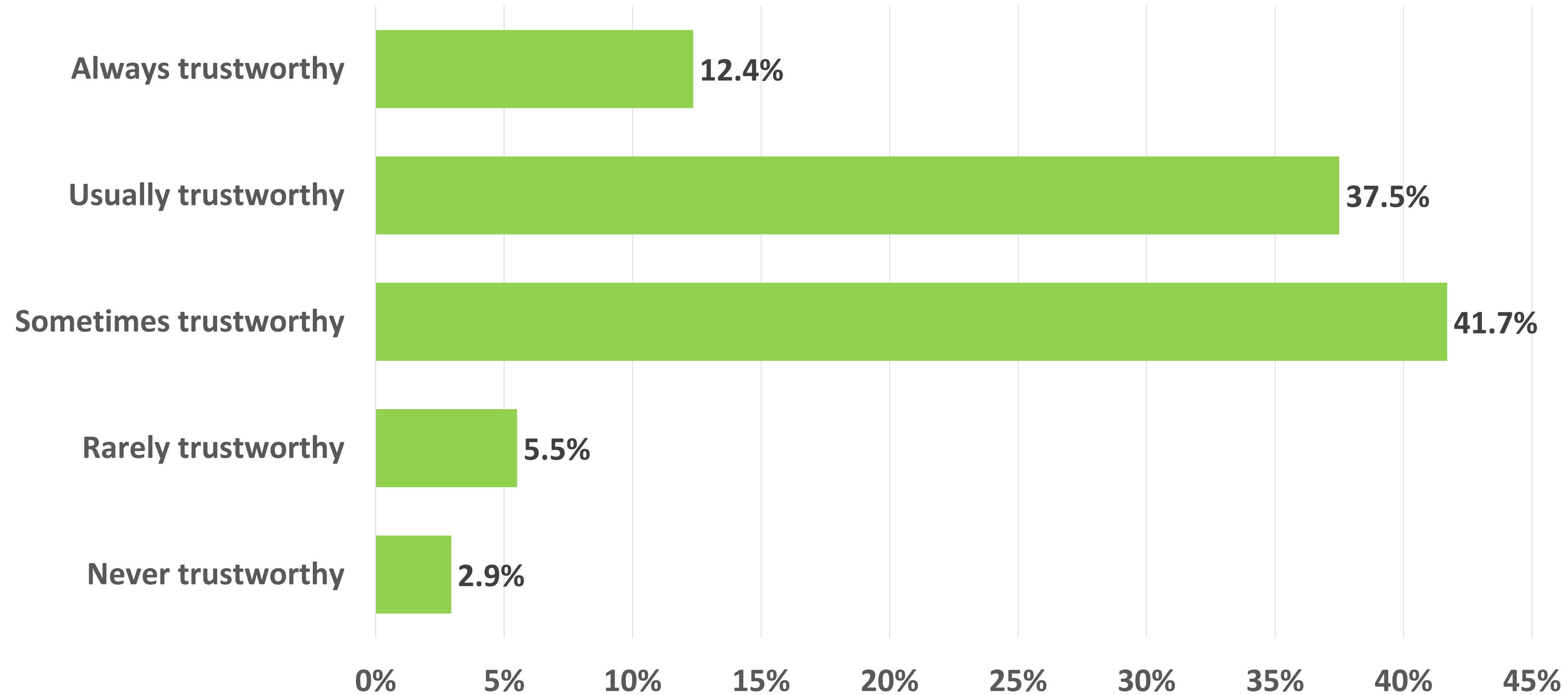
Q: Have you ever used the Google Trips APP?

Screenshots of Google Trips APP

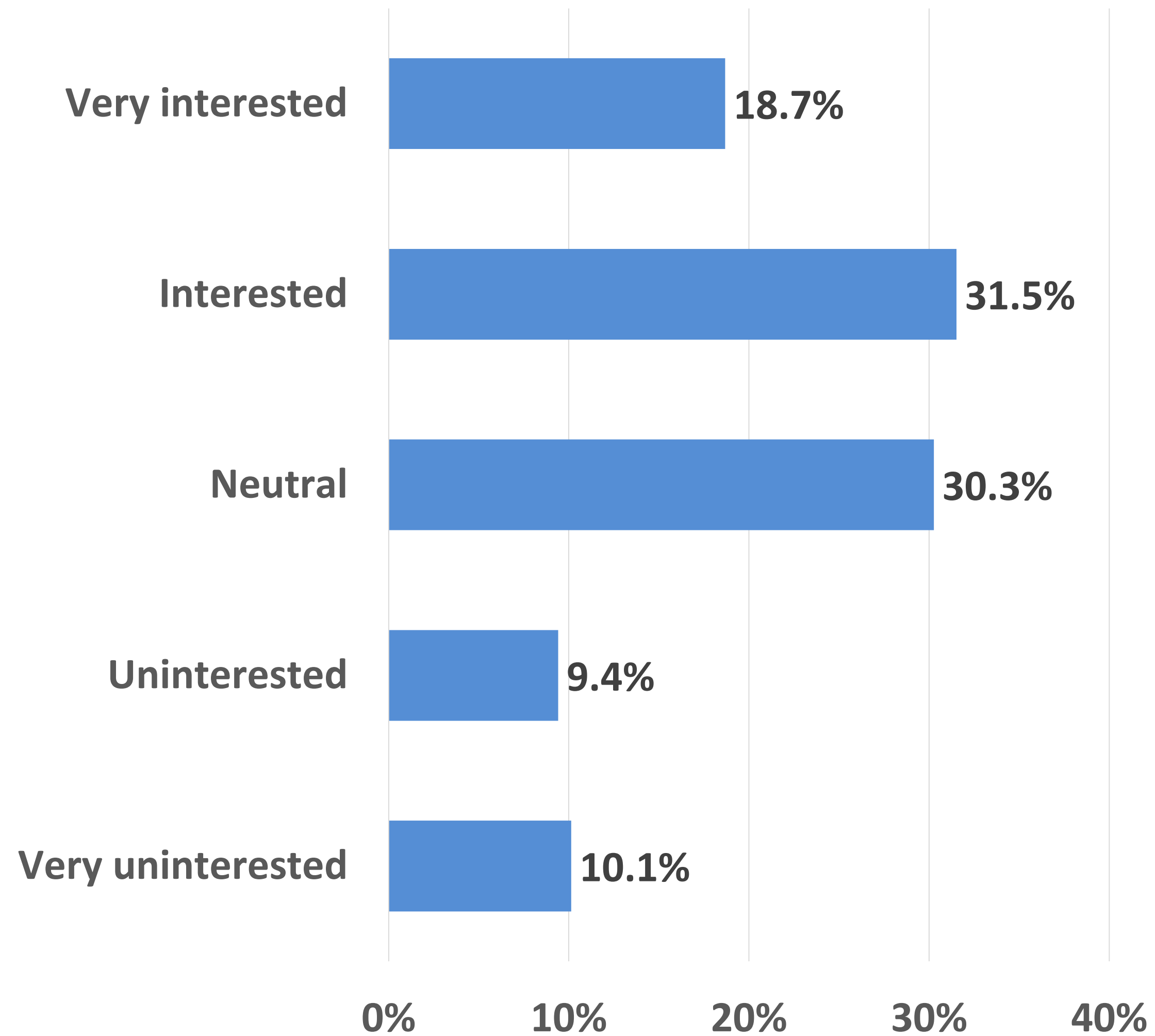


Base: All respondents. (2017 = 2,072 completed surveys.)

Q: How much would you trust the content, opinions and advice available from a Google Trips APP? It is...



Base: All respondents. (2017 = 2,072 completed surveys.)



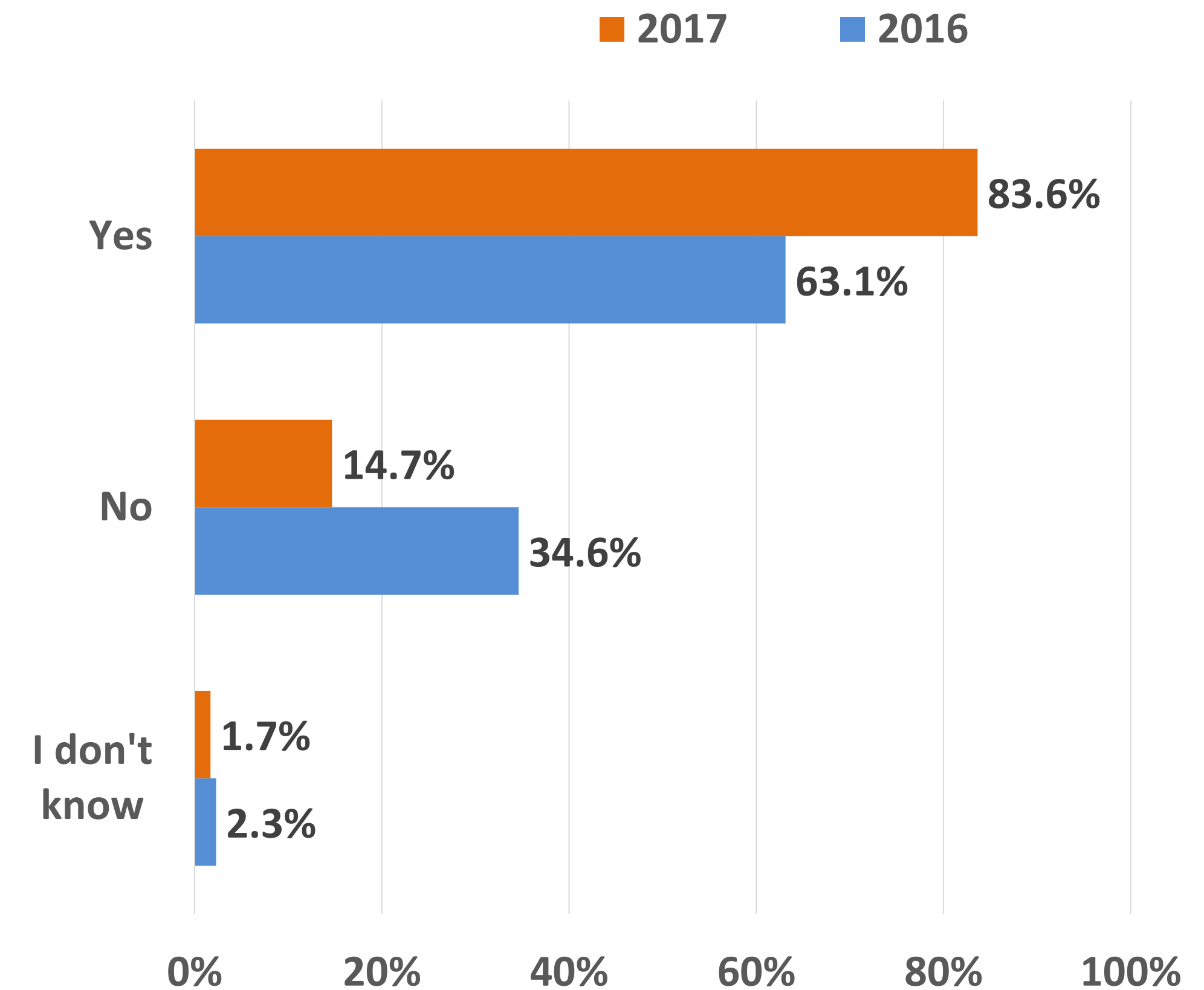
Q: How interested would you be in using the Google Trips APP when you travel? (Select one)

Base: All respondents. (2017 = 2,072 completed surveys.)

VR Headsets

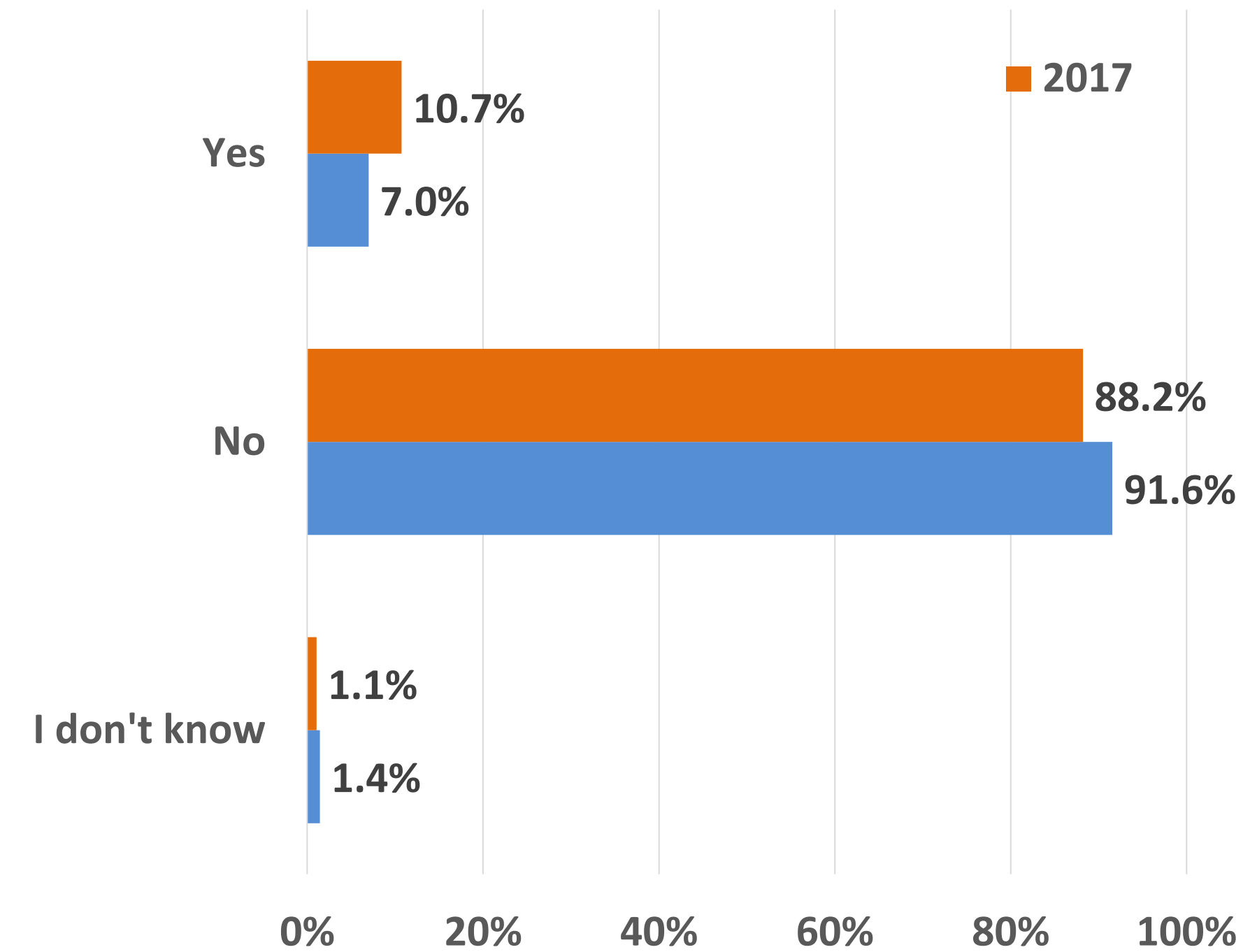


Q: Have you heard of Virtual Reality Headsets before taking this survey?



Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

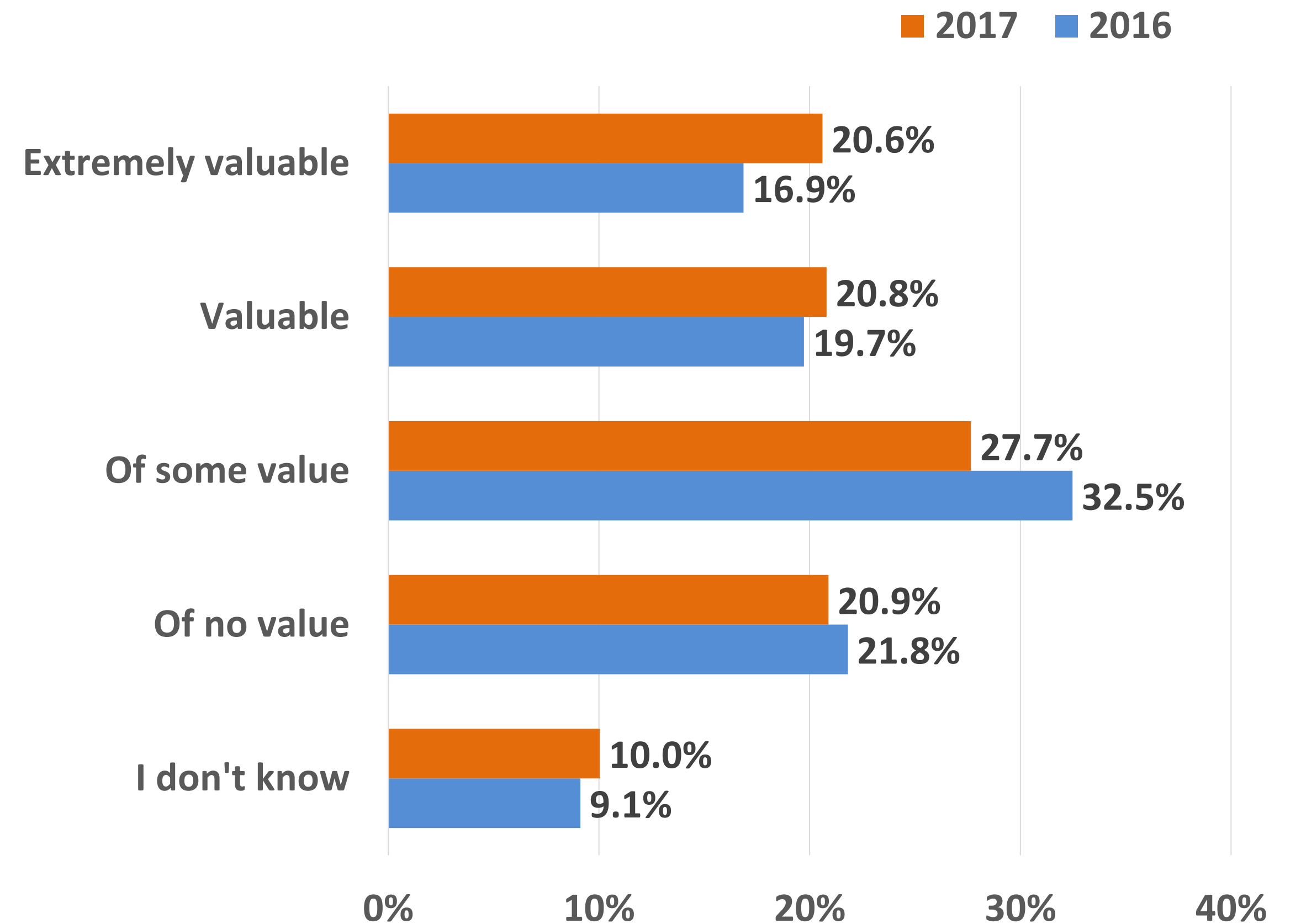
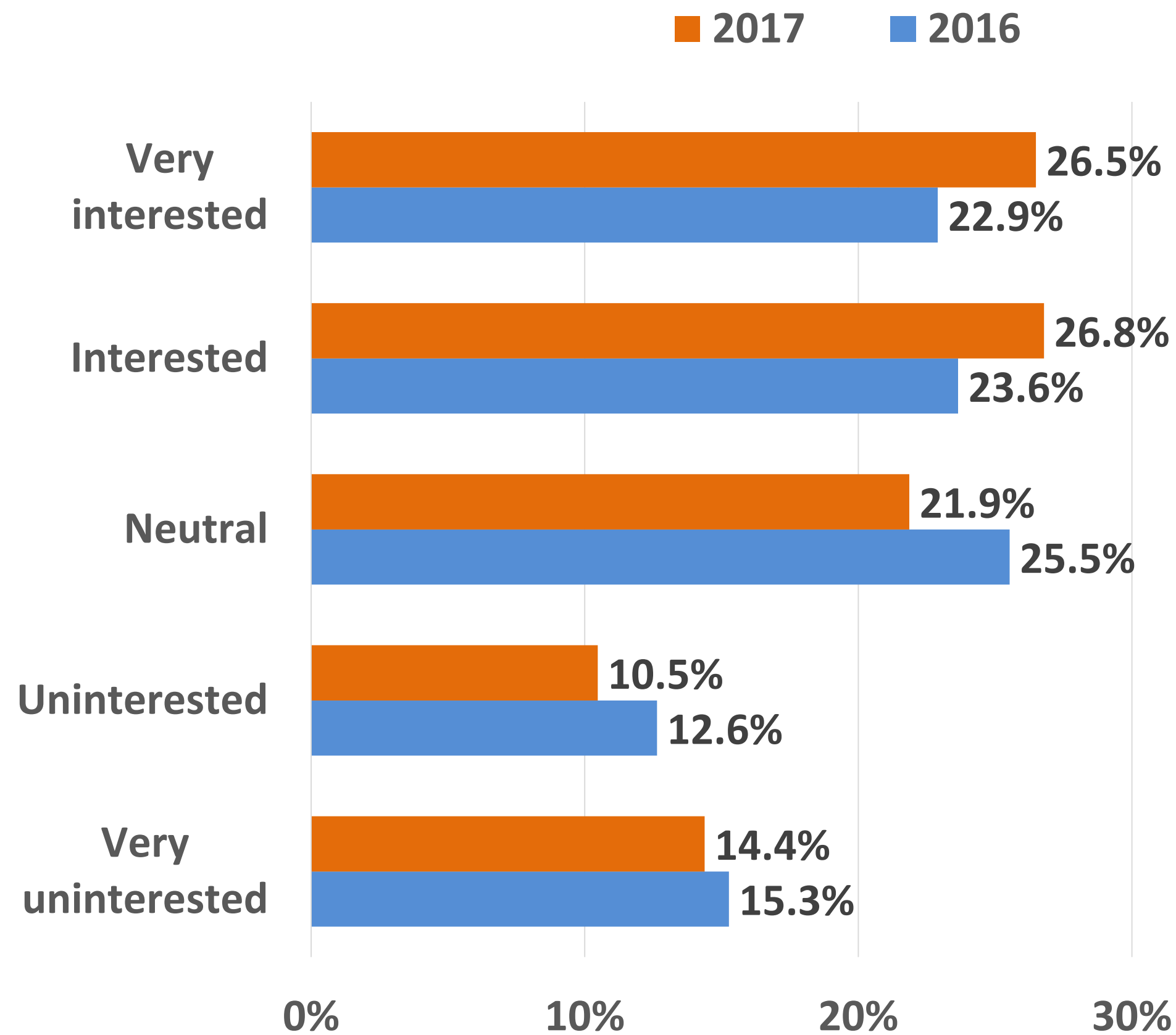
Q: Have you used a Virtual Reality Headset to help plan any leisure travel?



Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

Q: If good content were available to you, how interested would you be in using a Virtual Reality Headset to research leisure destinations you are considering visiting? (Select one)

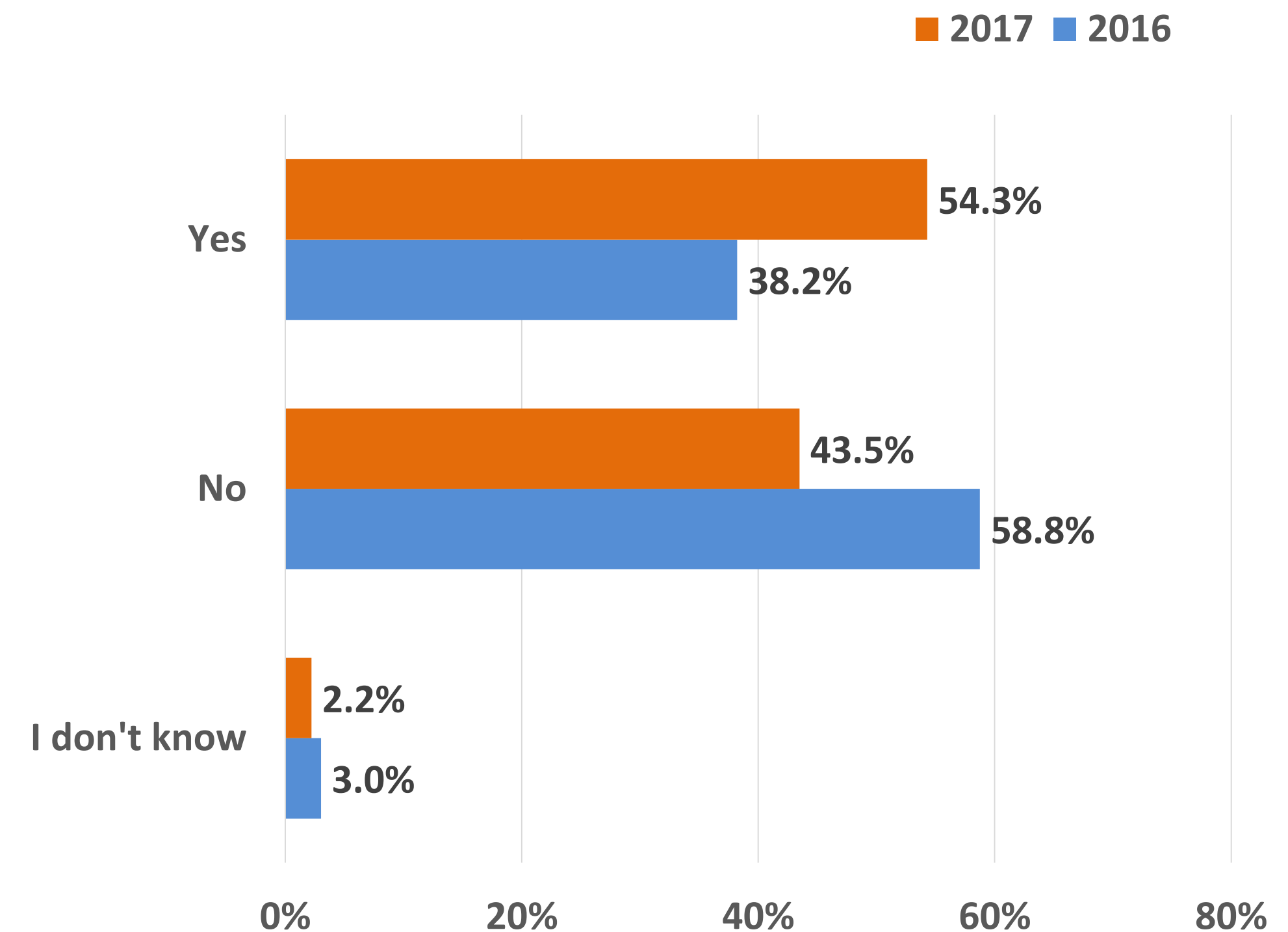
Q: Overall, how valuable do you think a Virtual Reality Headset could be to you in helping you plan your leisure travels? (Select one)



Real Time Video

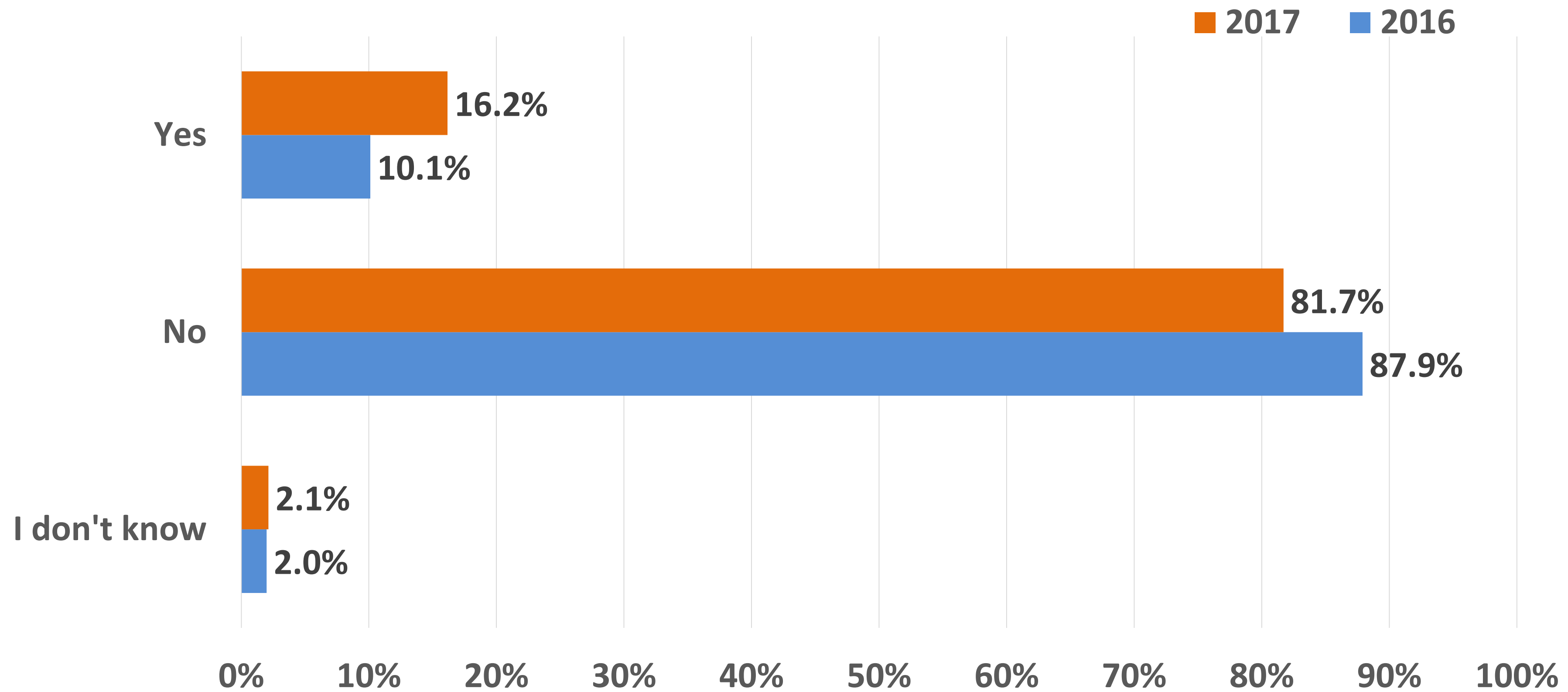


Q: Have you heard of Real-time Video before taking this survey?



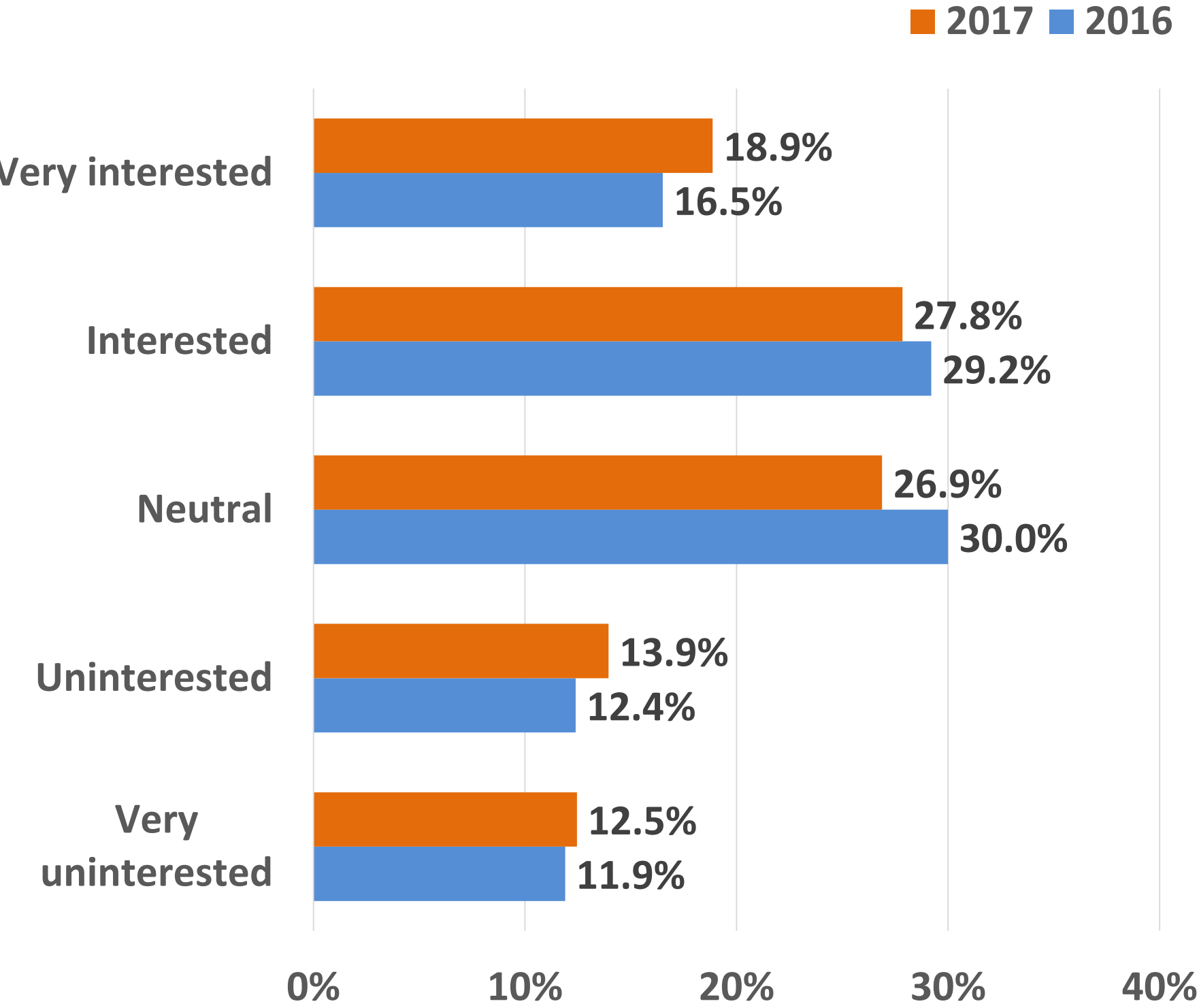
Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

Q: Have you used Real-time Video to help plan any leisure travel?

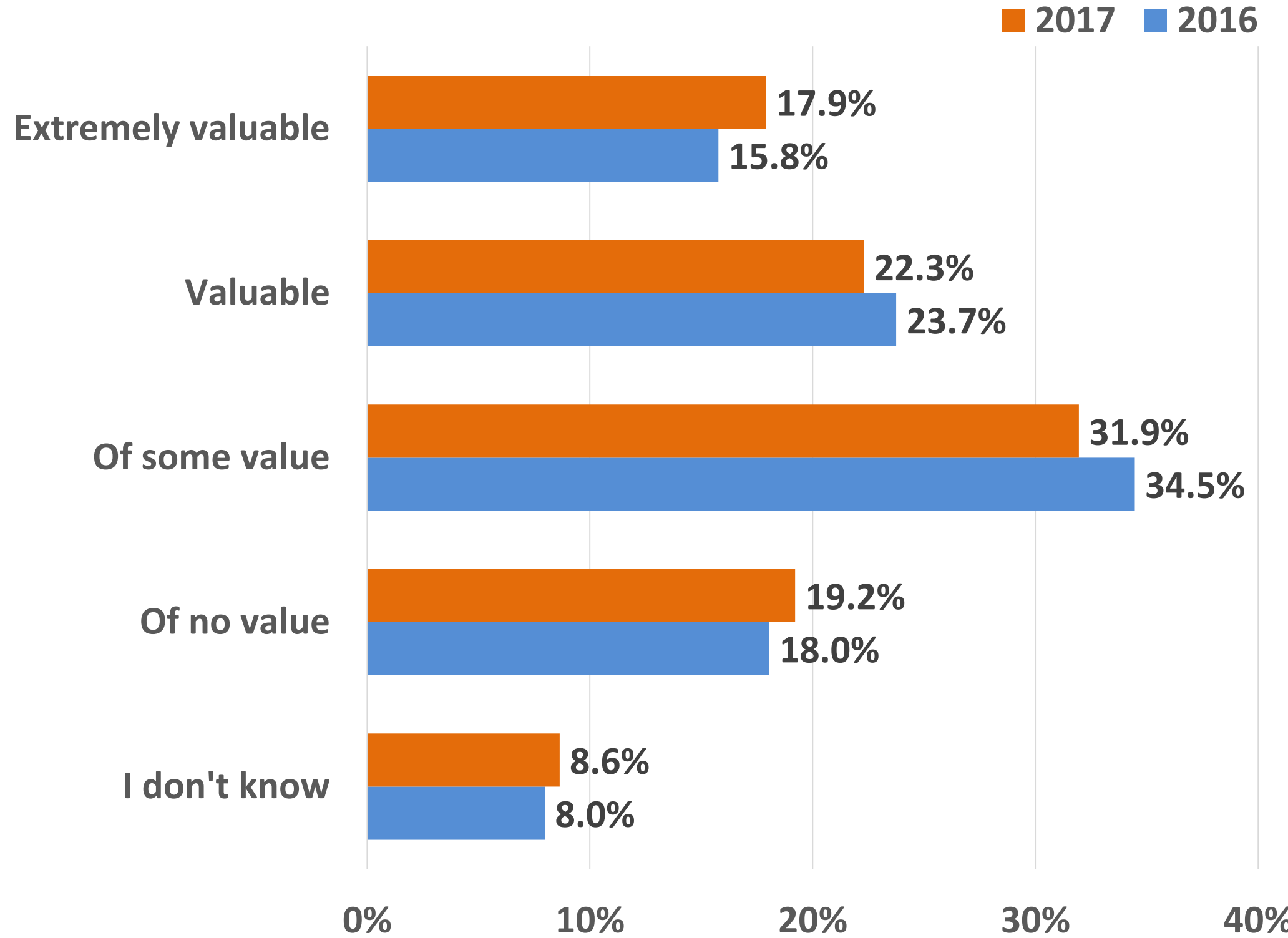


Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

Q: In general, how interested would you be in using Real-time Video to research leisure destinations you are considering visiting? (Select one)



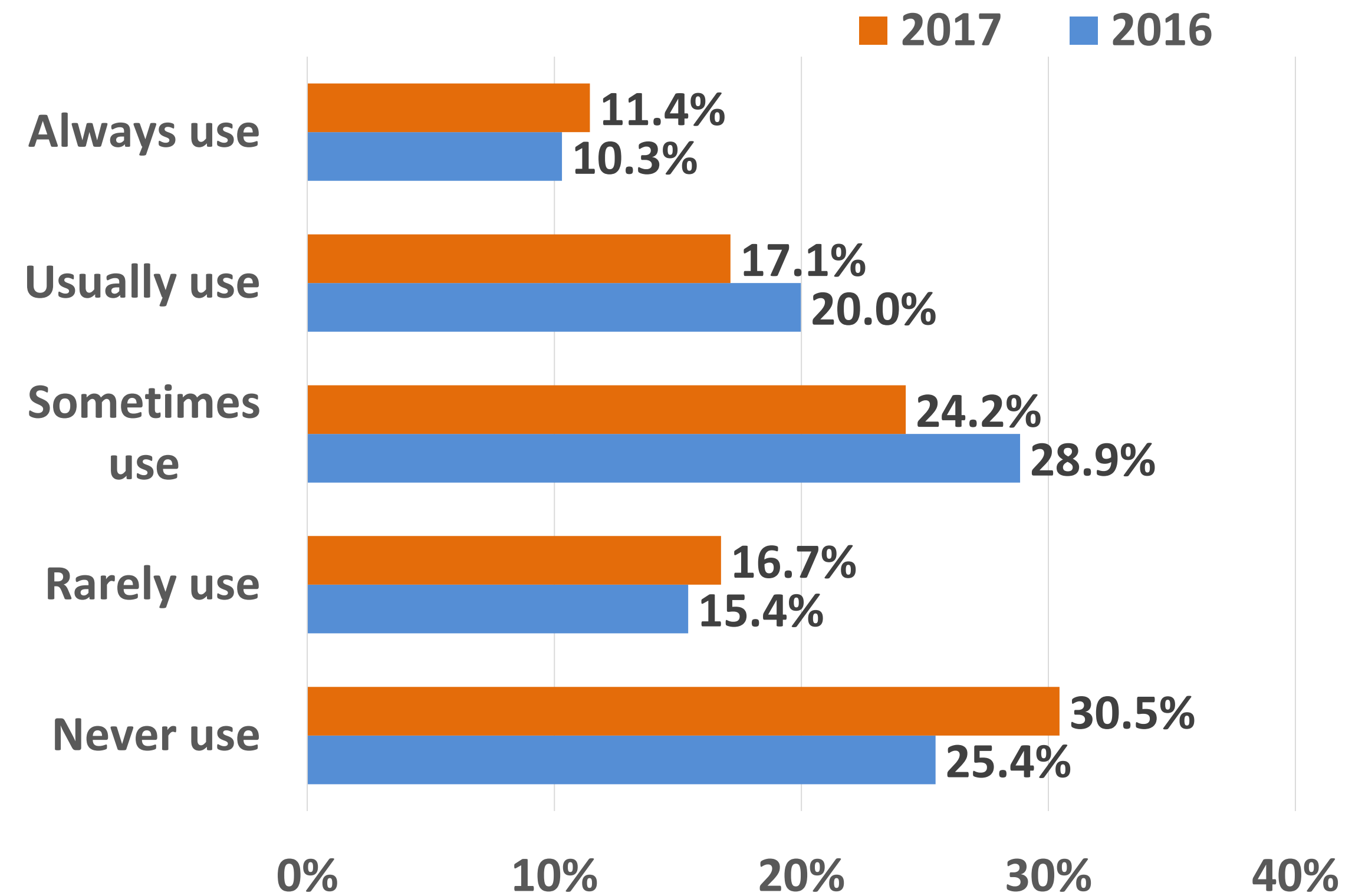
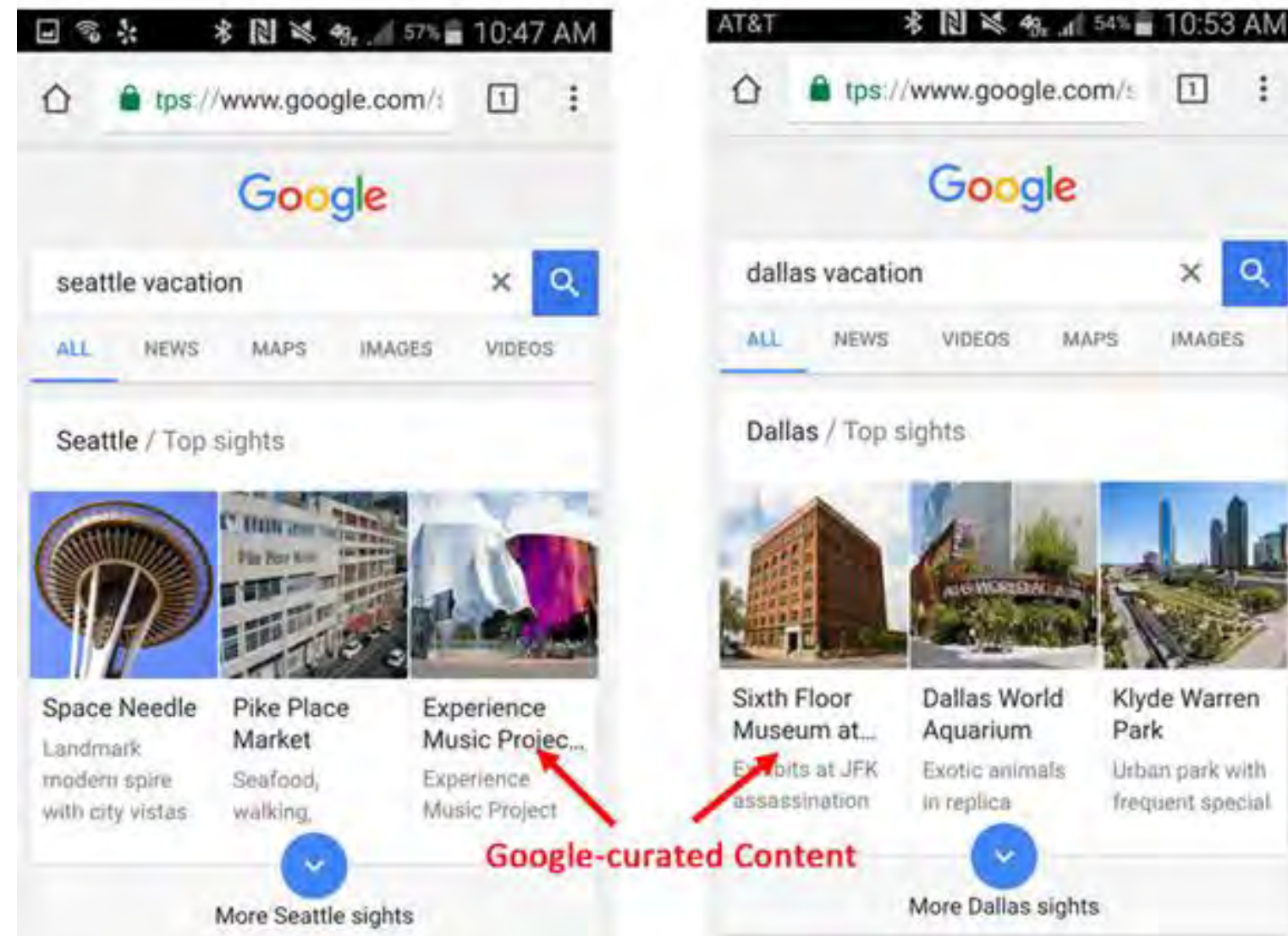
Q: Overall, how valuable do you think Real-time Video could be to you in helping you plan your leisure travels? (Select one)



Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

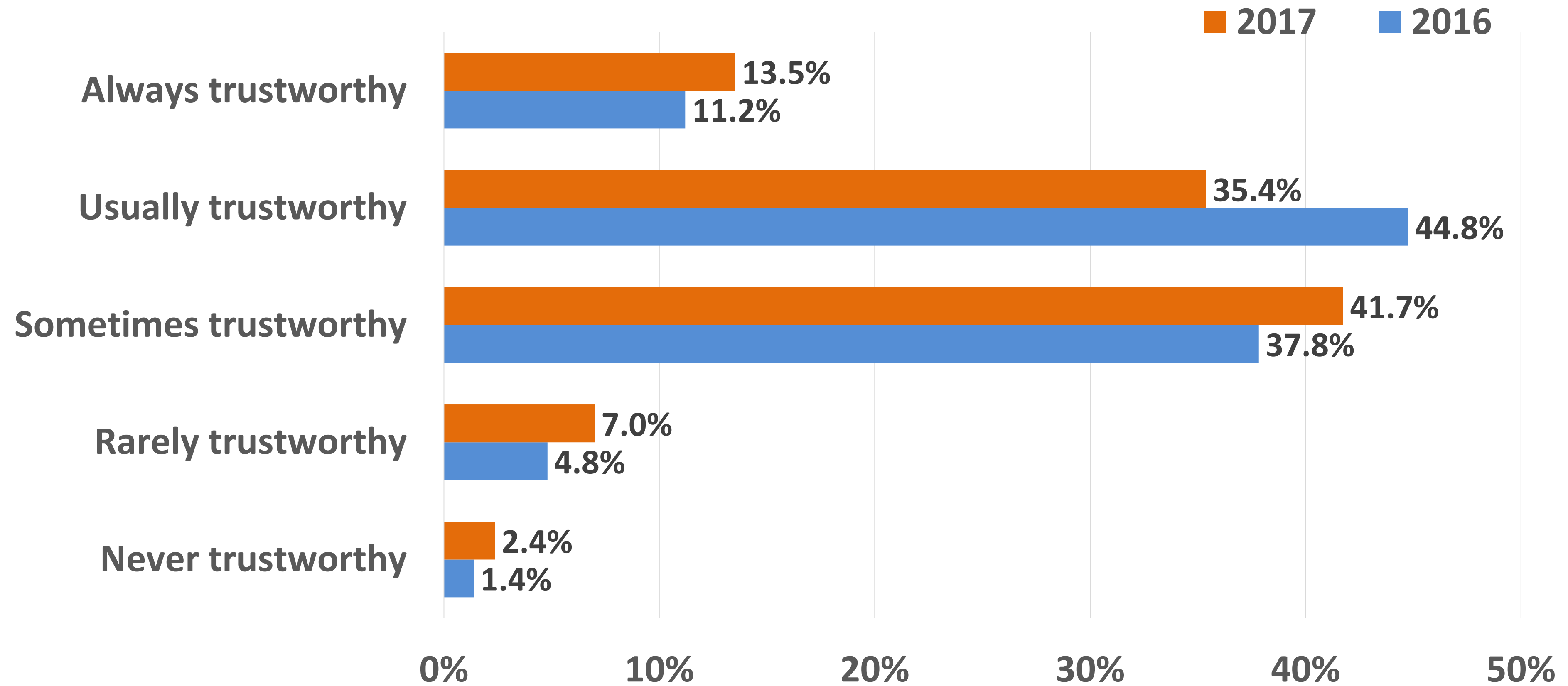
Google-Curated Content

Q: How frequently do you use Google-curated destination content to plan your leisure trips? (Select one)



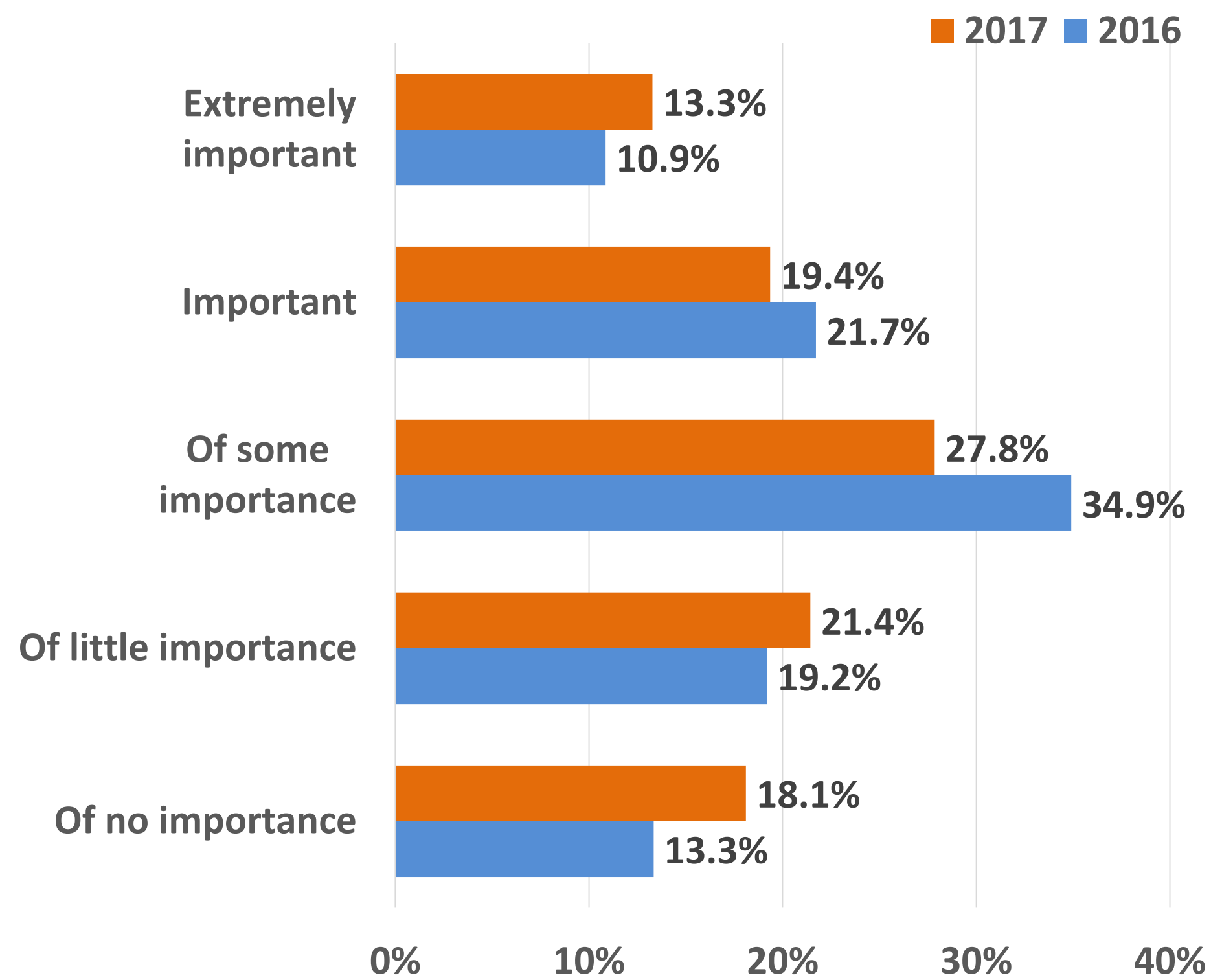
Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

Q: How much would you trust the content, opinions and advice available of Google-curated destination content?

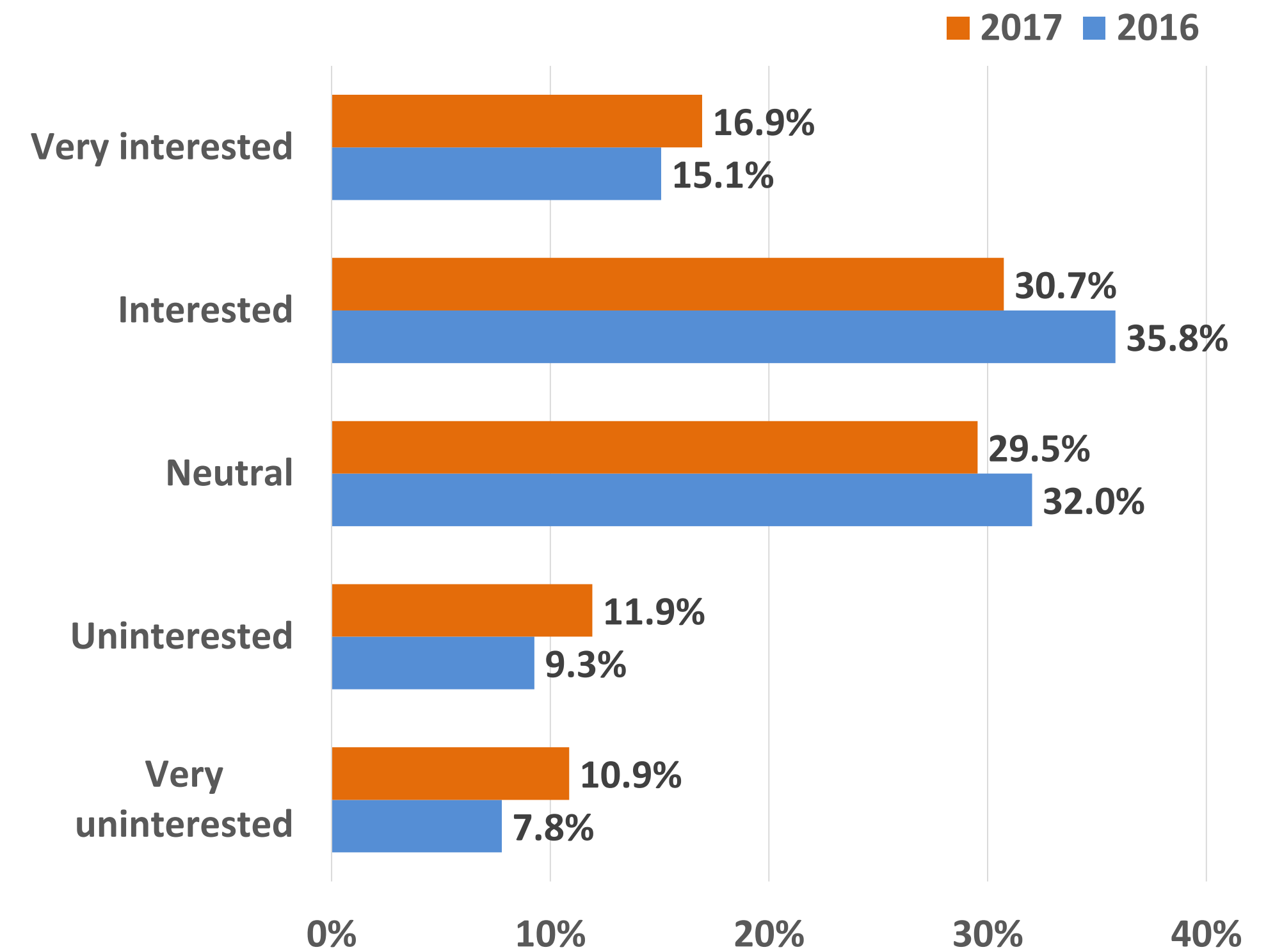


Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

Q: In general, how important is Google-curated destination content in how you pick the leisure destinations you visit? (Select one)

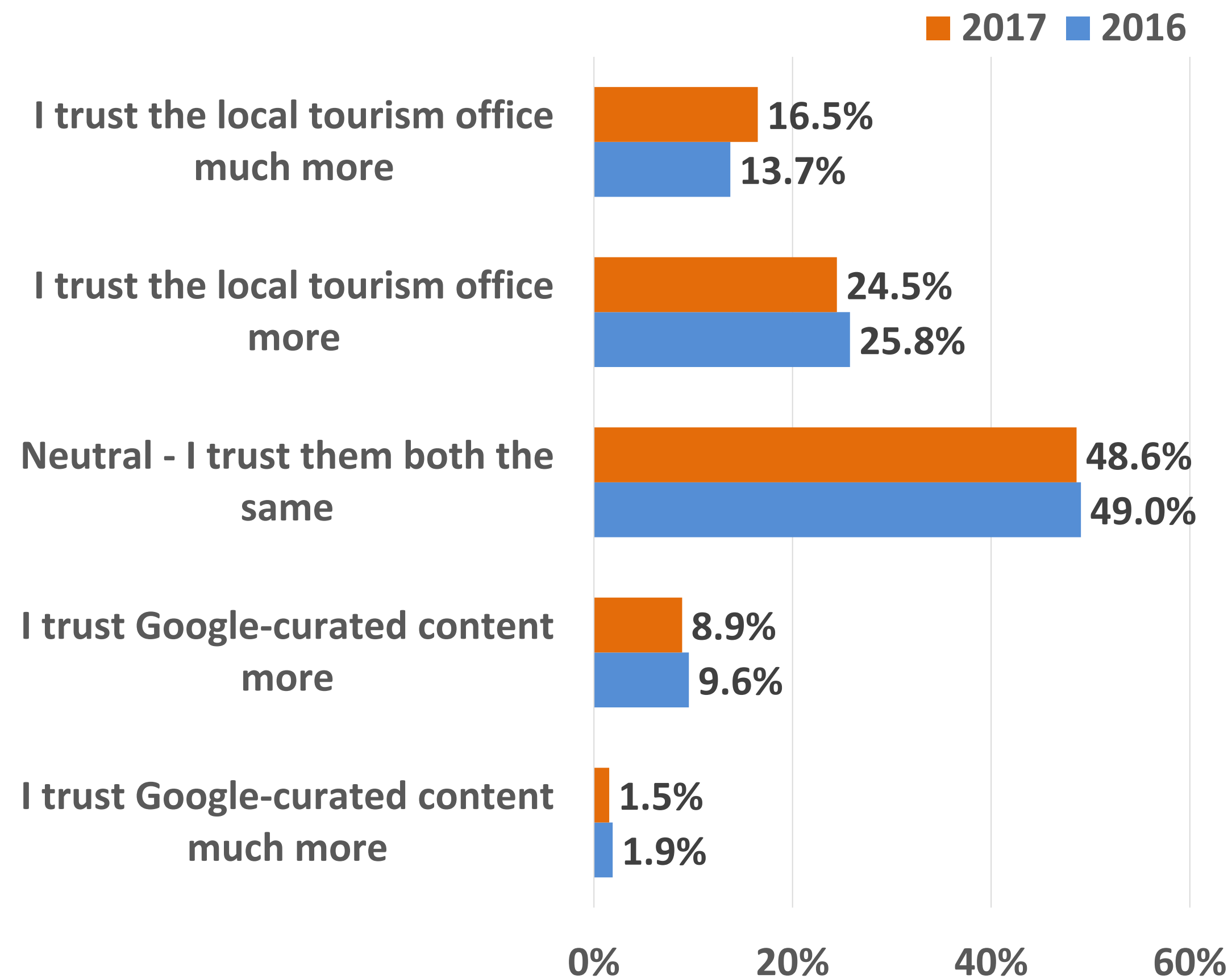


Q: In general, how interested would you be in using Google-curated content to research leisure destinations you are considering visiting? (Select one)



Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

Google-Curated Content vs. DMO Content



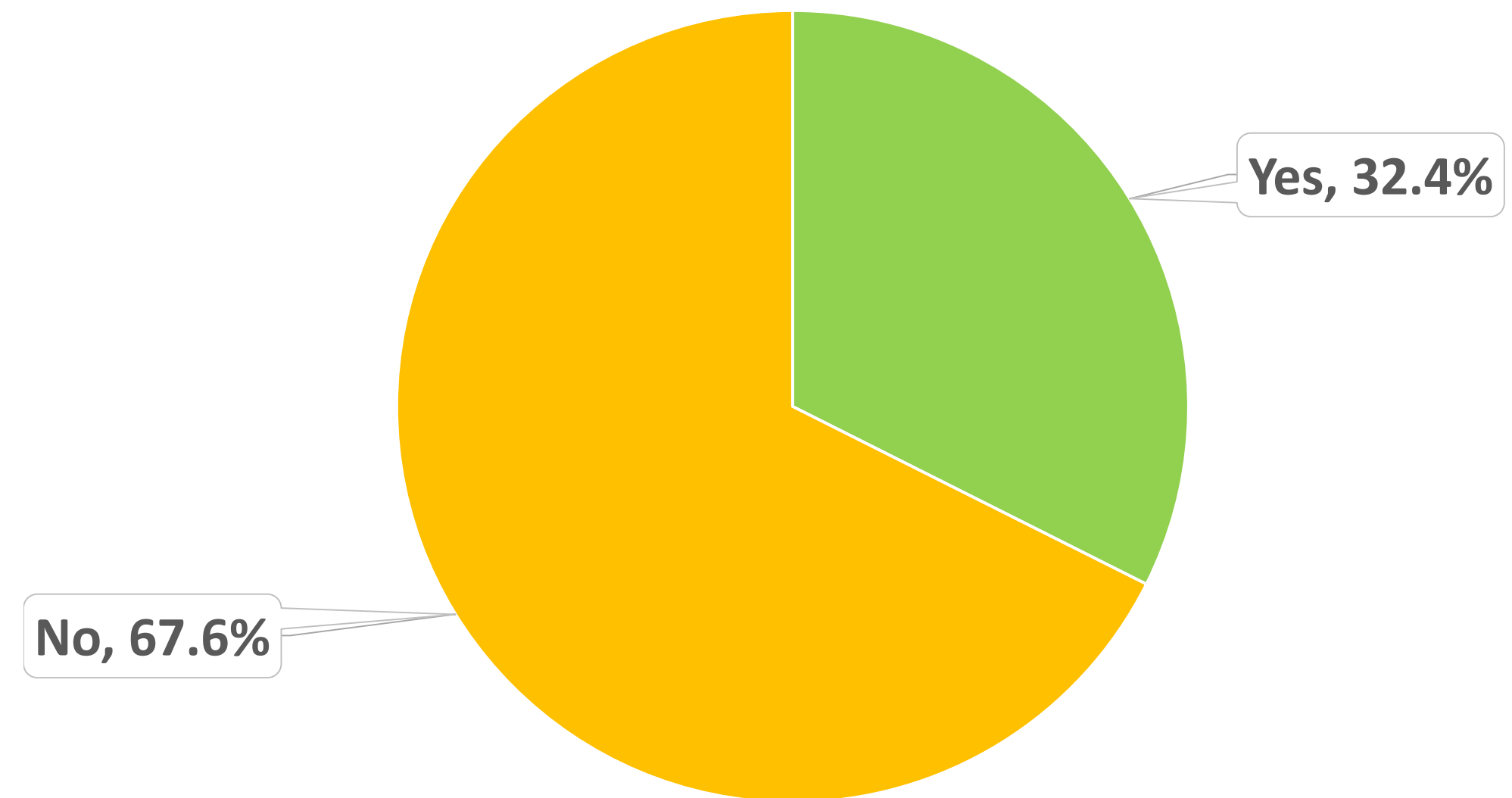
Q: Which content, opinions and advice would you generally trust more? A local visitor bureau/tourism office or Google-curated content? (Select one)

Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

Internet-Connected Eyewear

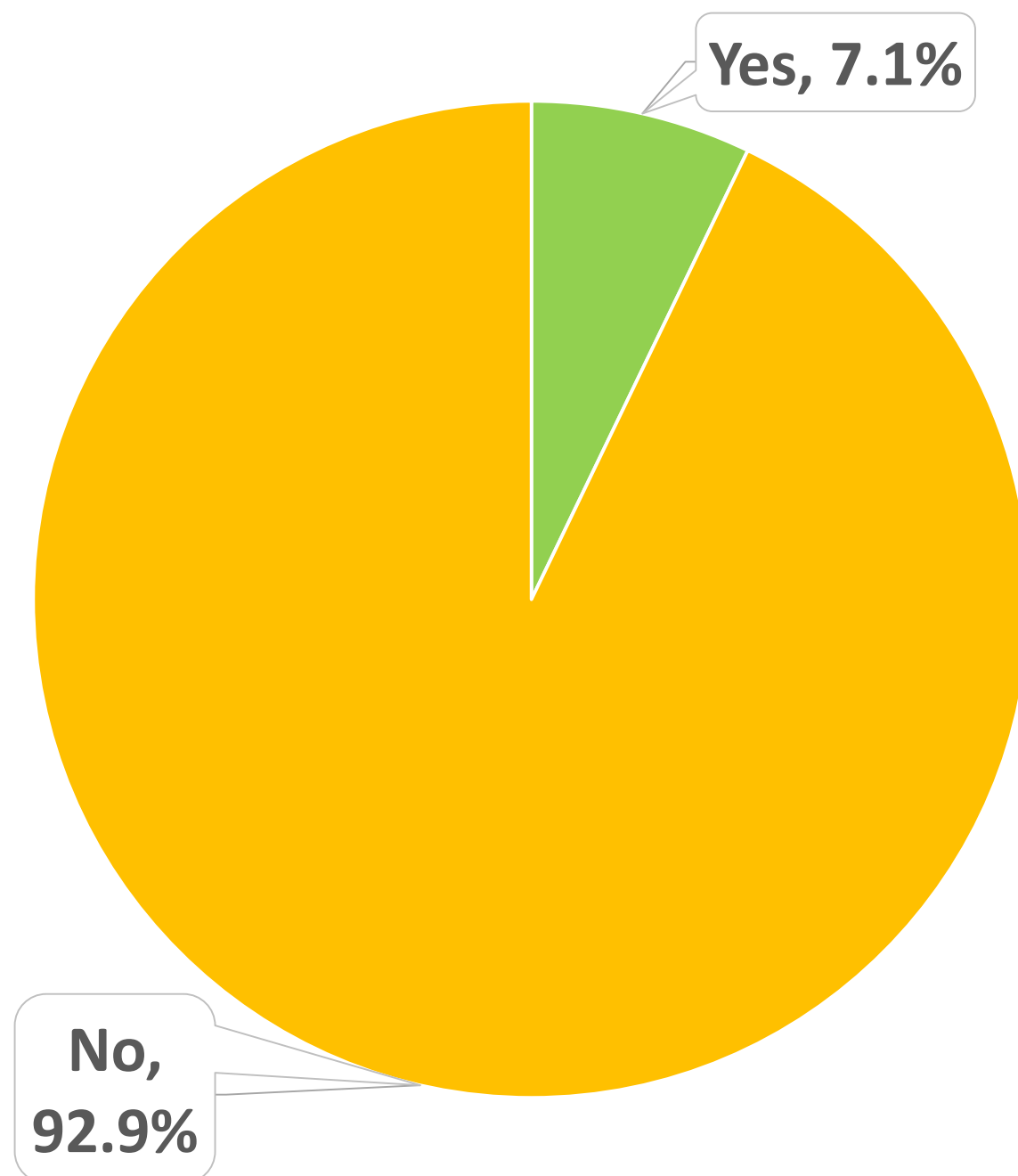


Q: Have you heard of Internet-connected eyewear before taking this survey?

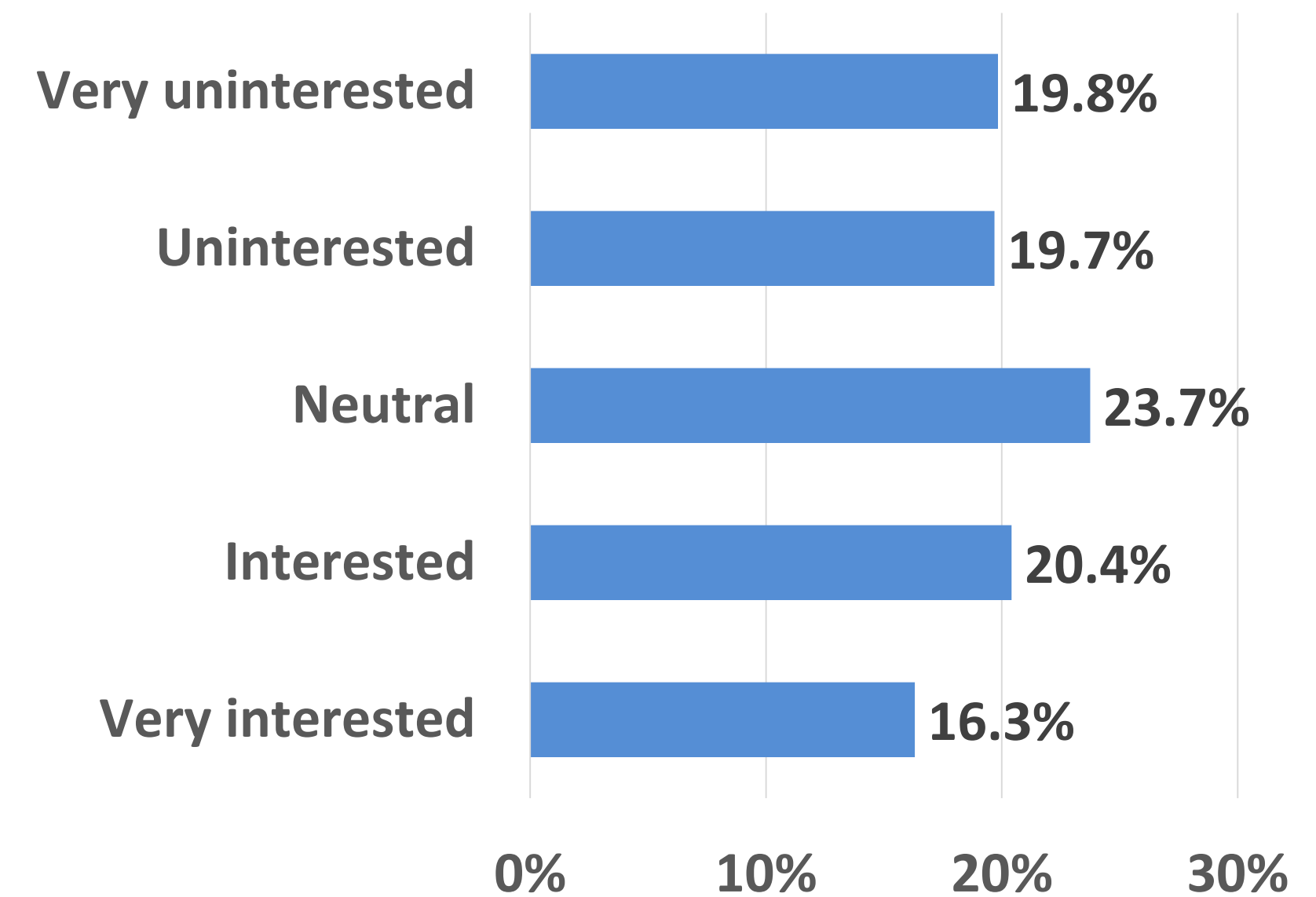


Base: All respondents. (2017 = 2,072 completed surveys.)

Q: Have you used Internet-connected eyewear to get ideas for travel or to help plan any leisure travel?

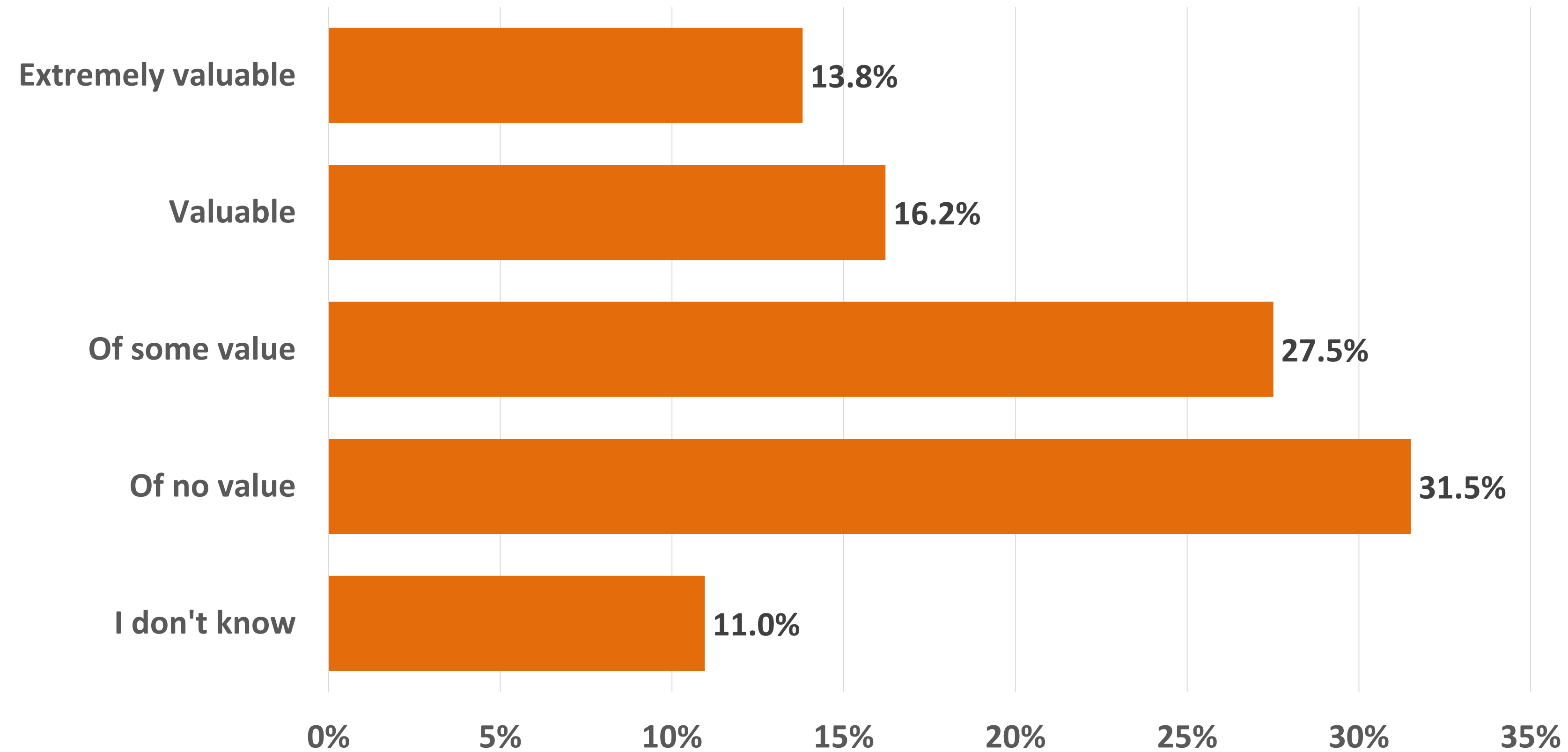


Q: How interested would you be in using Internet-connected eyewear to research leisure destinations you are considering visiting? (Select one)



Base: All respondents. (2017 = 2,072 completed surveys.)

Q: Overall, how valuable do you think a Internet-connected eyewear could be to you in helping you plan your leisure travels? (Select one)

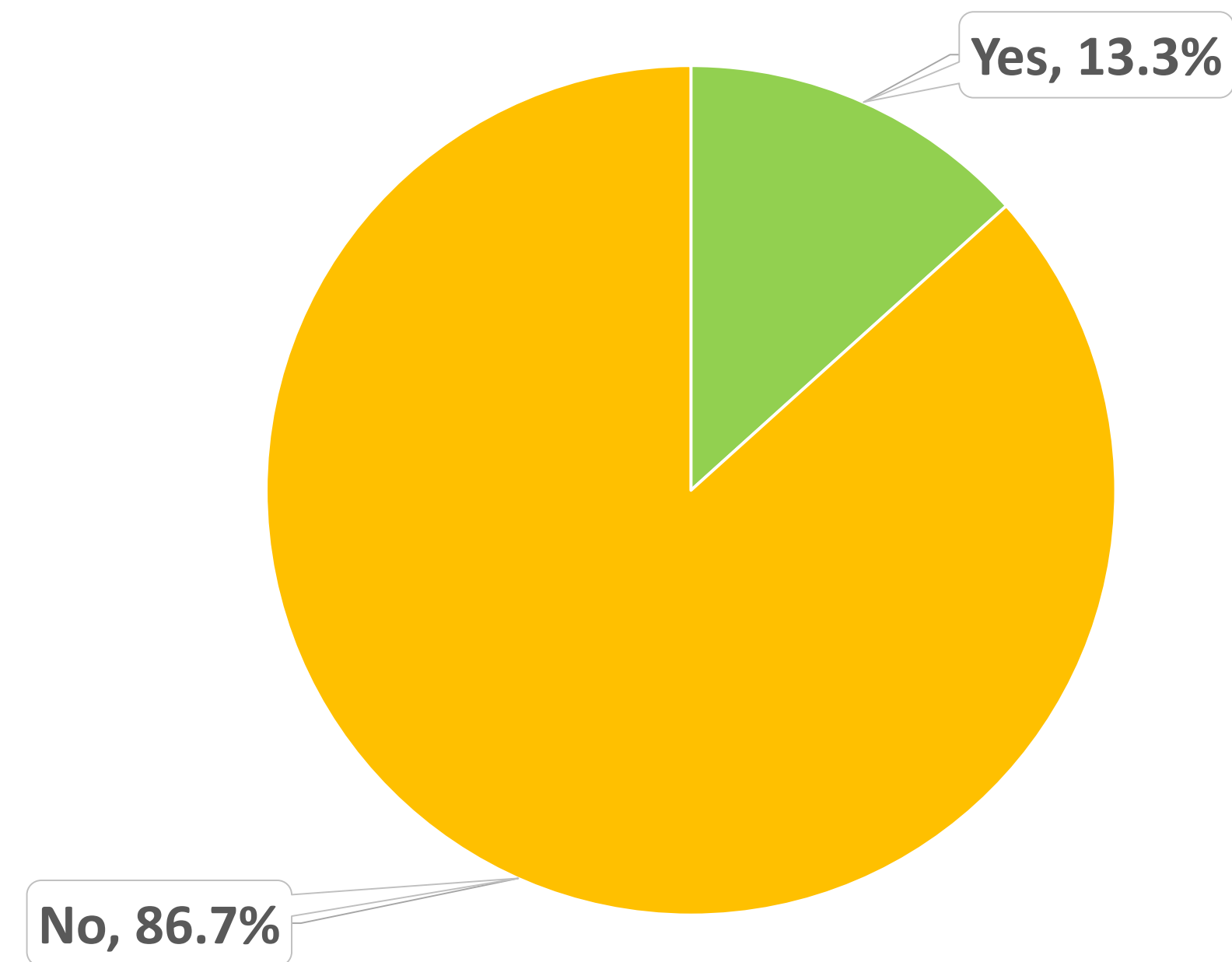


Base: All respondents. (2017 = 2,072 completed surveys.)

Amazon Echo/Google Home

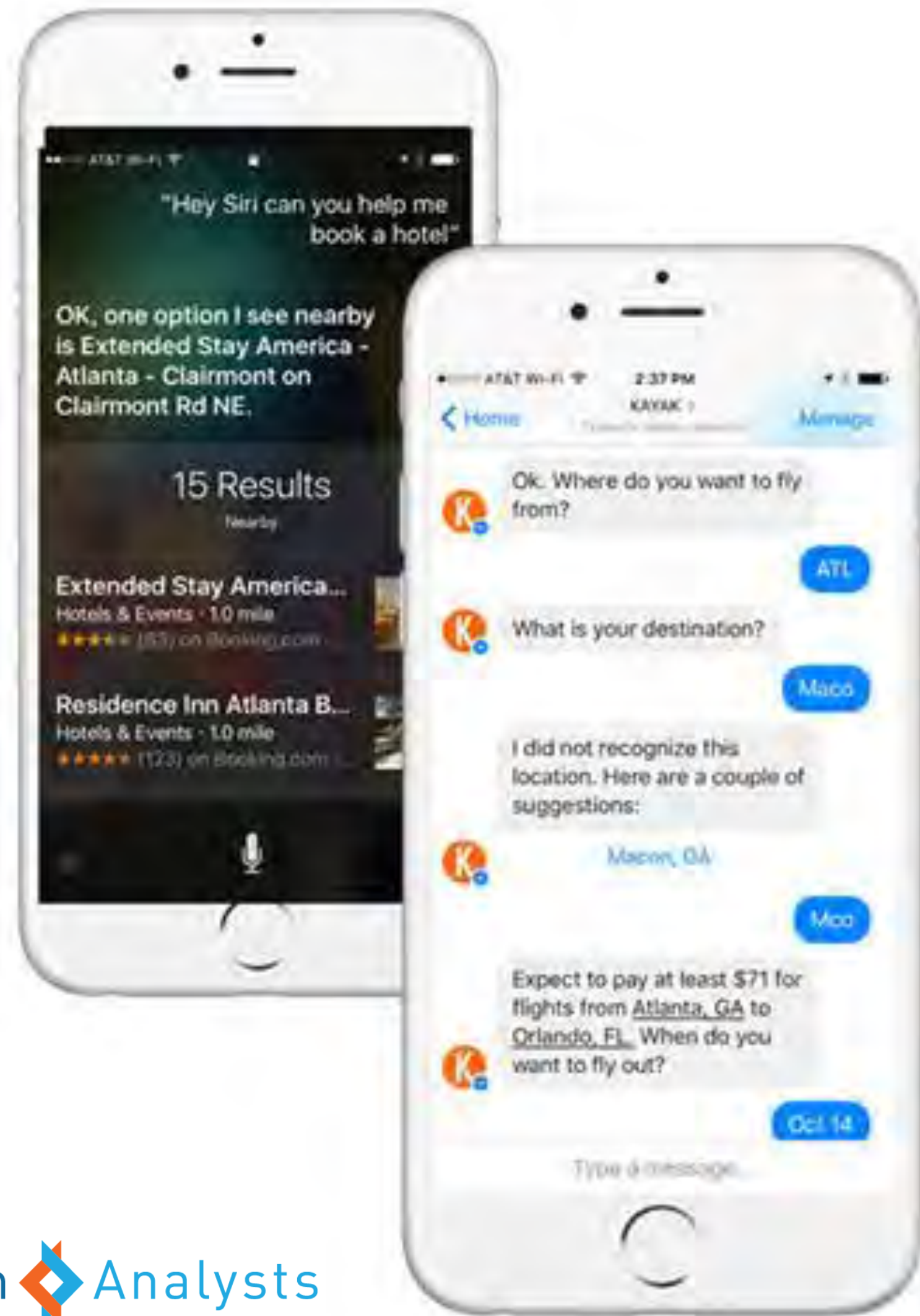


Q: In the PAST 12 MONTHS, have you used a device like Amazon Echo or Google Home for travel planning? (See image above at right) (see image above on right)

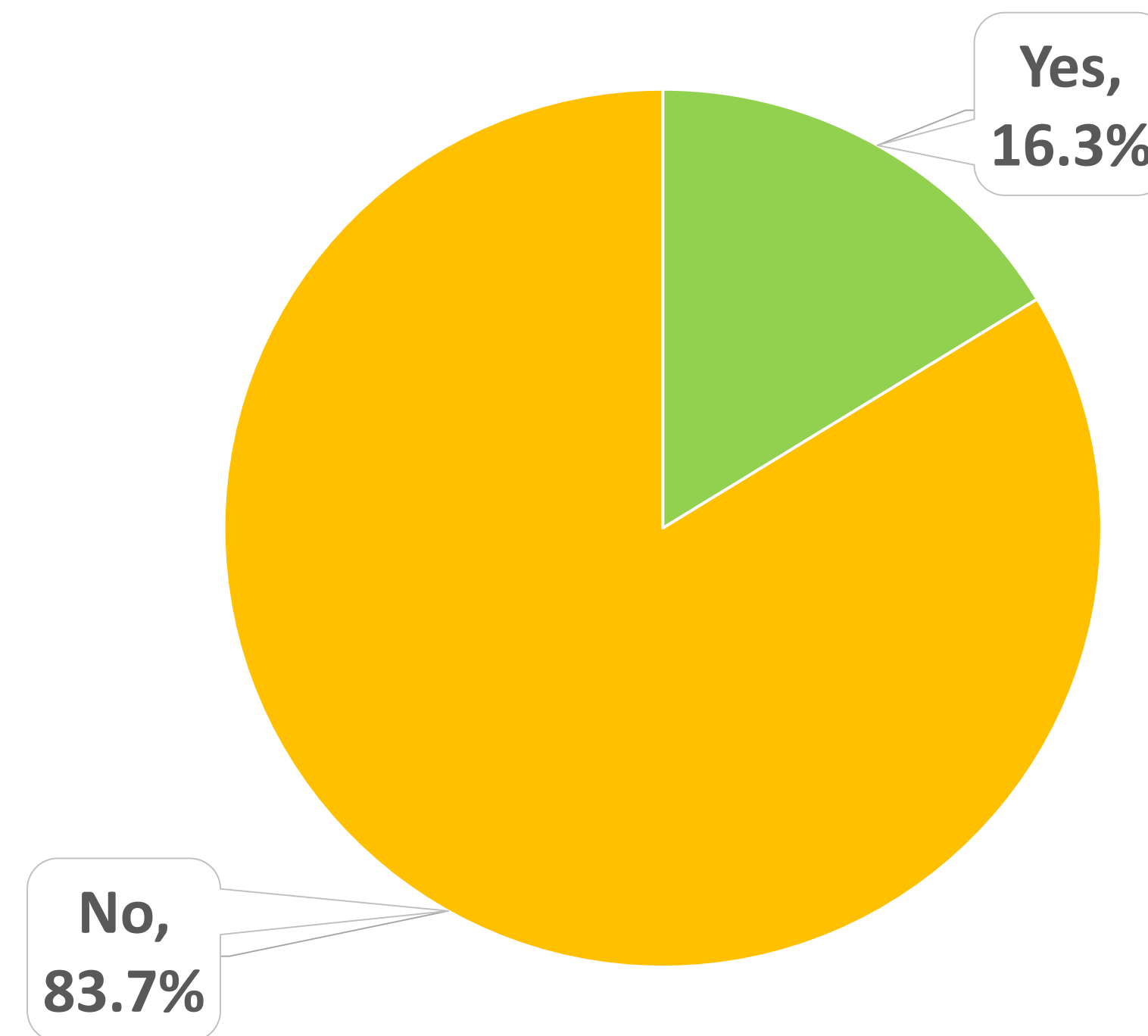


Base: All respondents. (2017 = 2,072 completed surveys.)

Messaging APPS or ChatBots



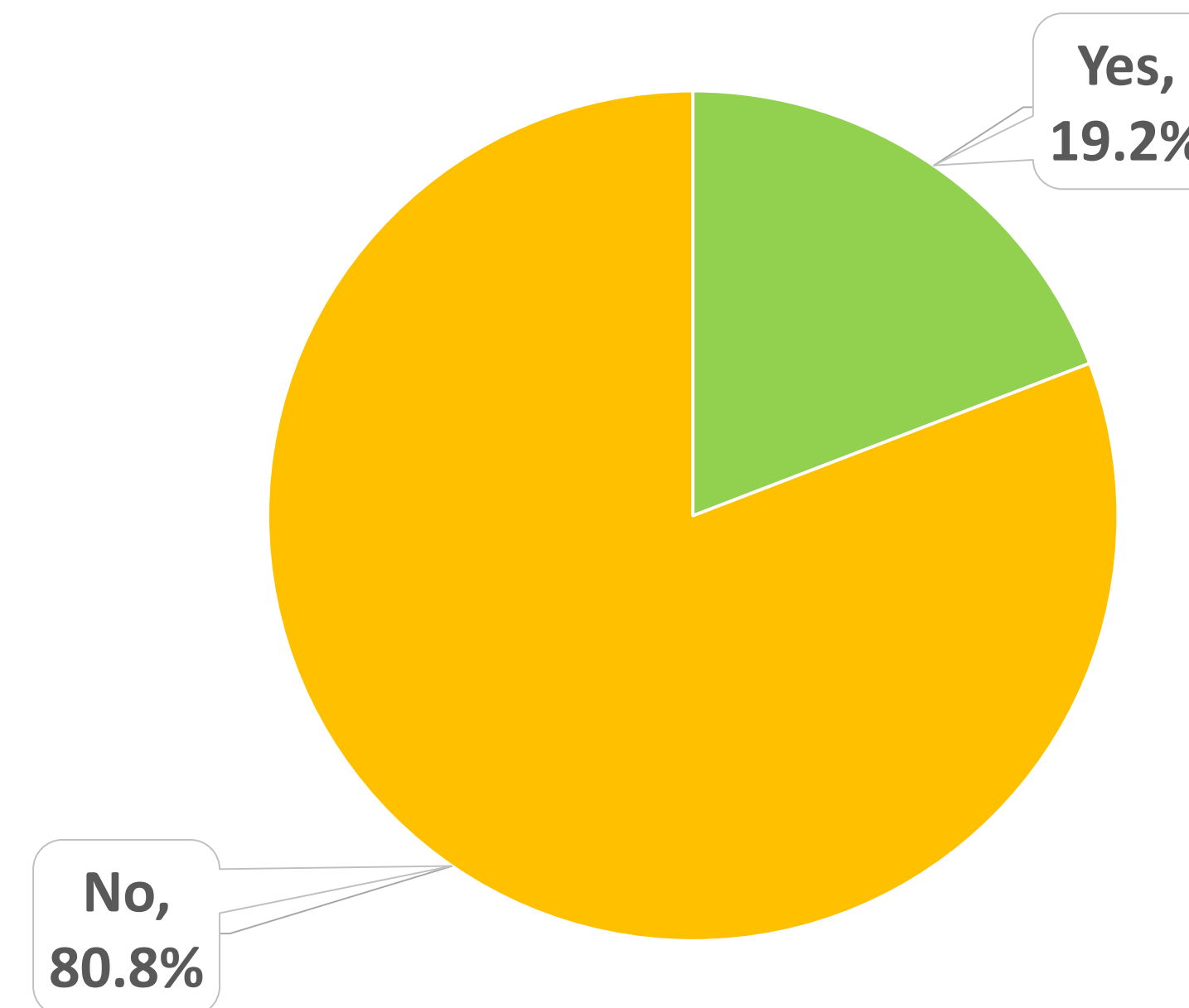
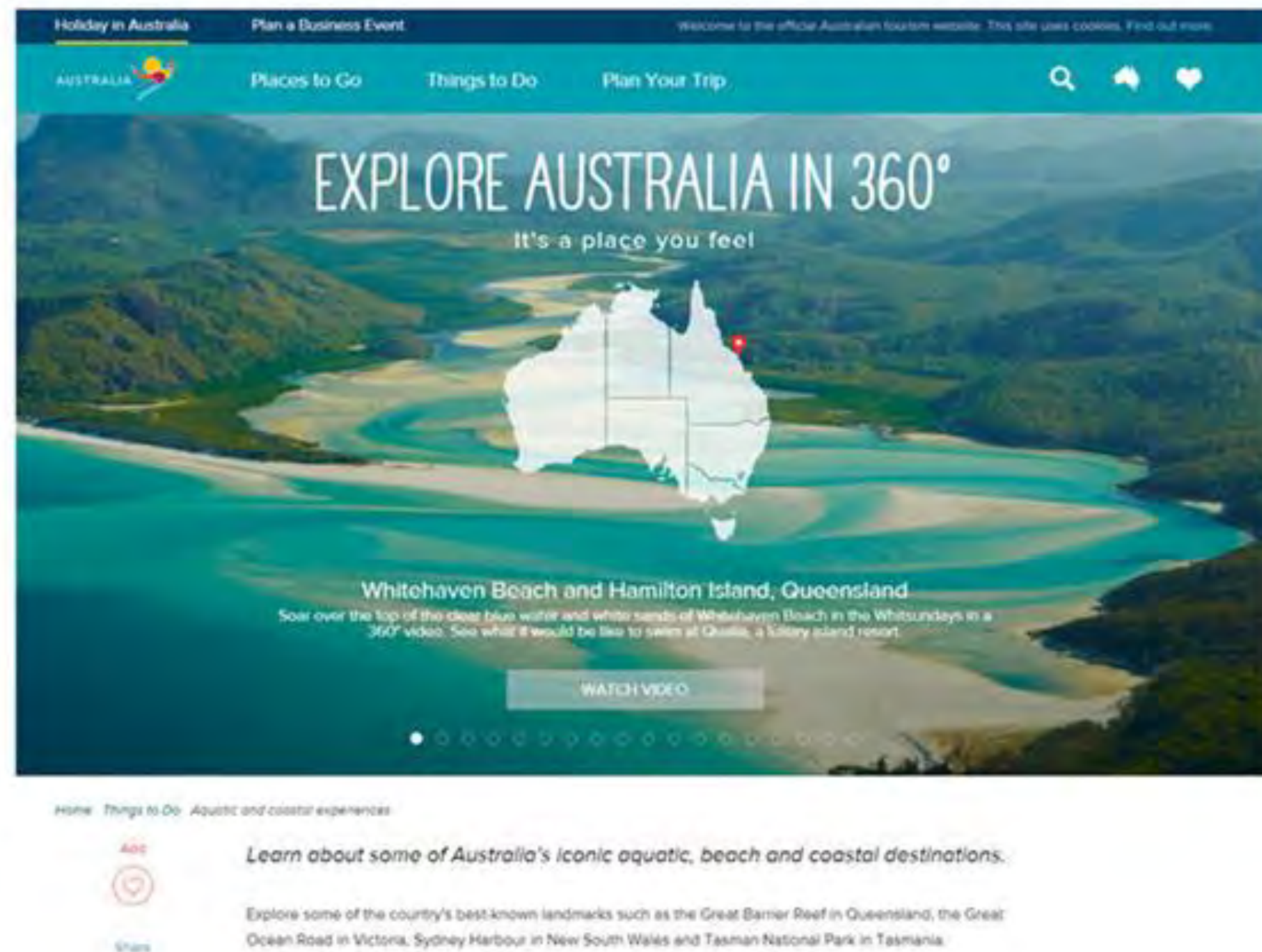
Q: In the PAST 12 MONTHS, have you used a Messaging App or ChatBot solution (using text or voice) to help plan, book or update your leisure travel?



Base: All respondents. (2017 = 2,072 completed surveys.)

Travel-related 360 Degree Video

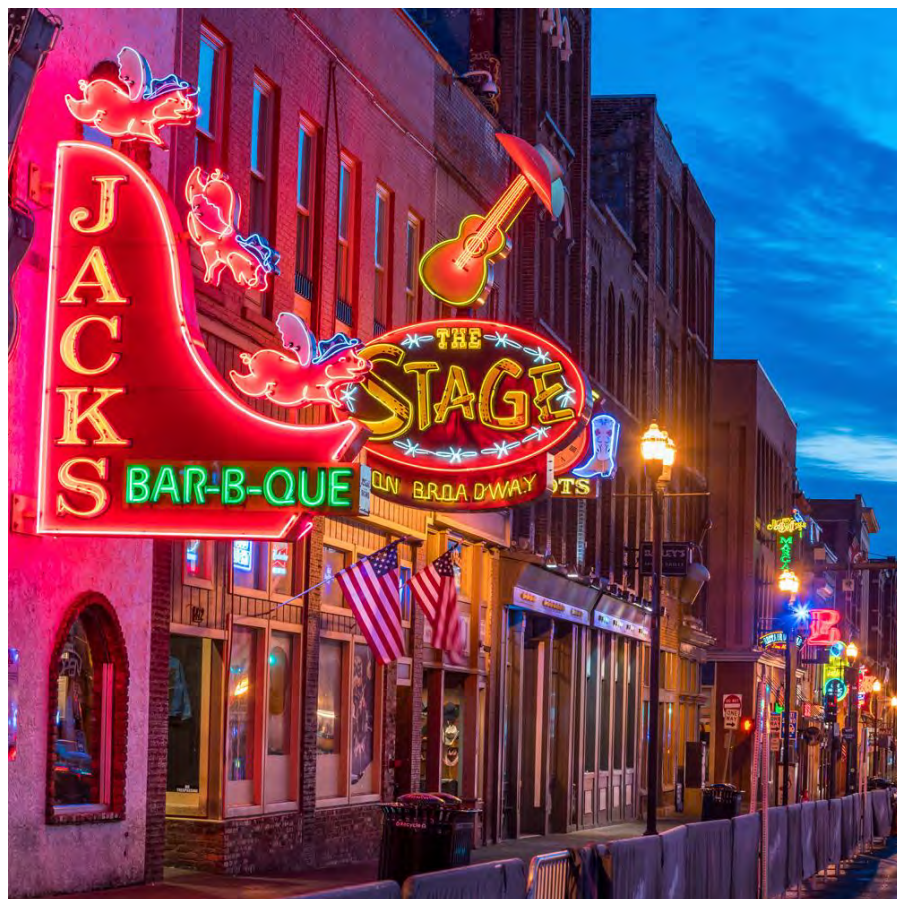
Q: In the PAST 12 MONTHS, have you viewed a travel-related 360 Degree Video on your computer or smartphone



Base: All respondents. (2017 = 2,072 completed surveys.)

WORD OF MOUTH

DESTINATION SELECTION

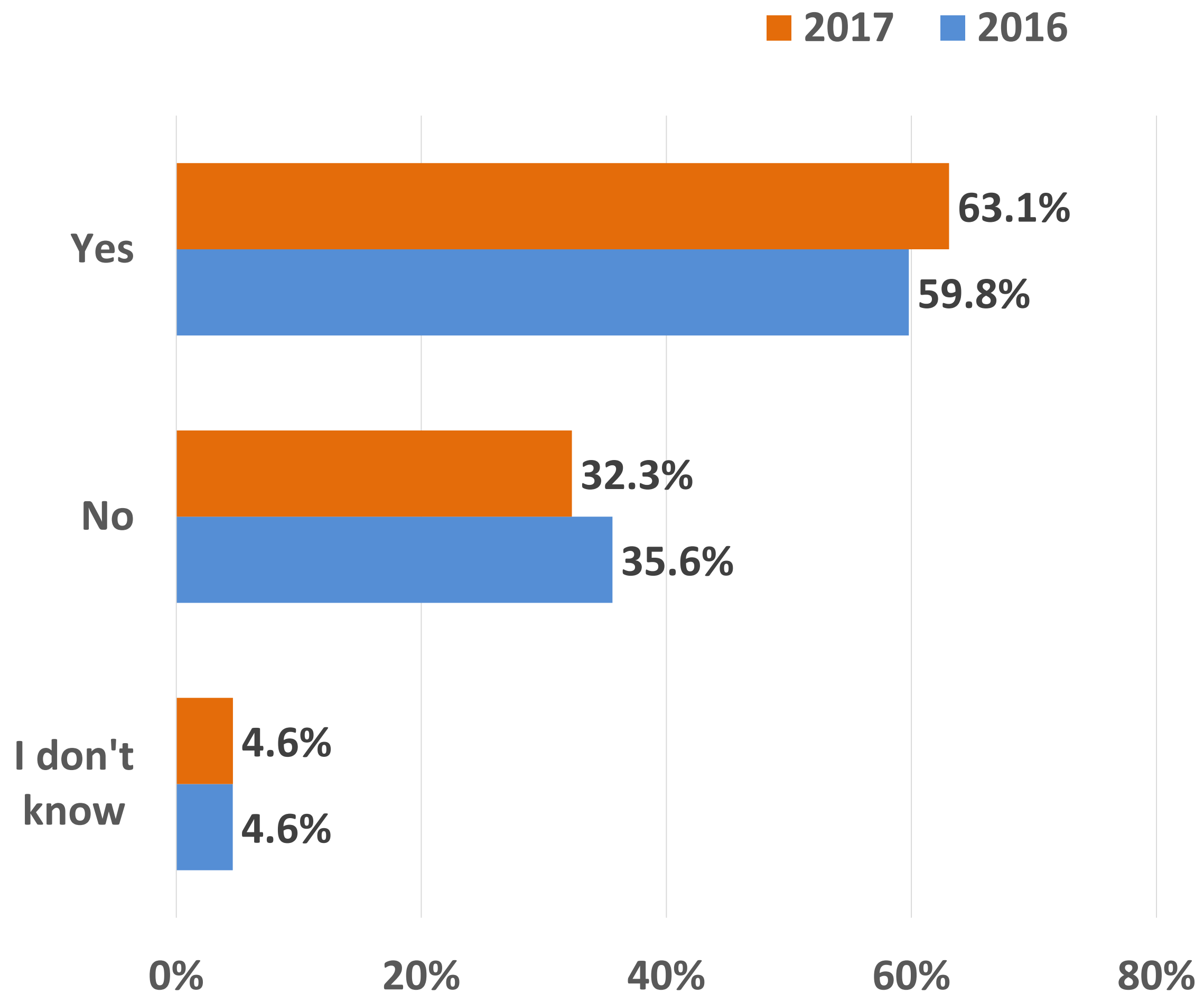


Please think specifically about **ONE (1) DOMESTIC LEISURE DESTINATION** you really want to visit in the **NEXT TWELVE (12) MONTHS**.

Please write in this destination below.

(Please only enter a place in America that you realistically might visit. Please spell carefully.)

Word of Mouth – In Destination Selection



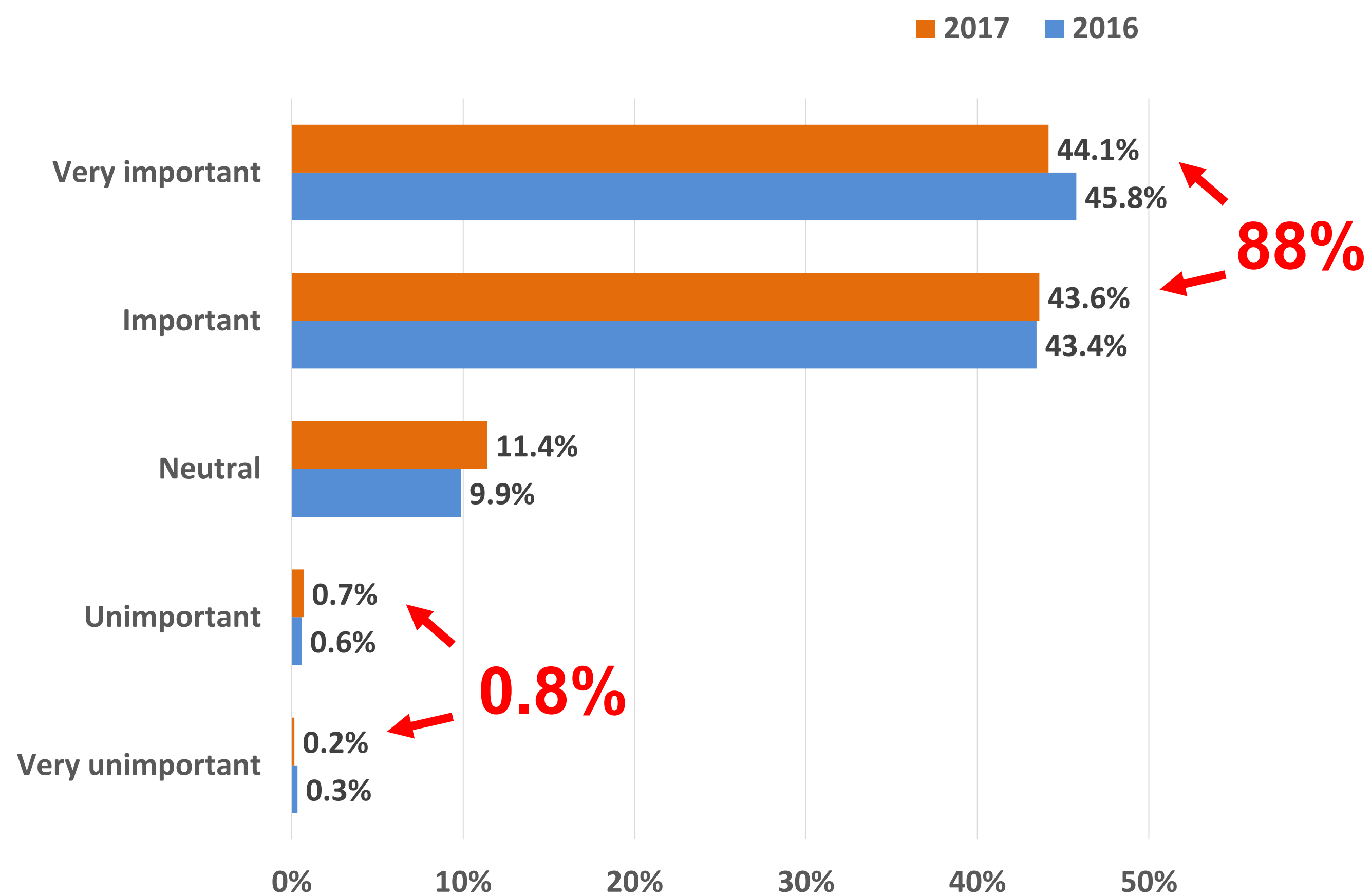
Please think about the people you have had contact with who have shared their opinions with you about <DESTINATION>.

Q: Did these persons' experiences, advice or opinions have any impact on your interest in visiting <DESTINATION> (Select one)

Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

Word of Mouth – In Destination Selection

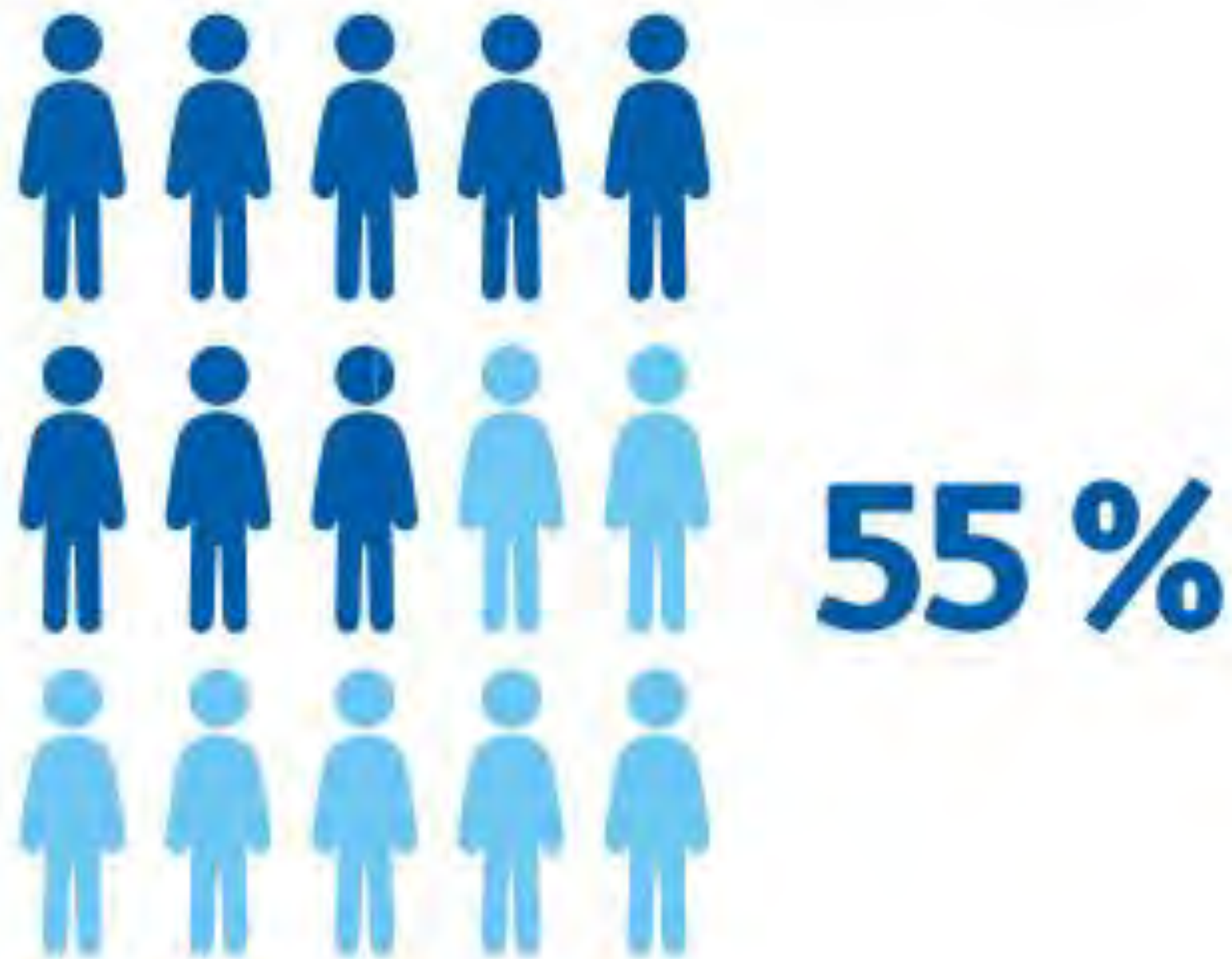
Q: How important were these opinions to your interest in visiting <DESTINATION>? (Select one)



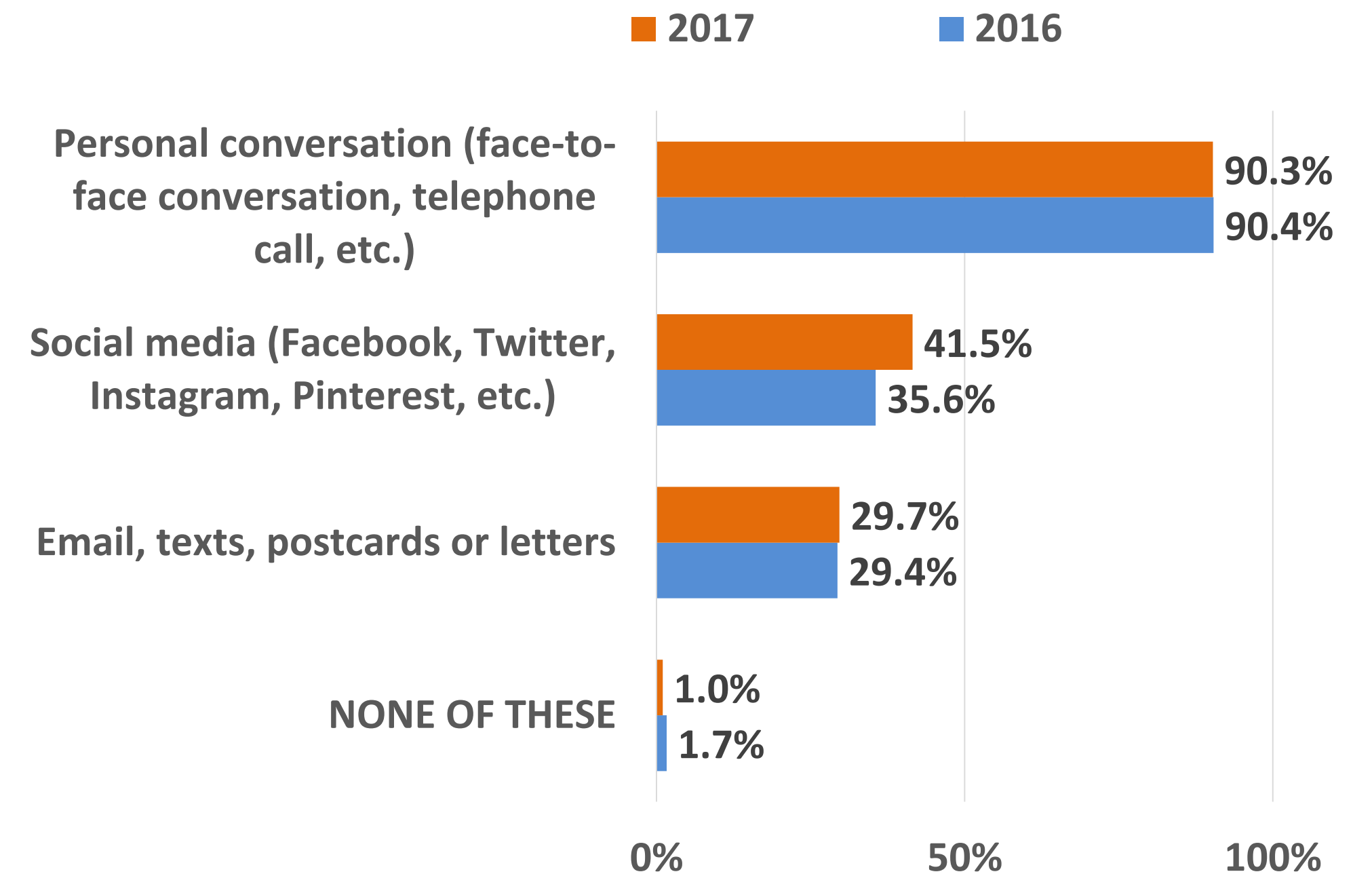
Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

Word of Mouth – In Destination Selection

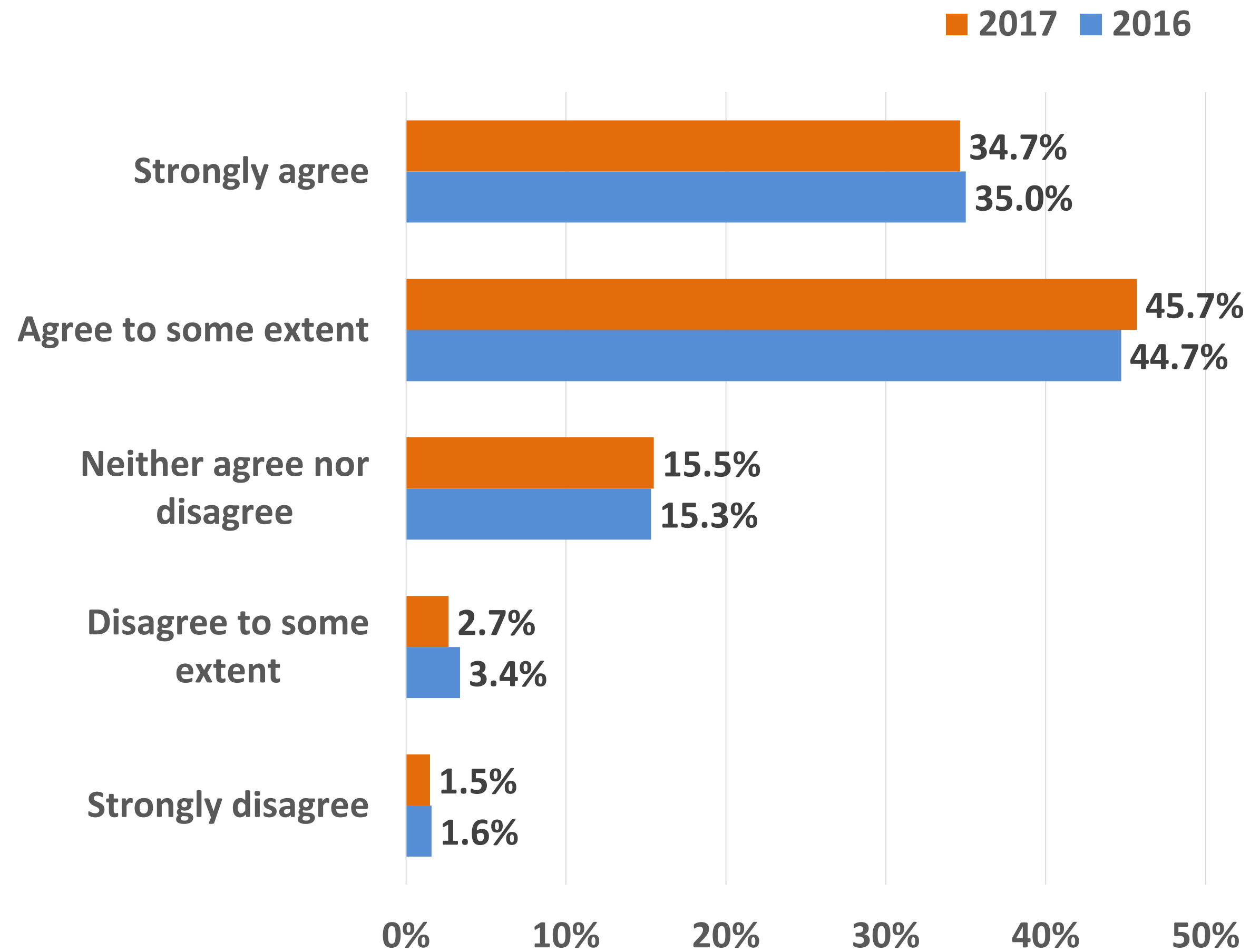
% of Travelers' Destination Choices Significantly Influenced by Word-of-Mouth



Q: In which ways did the people you know talk about DESTINATION? (Select all that apply)



Opinions on Technology

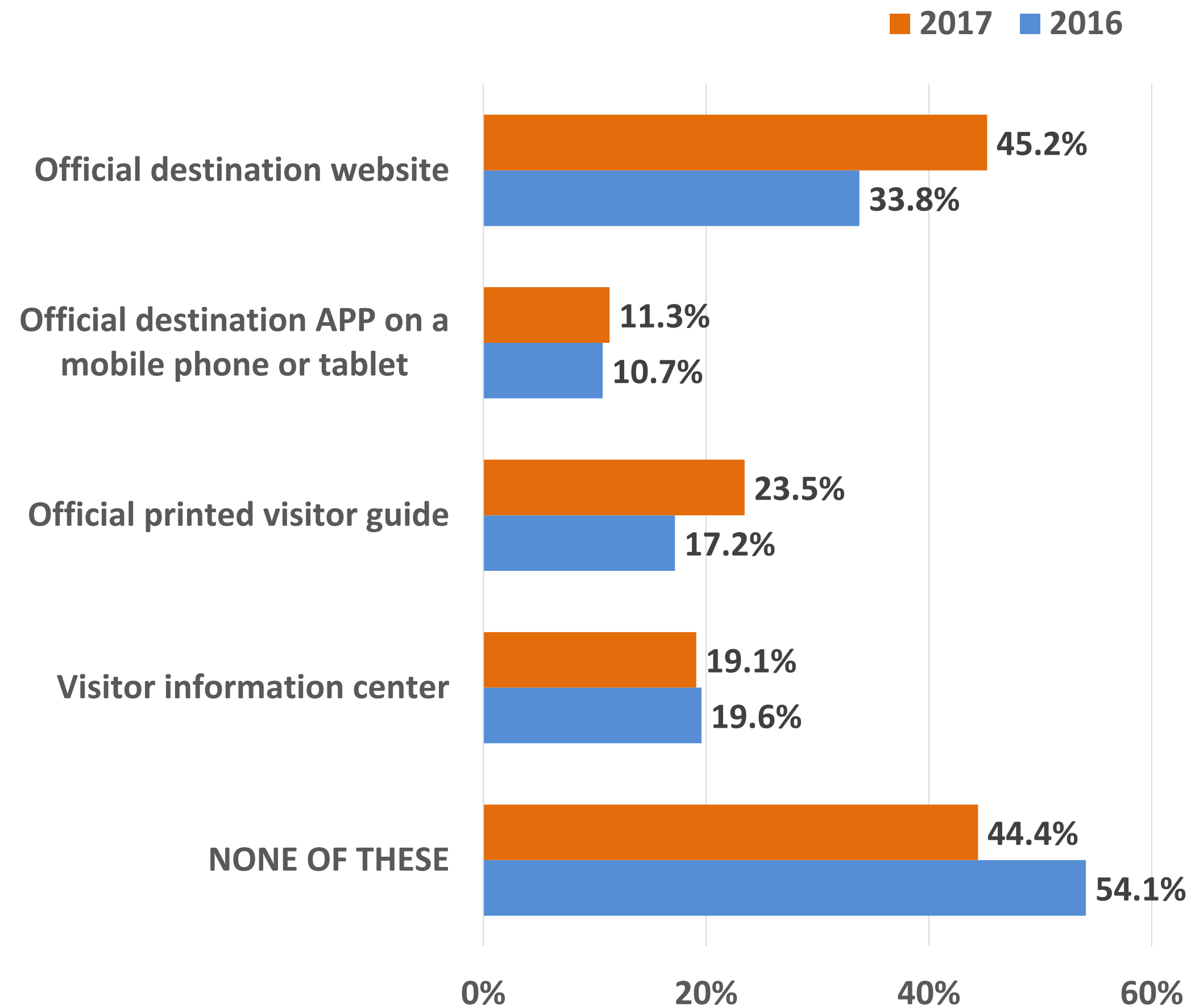


Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

Q: How much do you agree with the following statement?

When researching travel online, I am usually confident I can quickly find the information I'm looking for.

Use of DMO Resources



Q: In the PAST TWELVE (12) MONTHS, have you used a destination's official local Visitors or Convention Bureau (or Chamber of Commerce), or state or national government tourism office to help plan any travel?

If so, which resources did you use?

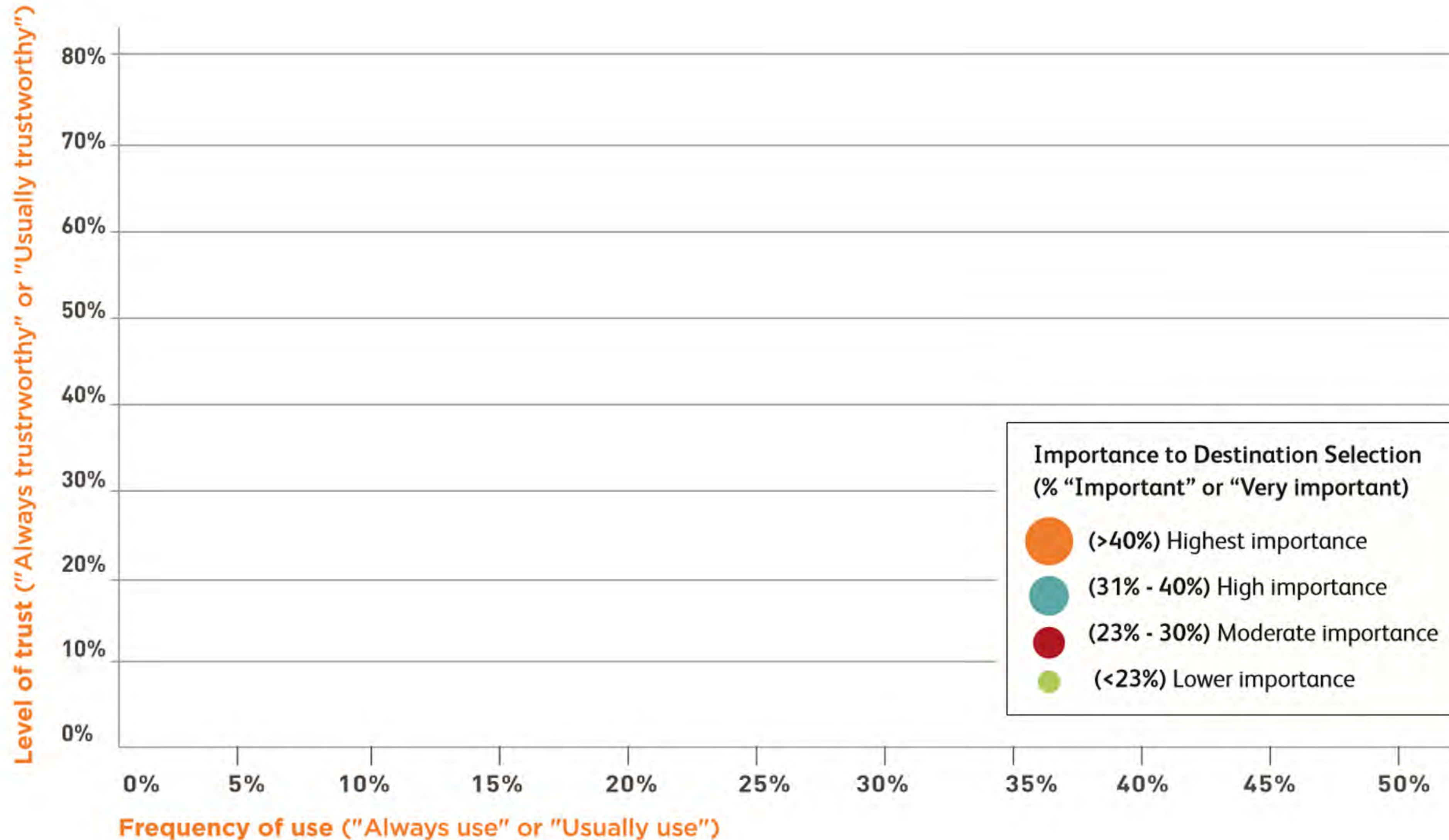
Base: All respondents. (2016 = 2,006 completed surveys and 2017 = 2,072 completed surveys.)

Trust, Use and Importance

- In planning your leisure trips, how frequently do you use the opinions and advice of the following?
- How much do you generally trust the opinions and advice of the following to help plan your leisure trips?
- The next question asks specifically about HOW YOU PICK THE DESTINATIONS YOU VISIT. For each please consider HOW IMPORTANT they generally are to you in PICK THE DESTINATIONS YOU VISIT.

Trust Me, Use Me, Value Me

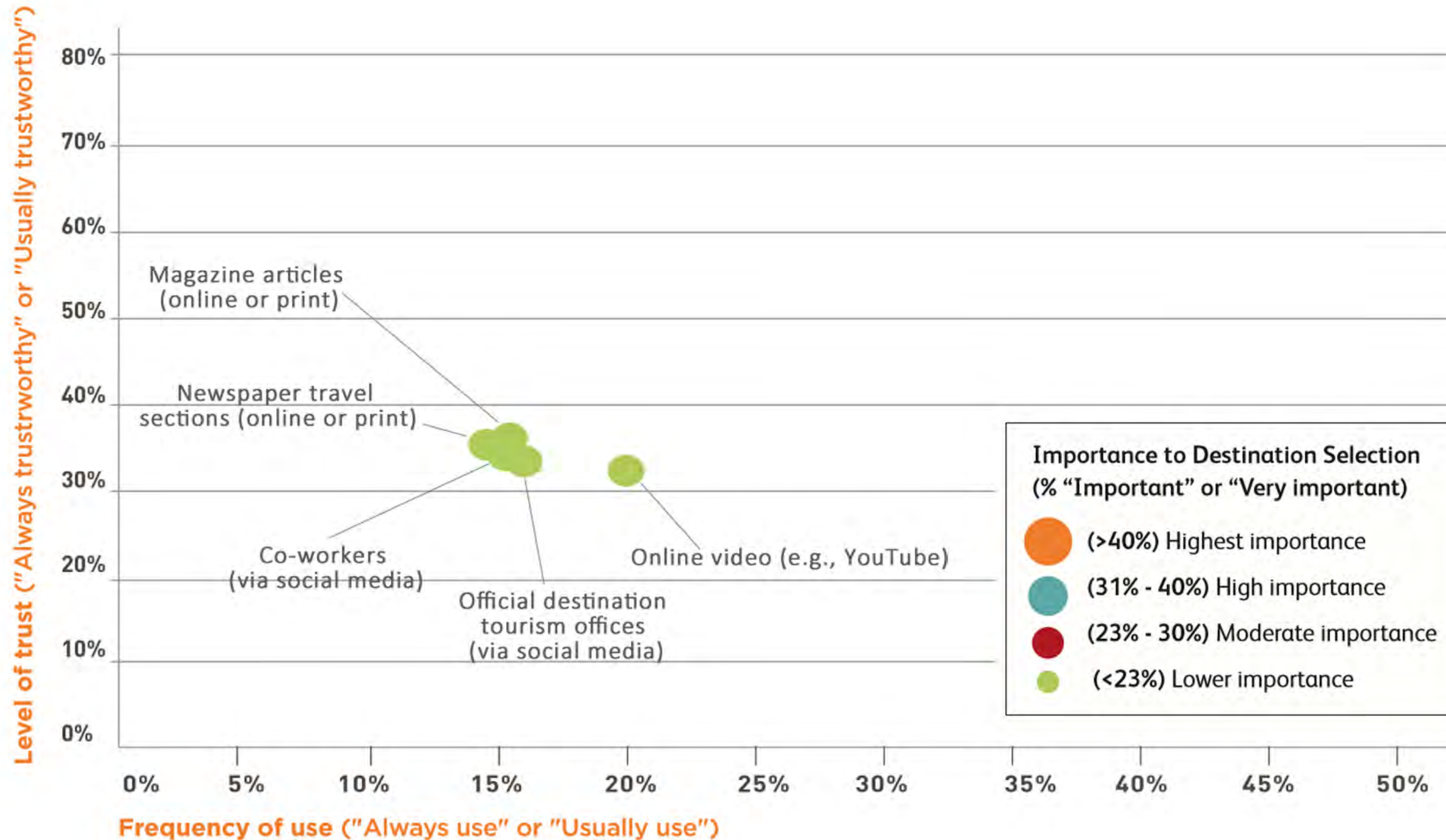
A visualization of the trust levels, usage rates and importance of the key resources used in travel research



Base: All respondents. (2017 = 2,072 completed surveys.)

Trust Me, Use Me, Value Me

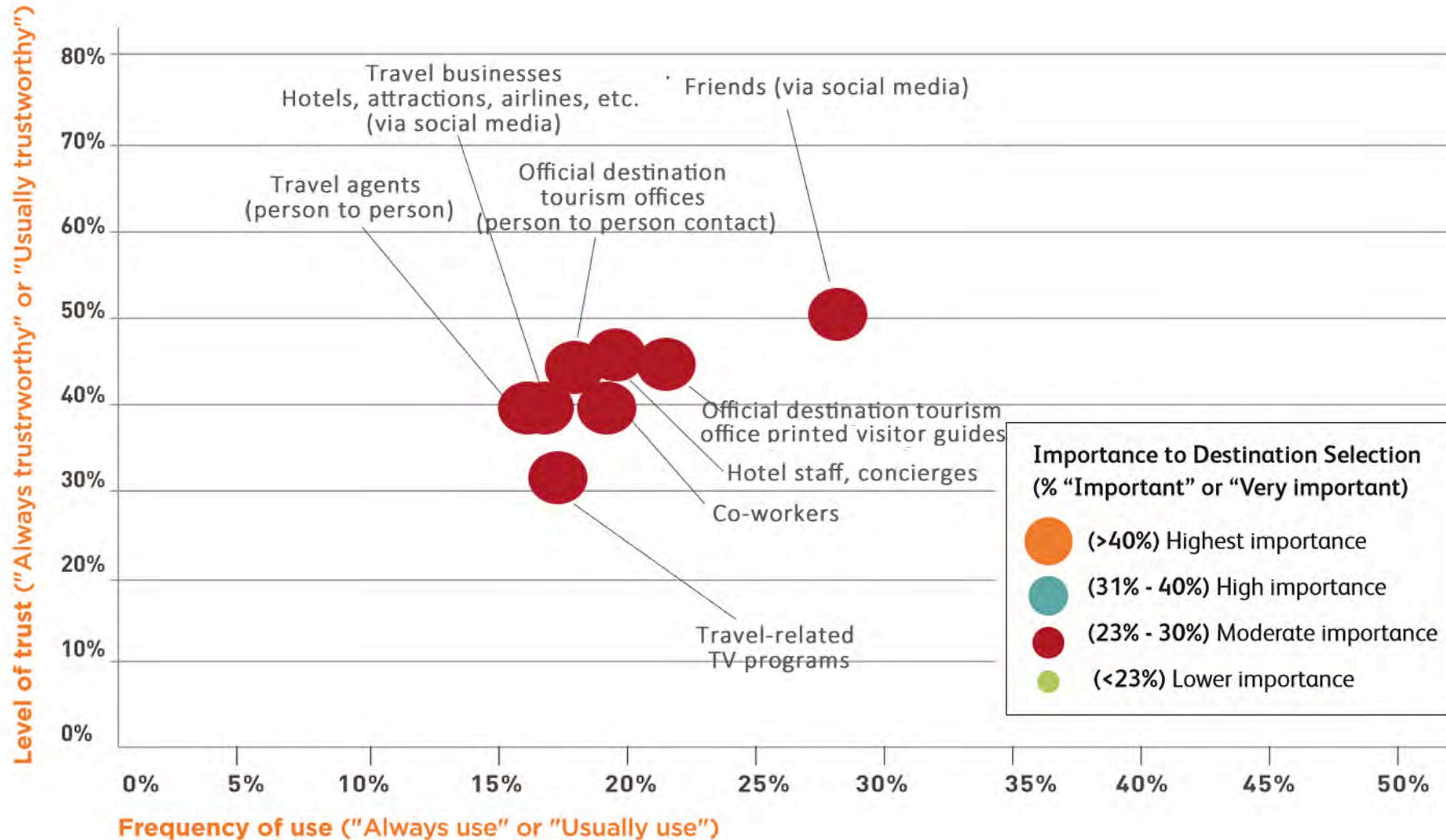
A visualization of the trust levels, usage rates and importance of the key resources used in travel research



Base: All respondents. (2017 = 2,072 completed surveys.)

Trust Me, Use Me, Value Me

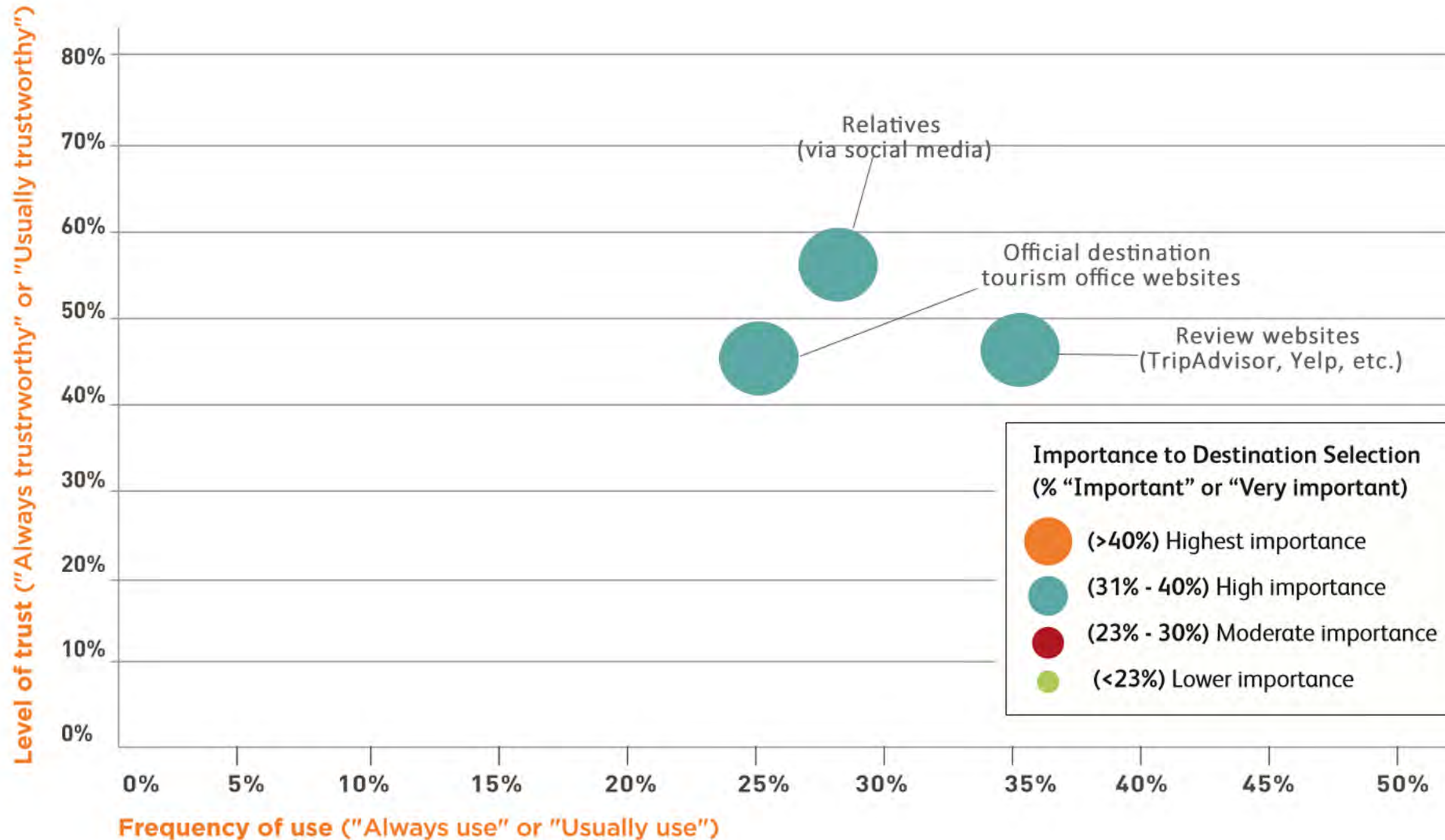
A visualization of the trust levels, usage rates and importance of the key resources used in travel research



Base: All respondents. (2017 = 2,072 completed surveys.)

Trust Me, Use Me, Value Me

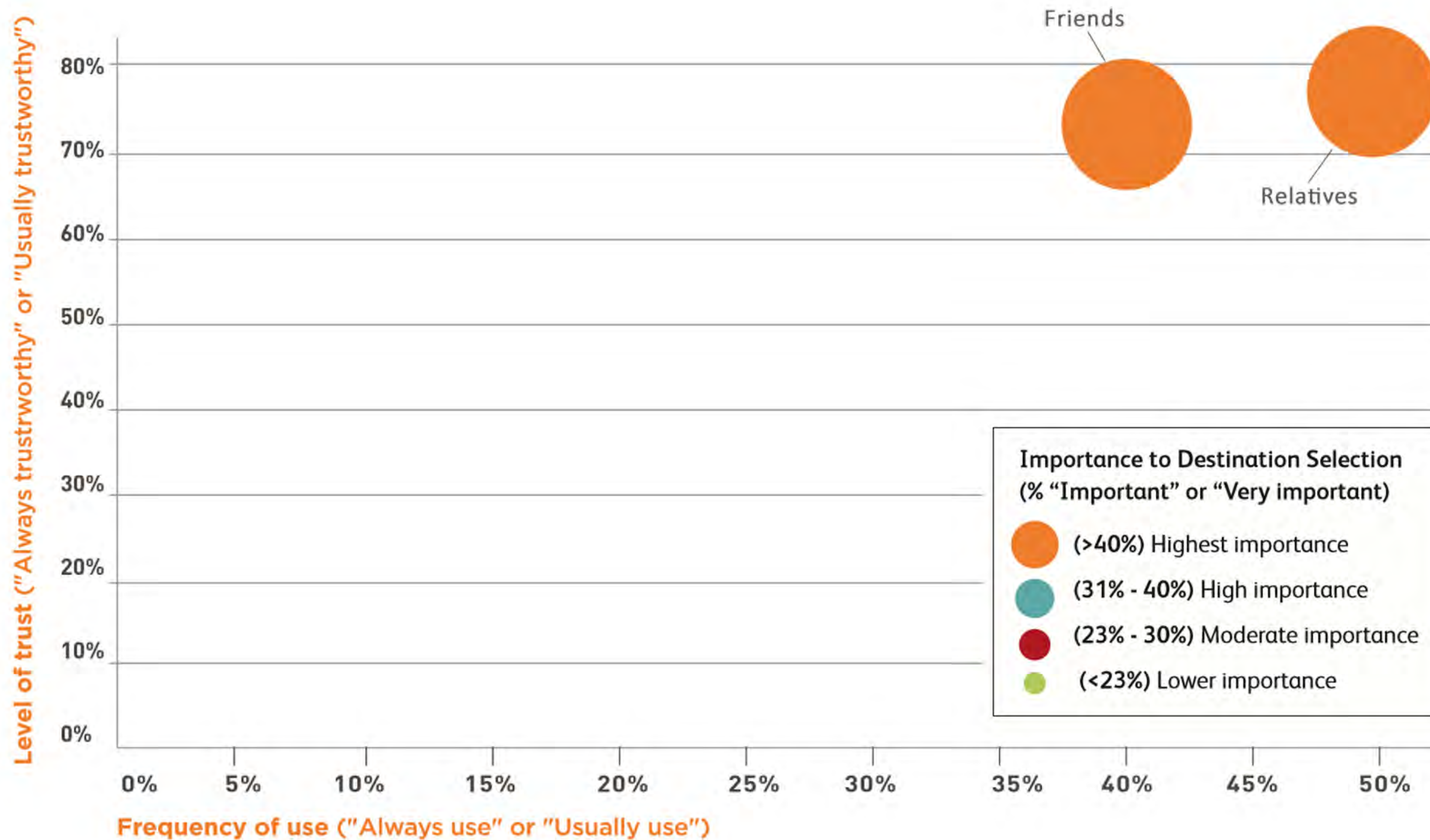
A visualization of the trust levels, usage rates and importance of the key resources used in travel research



Base: All respondents. (2017 = 2,072 completed surveys.)

Trust Me, Use Me, Value Me

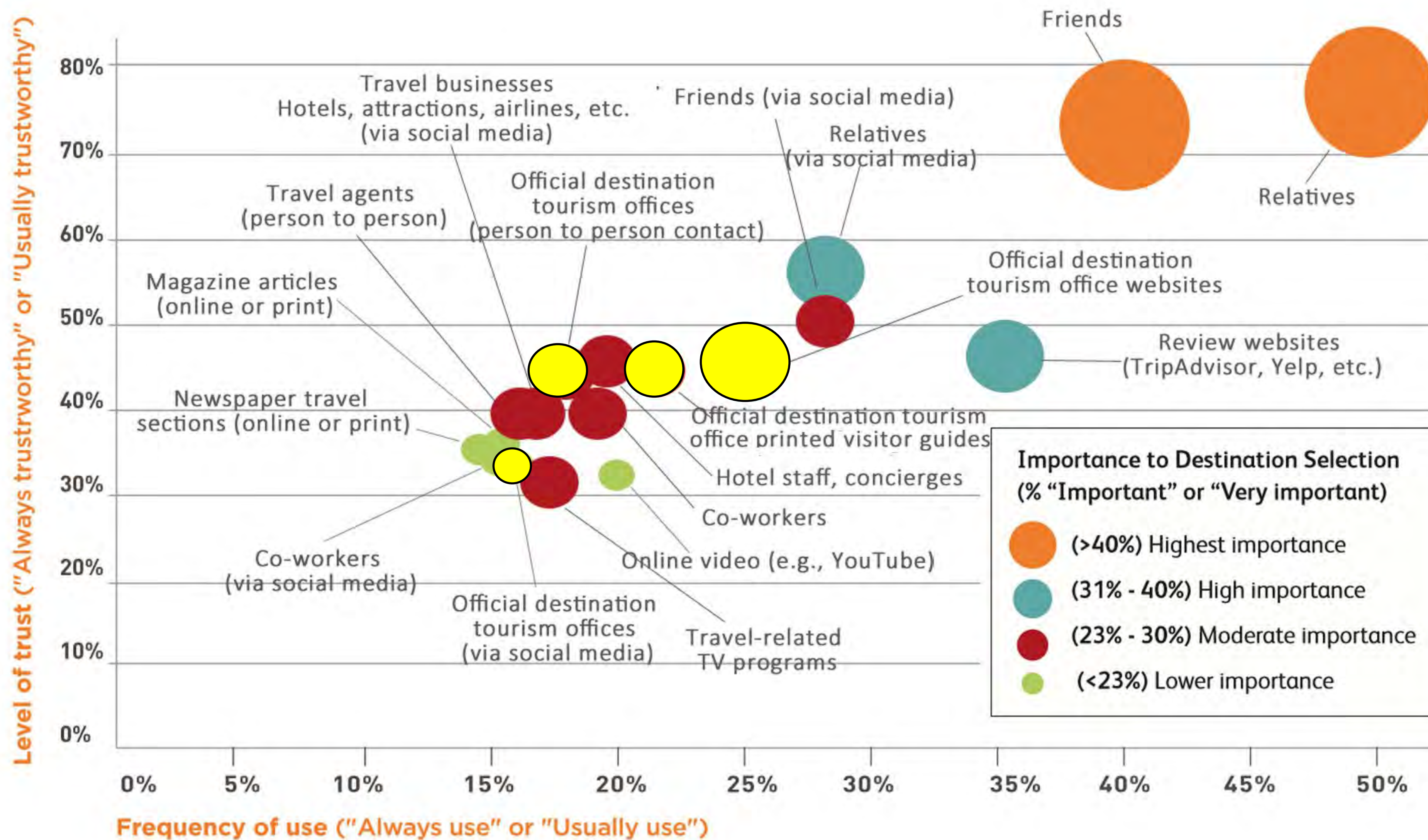
A visualization of the trust levels, usage rates and importance of the key resources used in travel research



Base: All respondents. (2017 = 2,072 completed surveys.)

Trust Me, Use Me, Value Me

A visualization of the trust levels, usage rates and importance of the key resources used in travel research



Base: All respondents. (2017 = 2,072 completed surveys.)



	I have traveled to (or within) in PAST THREE (3) YEARS	I AM LIKELY TO travel to (or within) in NEXT THREE (3) YEARS	DIFFERENCE	
1	Hawaii	9.4%	19.5%	10.2%
2	Colorado	13.1%	21.2%	8.1%
3	Alaska	5.6%	13.0%	7.4%
4	Montana	4.4%	8.7%	4.2%
5	Maine	6.8%	10.8%	4.0%
6	Wyoming	4.7%	8.4%	3.7%
7	Idaho	4.8%	8.3%	3.5%
8	Louisiana	11.2%	14.6%	3.4%
9	Washington	9.2%	12.5%	3.4%
10	California	30.4%	33.7%	3.4%
11	North Dakota	3.2%	6.5%	3.3%
12	Oregon	7.8%	10.8%	3.0%
13	Nevada	18.7%	21.5%	2.8%
14	New Hampshire	5.6%	8.2%	2.6%
15	Vermont	5.1%	7.4%	2.4%
16	Arizona	15.3%	17.6%	2.3%
17	New York	24.9%	27.1%	2.2%
18	South Carolina	13.7%	15.8%	2.1%
19	Massachusetts	11.7%	13.7%	2.0%
20	Rhode Island	4.9%	6.9%	2.0%
21	South Dakota	4.5%	6.3%	1.8%
22	Tennessee	15.0%	16.8%	1.8%
23	Oklahoma	5.9%	7.6%	1.7%

THE ASPIRATION GAP

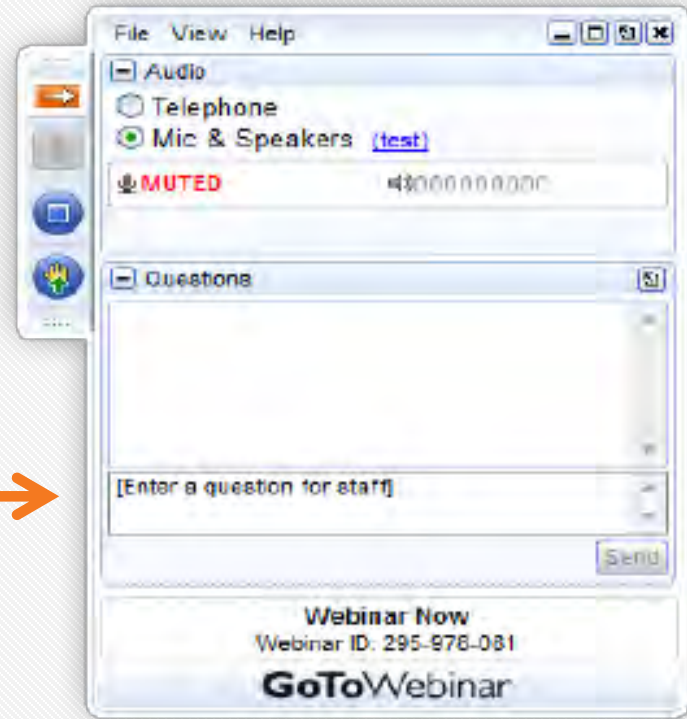
	I have traveled to (or within) in PAST THREE (3) YEARS	I AM LIKELY TO travel to (or within) in NEXT THREE (3) YEARS	DIFFERENCE	
26	Minnesota	8.0%	9.6%	1.6%
27	Nebraska	4.8%	6.3%	1.5%
28	Iowa	6.5%	7.8%	1.3%
29	Delaware	8.1%	9.2%	1.1%
30	Michigan	10.8%	11.8%	1.0%
31	Wisconsin	10.0%	11.0%	1.0%
32	Virginia	13.2%	13.9%	0.7%
33	West Virginia	7.6%	8.3%	0.7%
34	Mississippi	7.7%	8.4%	0.7%
35	North Carolina	16.7%	17.4%	0.7%
36	Florida	39.4%	40.0%	0.6%
37	New Mexico	7.9%	8.3%	0.4%
38	Arkansas	8.1%	8.4%	0.3%
39	Indiana	10.4%	10.6%	0.2%
40	Kentucky	9.8%	10.0%	0.2%
41	Utah	5.6%	5.6%	0.0%
42	New Jersey	14.0%	13.9%	-0.1%
43	Maryland	12.6%	12.2%	-0.4%
44	Connecticut	10.3%	9.7%	-0.6%
45	Ohio	12.8%	12.3%	-0.5%
46	Pennsylvania	17.7%	16.9%	-0.8%
47	Missouri	9.9%	9.0%	-0.9%
48	Illinois	16.6%	15.5%	-1.1%



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QUESTIONS – COMMENTS?

Use the question box →



UPCOMING EVENT:

JUNE 14TH - 16TH New York City

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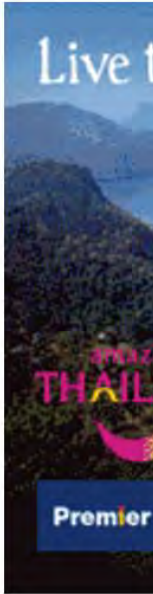
Tourism 'destroying' cities, says Amsterdam marketing head

Europe's historic cities are "dying" from pressure of tourism, according to the head of Amsterdam Marketing, who singled out Ryanair and Airbnb for criticism.

Frans van der Avert, Amsterdam Marketing chief executive, said: "Cities are dying from tourism. No one will be living in the historic centres any more."

"A lot of smaller historic cities in Europe are getting destroyed by visitors."

Van der Avert told the World Tourism Forum in Lucerne: "We don't spend even €1 in marketing



UPCOMING EVENT: JUNE 20th – 22nd Quebec City, Canada

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Exploring attractive destinations

UPCOMING EVENT:

July 11th – 14th Montreal, Canada

www.destinationmarketing.org



TECHNOLOGY EDITION

Trends and Takeaways

1. **Spotlight:** VR, 360 & AR Technologies
2. Rise of AI: High Tech & High Touch
3. Curated Content: Quick Answers
4. Google Curated Content

New Technology Trends and Takeaways

Enhanced Rich Media: 360, VR and AR

360 Degree Video and Virtual Reality



2 Key Trends:

1. More Accessible

360 Degree Video and Virtual Reality



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KEYWORD 🔍 COMMUNITY 📍 CATEGORY 📂

360° VIDEO

IDEAS FOR AN AMPED-UP VACATION IN FLORIDA



360°

360° VIDEO

SAILING AROUND CLEARWATER BEACH



360°

360° VIDEO

PLAN A VISIT TO THE CLEARWATER MARINE AQUARIUM



360°

360° VIDEO

SWIMMING WITH THE FISHES AT THE RUMFISH GRILL



360°

360 Degree Video and Virtual Reality



Key Trends:

1. More Accessible
2. More Immersive

virtual
Environments



Facebook Spaces

Room-Scale
Virtual Reality



Universal Florida's Halloween Horror Nights

Augmented Reality



Three use cases for AR:

1. Display Information
2. Add Digital Objects
3. Enhance Existing Objects

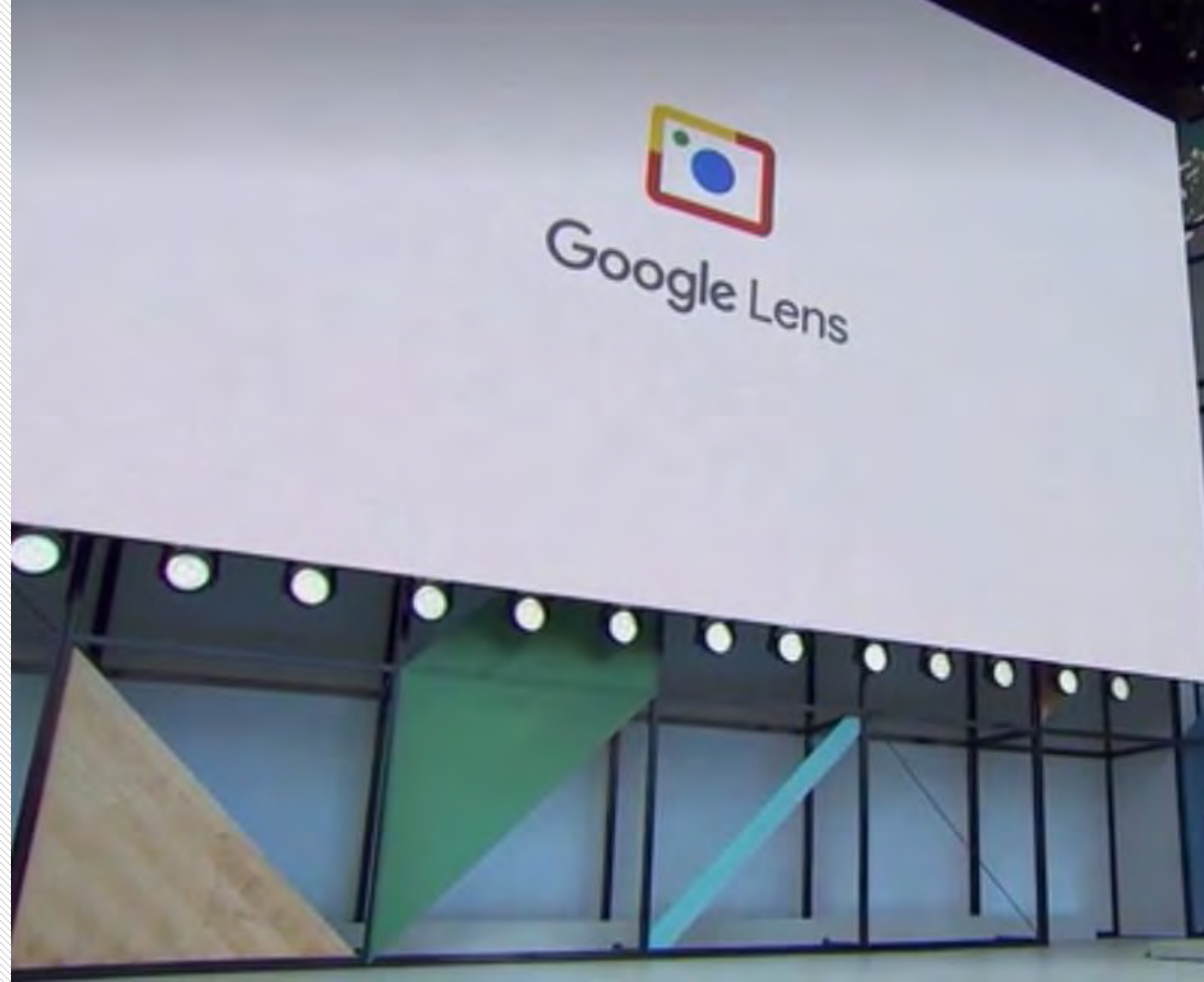
Augmented Reality



1. Display Information



Augmented Reality





Here's what I found

The Meatball Shop

4.2 ★★★★★

\$\$ • Italian Restaurant



Heather, Elliott and 3 others



Augmented Reality



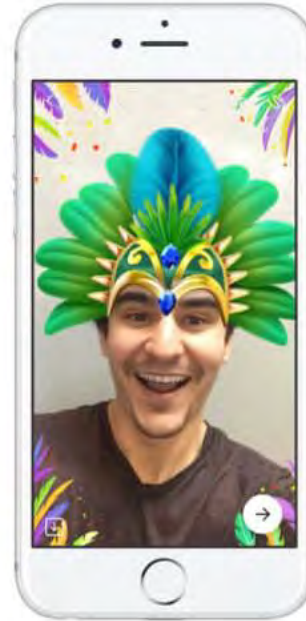
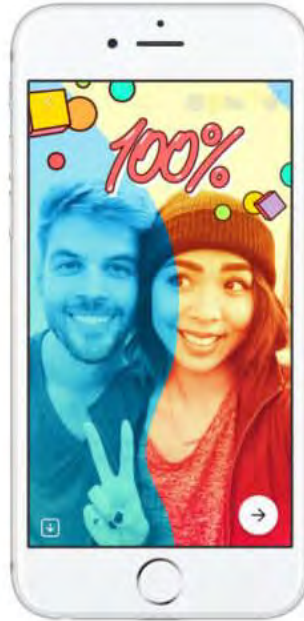
2. Add Digital Objects



Augmented Reality



3. Enhance Existing Objects



internet connected
Eyewear



Takeaways: 360, VR and AR

- 1) LOOK FOR LOW COST OPPORTUNITIES
- 2) MONITOR AND OBSERVE
- 3) TEST AND REFINE

The Rise of Artificial Intelligence: AI

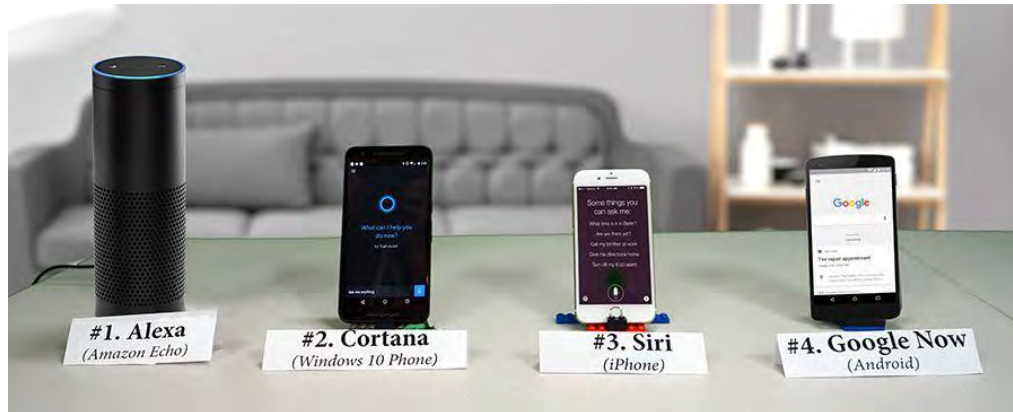
**High Tech
Meets
High Touch**



Hi, I'm Cortana.

Game-Changing Technology?

- Voice recognition
- Voice search & unstructured search queries
- AI & Chatbots shaping the future of the industry



Skift.

Jay Walker,
Priceline founder

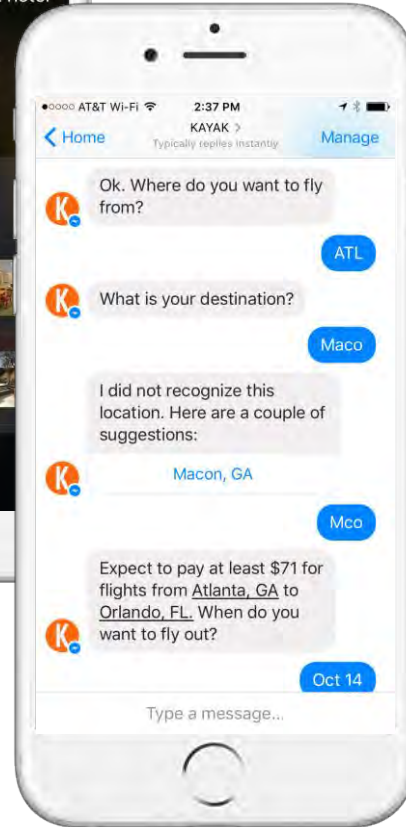
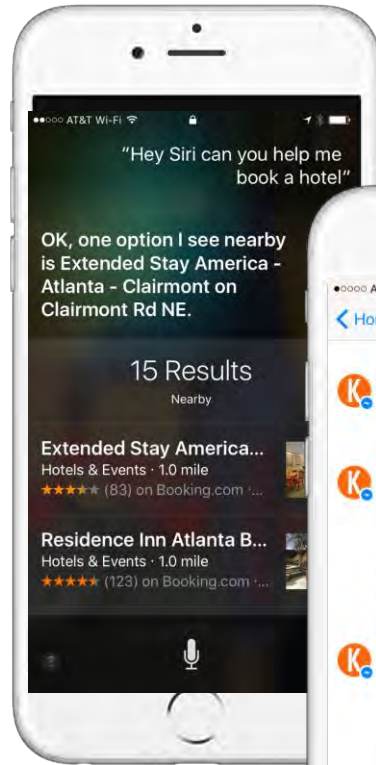
Brad Gerstner,
National
Leisure Group

Dara
Khosrowshahi,
Expedia CEO

Rich Barton,
Expedia
Founder

Online Travel at 20 Years Old, what's next?
#1 TREND: IMPACT OF ARTIFICIAL INTELLIGENCE

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High Tech
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Welcome to our instant answer service, where you can get answers to a wide variety of questions you may have. Simply type your question and click Ask or browse the Top 10 Questions from other visitors.

Ana: web-based chatbots for Copa Airlines



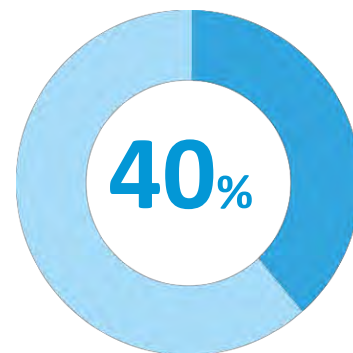
New Technology Trends and Takeaways

Curated Content: Quick Answers

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Rise of “The Answer Engine”

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Optimization of consumer experience

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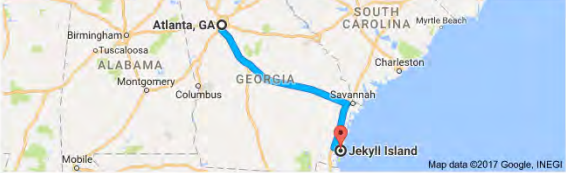
The World's Best Scuba Diving Locations | Scuba Diving
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From Atlanta, Georgia
To Jekyll Island



4 h 39 min (322.1 mi) via I-75 S and I-16 E

5 h 17 min (337.8 mi) via I-20 E

5 h 19 min (338.3 mi) via I-16 E

[Directions](#)

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Utilize Schema Markup to create “Rich Snippets” featured in search results



Google

Crawfish and Shrimp Gumbo Recipe

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About 299,000 results (0.94 seconds)

Method of Preparation:

1. In a large Dutch oven, add oil, and heat over medium heat for 5 minutes. Add flour, and whisk until combined. ...
2. Add onion, bell peppers, and celery, and cook, stirring, until onions are tender, about 15 minutes. Add garlic, and cook 30 seconds. ...
3. Stir in shrimp, okra, and crawfish.









Crawfish and Shrimp Gumbo Recipe | Louisiana Travel
www.louisianatravel.com/culinary/recipes/crawfish-gumbo-shrimp-recipe


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Content optimization


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Crawfish and Shrimp Gumbo Recipe




It's a match made in heaven: crawfish, shrimp and gumbo. This dish will make you swoon!



Don't miss this recipe for Crawfish and Shrimp Gumbo. ©Louisiana Cookin' Magazine


Louisiana loves gumbo so much that residents made it the official dish of the State in 2004! Gumbo comes in plethora of varieties but we suggest you dive into this simple and extremely tasty recipe featuring some of Louisiana's best ingredients: crawfish and shrimp. This recipe is provided by Louisiana Cookin' Magazine.

Other Great Recipes

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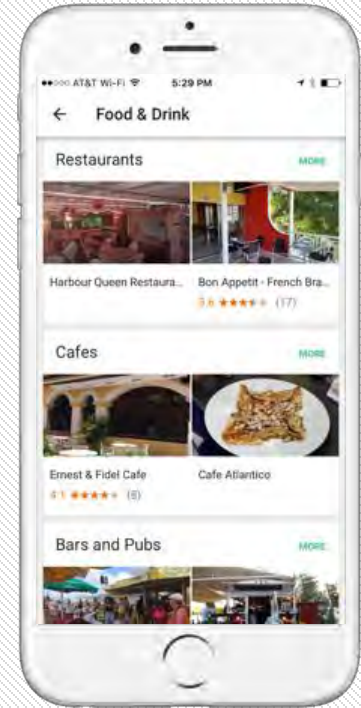
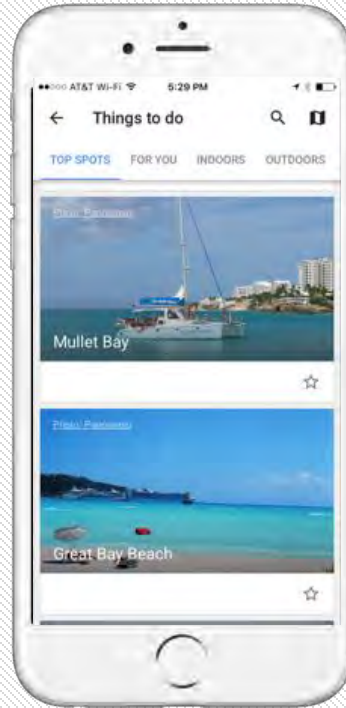
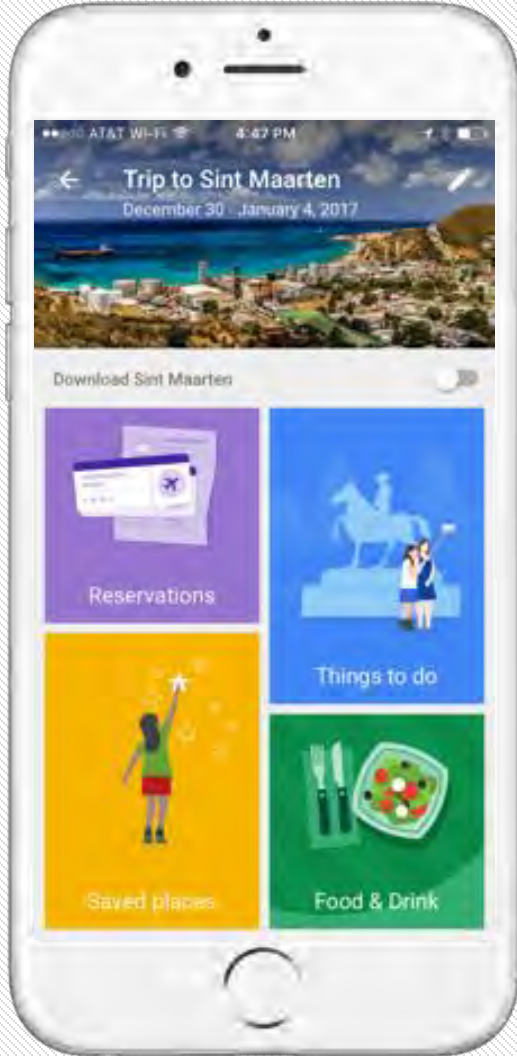
San Francisco

City in California

San Francisco, in northern California, is a hilly city on the tip of a peninsula surrounded by the Pacific Ocean and San Francisco Bay. It's known for its year-round



Google Trips App



UPCOMING EVENT:

July 11th – 14th Montreal, Canada

www.destinationmarketing.org



Google DMO Partnership: DMAI ANNUAL CONFERENCE JULY 11th – 14th

- Jen Schaefer
- Sven Tresp



Update on new Google Partnership to help DMOs to review, add & update content on their destination



San Francisco
City in California

San Francisco, in northern California, is a hilly city on the tip of a peninsula surrounded by the Pacific Ocean and San Francisco Bay. It's known for its year-round fog, iconic Golden Gate Bridge, cable cars and colorful Victorian houses. The Financial District's Transamerica Pyramid is its most distinctive skyscraper. In the bay sits Alcatraz Island, site of the notorious former prison.... More

7-day trips from \$1,608 2h 28m flight, from \$147 3-star hotels average \$208

Top sights [SEE ALL](#)

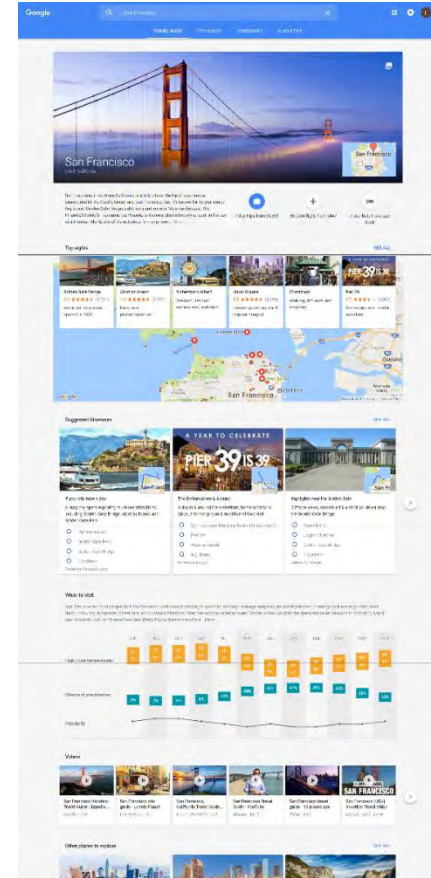
<p>Golden Gate Bridge 4.7 ★★★★★ (6,146) Iconic art deco span opened in 1937</p>	<p>Alcatraz Federal Penitentiary 4.6 ★★★★★ (3,896) Notorious prison/historical...</p>	<p>Fisherman's Wharf Seafood, sea lion, earless seal, and clam</p>	<p>Union Square 4.3 ★★★★★ (3,083) Historic public square & popular hangout</p>	<p>Chinatown Walking, dim sum, and shopping</p>	<p>Pier 39 3.7 ★★★★★ (2,909) Scenic pier with food & activities</p>
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Google DMO Partnership: Workshop @ DMAI ANNUAL CONFERENCE JULY 11th – 14th

SEARCH FOR:

“America Destinations”

OR SUBSTITUTE “America” for your country



DMAI ANNUAL INTERNATIONAL CONFERENCE 2017

Global All Stars Mainstage

4 pm, Wednesday, July 12th

- Dylan Thurus, **Atlas Obscura**
- Vanessa Sain-Dieguez, **Hilton Hotels**
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Global smart

Best Practices for Your International Visitor Marketing Programs

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International Market Selection

There are a wide range of exciting international visitor markets offering opportunity. Work through these seven steps to decide the ones that you should focus on. Which markets offer you the best combination of:

Size, Growth & Prospects - Which International Visitor Markets Offer the Most Potential?

Air Routes, Capacity & Competition Including Easy U.S. Connections to Your Destination

Which International Visitor Markets Best Suit You, Your Destination, Lodging, Experiences?

Readiness of Your Organization and/or Partners to Market To and Service the Market

Leverage Brand USA, Dept. of Commerce and Trade Market Partners. Which Markets offer Support?

Relative Cost of Consumer and Trade Promotion in the Market

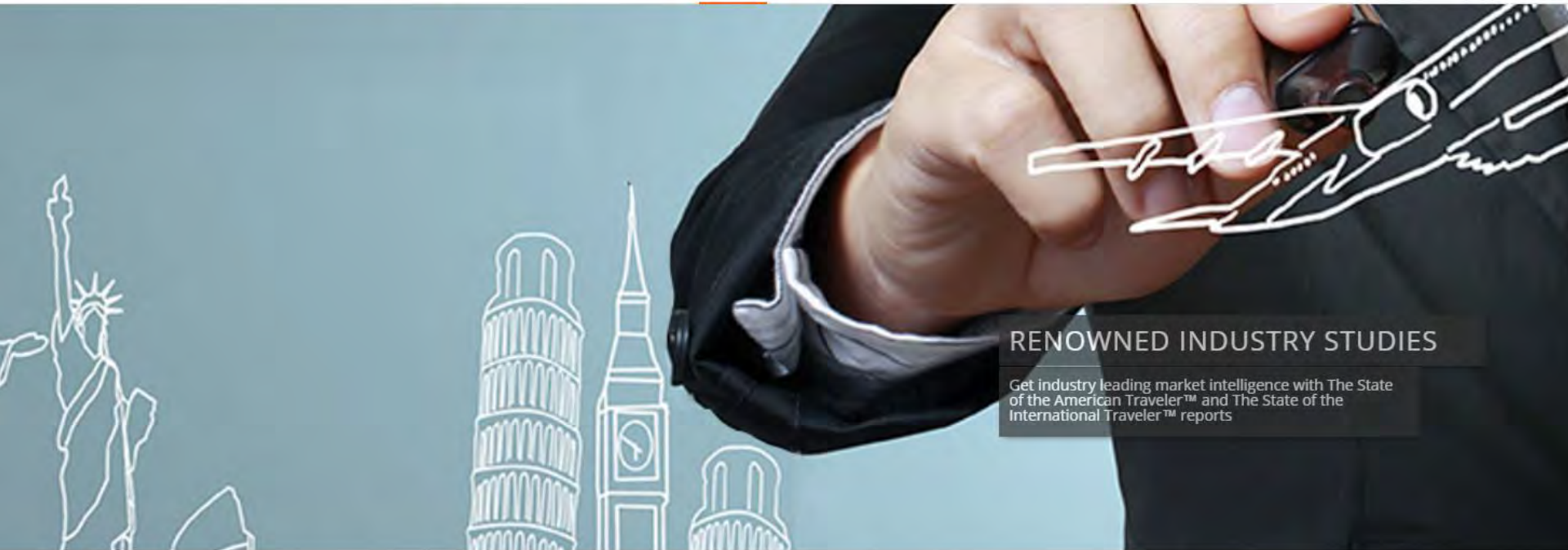
International Marketing Partnerships – Opportunity to Work with Brand USA, States, CVBs & Other Partners

#1 Canada

#2 Mexico

#3 United Kingdom





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Thank You!



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