The future role of the DMO

Nick Hall, Founder
Digital Tourism Think Tank

3 Paradigm Shifts in Travel

#1
The traditional visitor cycle no longer exists.

#2
The always-on consumer now sets the terms.
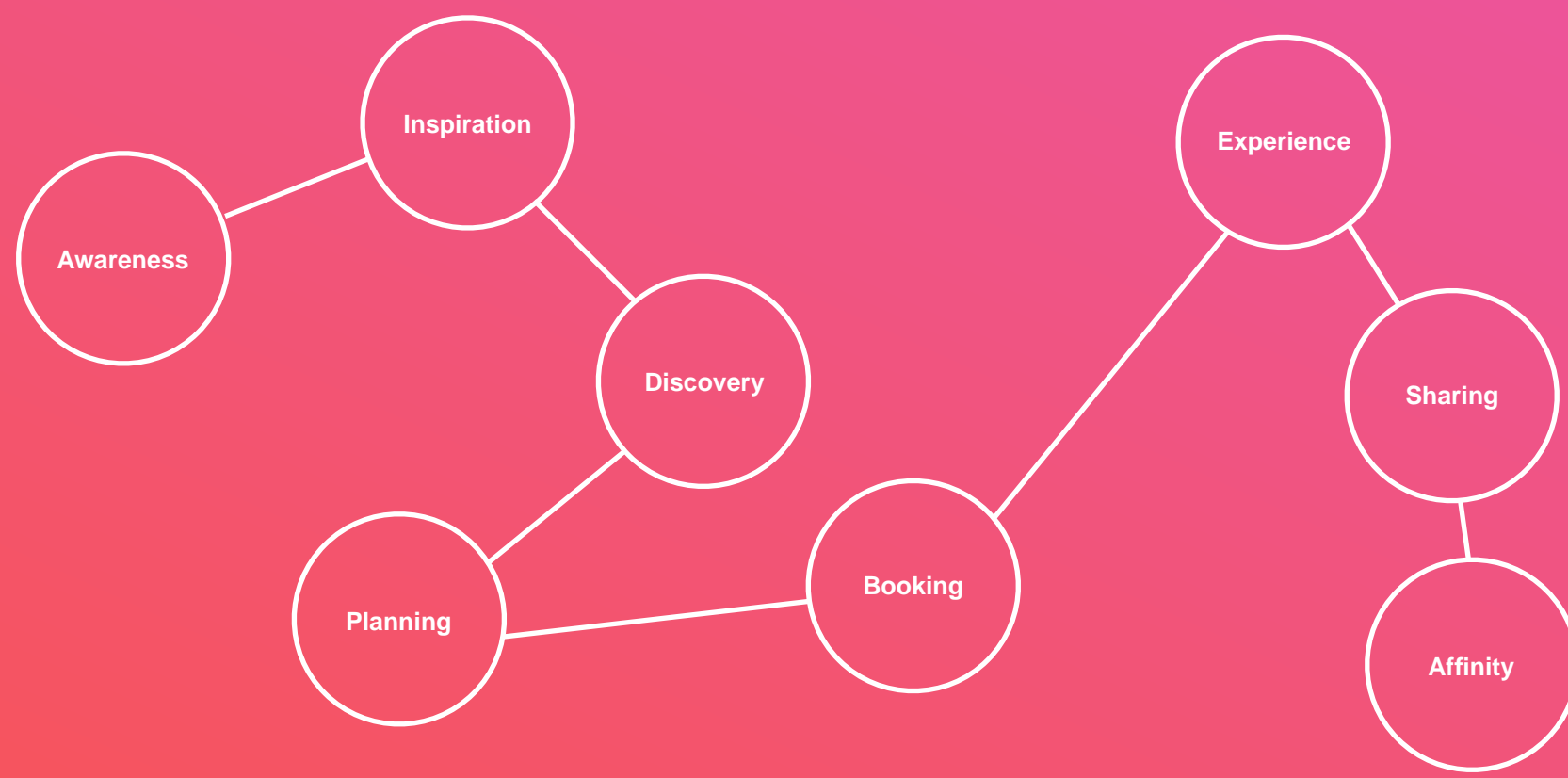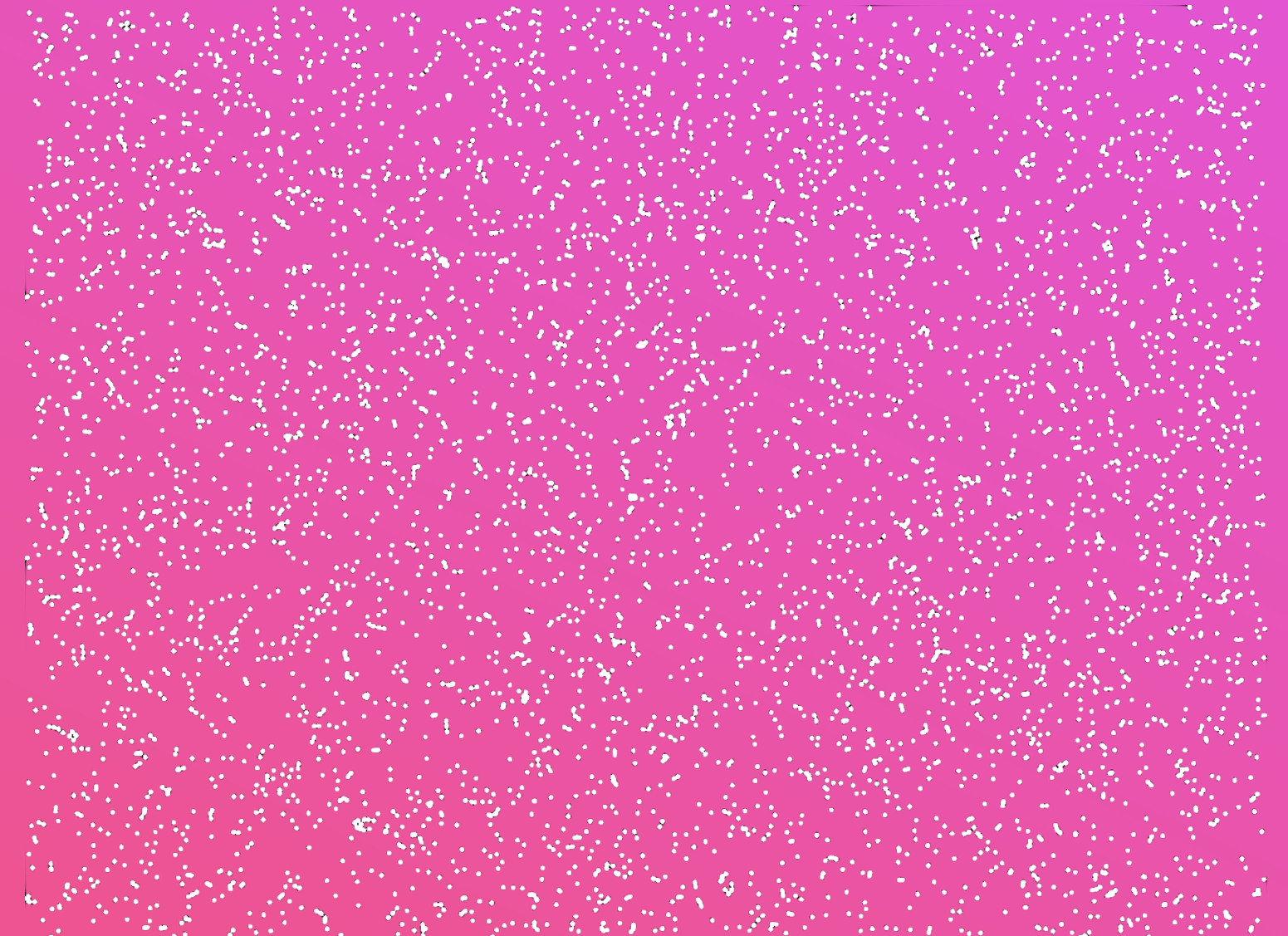
#3
Tech is driving the experience economy.

linear

Inspiration

Awareness

Discovery

Planning

Booking

Experience

Sharing

Affinity

infinite

scattered

Marketing in Moments

Relevance at Scale

"how can we exact the right story with the right audience at scale yet in a highly personalised way?"

"At Unilever we have an ambition to have a billion one-to-one relationships—I don't believe that a focus on the individual has to mean "niche."
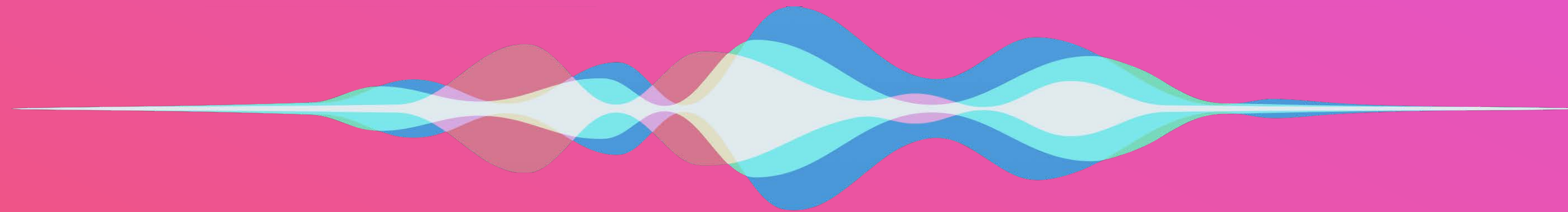
Keith Weed
Chief Marketing and Communications Officer at Unilever

Marketing in Moments

Journeys in Moments

"find me flights to Oslo today"

"Hey Siri, what hiking trails would you recommend nearby my hotel?"

3 in 4 smartphone owners turn to search first to address their immediate needs

Marketing in Moments

Informed Consumer

"how can we further empower consumers and respond to their precise needs in the context of that moment? "

Mobile searches for **"best"** have grown 80% in the past two years.

(Google Data, 2015 - 2017)

Marketing in Moments

Right Here Consumer

"I want results that are relevant to me in the current moment and place and time"

Compared to just a year ago, smartphone users are significantly more likely to purchase from companies whose mobile sites or apps customize information to their location.

(Google/Ipsos Connect, Rising Consumer Expectations in the Micro-Moment, U.S., Dec. 2016 and Aug. 2015)

The **DMO** model is obsolete
Destination **Marketing** Organisation

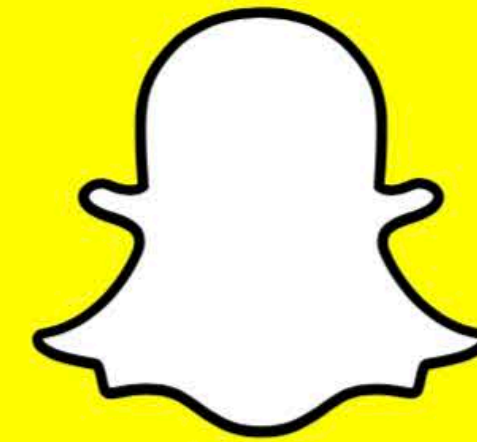The **DMO** model is obsolete

Destination ~~Marketing~~ Organisation

Snap Inc.

Snap Inc. is a camera company.

We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate.

Our products empower people to express themselves, live in the moment, learn about the world, and have fun together.

The **DMO** model is obsolete

Destination ~~Marketing~~ Organisation

The **DMO** model is obsolete

Destination x Organisation

$$x \begin{cases} experience \\ data \\ management \\ innovation \end{cases}$$

Putting the Visitor First

needs   interests   experiences   access

desires   passions   habits   preferences   channels

devices   touch-points   behaviours   actions   culture

Delivering on the Brand

stories   touch-points   experiences   image

reputation   conversation   inhabitants   visitors   businesses

exports   events   infrastructure   product   culture   promise   message

Destination 𝔁 Needs

#1
Support the growth of the entire industry.

#2
Leadership & vision to keep transforming.

#3
Exporting globally and prosper locally.

#1
Industry Growth

#1
Industry
Growth

Tech is a Catalyst for Local Distribution

Global Distribution Networks dominate the hotel sector where 70% of sales are from global players.

Tours and activities can succeed where hotels have failed.

Yesterday	Today	Tomorrow
Hosted, Centrally Managed	Cloud Based SAAS Providers	AI, Tech & Autonomous Experiences

Evolution of Travel Distribution Model

#1
Industry Growth

Tech is a Catalyst for Local Distribution

No one solution has broken through the market, ViaTour & Expedia drive only circa. 5% of SME sales at present.

Local distribution is a huge opportunity with a myriad of in-destination referrals and vast digital and physical pos.

Industry

Targeting the 'right here' consumer.

Visitor

"I've got two hours free at lunch, what can I do?"

Destination

Become the superglue. Invisible & effective.

Where the Needs Lie in the Destination Matrix

😐 [nice] just ain't cutting it, right?

aim for **[incredible]** and your reputation will do the rest…

design **incredible, share-worthy, bucket-list-worthy experiences** which generate social buzz…

Building a sustainable destination requires continued investment in its infrastructure, attractions, experiences based on maturity, opportunities and needs.

#1	#2	#3
Invest 🗼 heavily in building iconic attractions	Retrofit 🏔️ to totally transform a visitor experience	Concept 💡 & innovation based collaborations
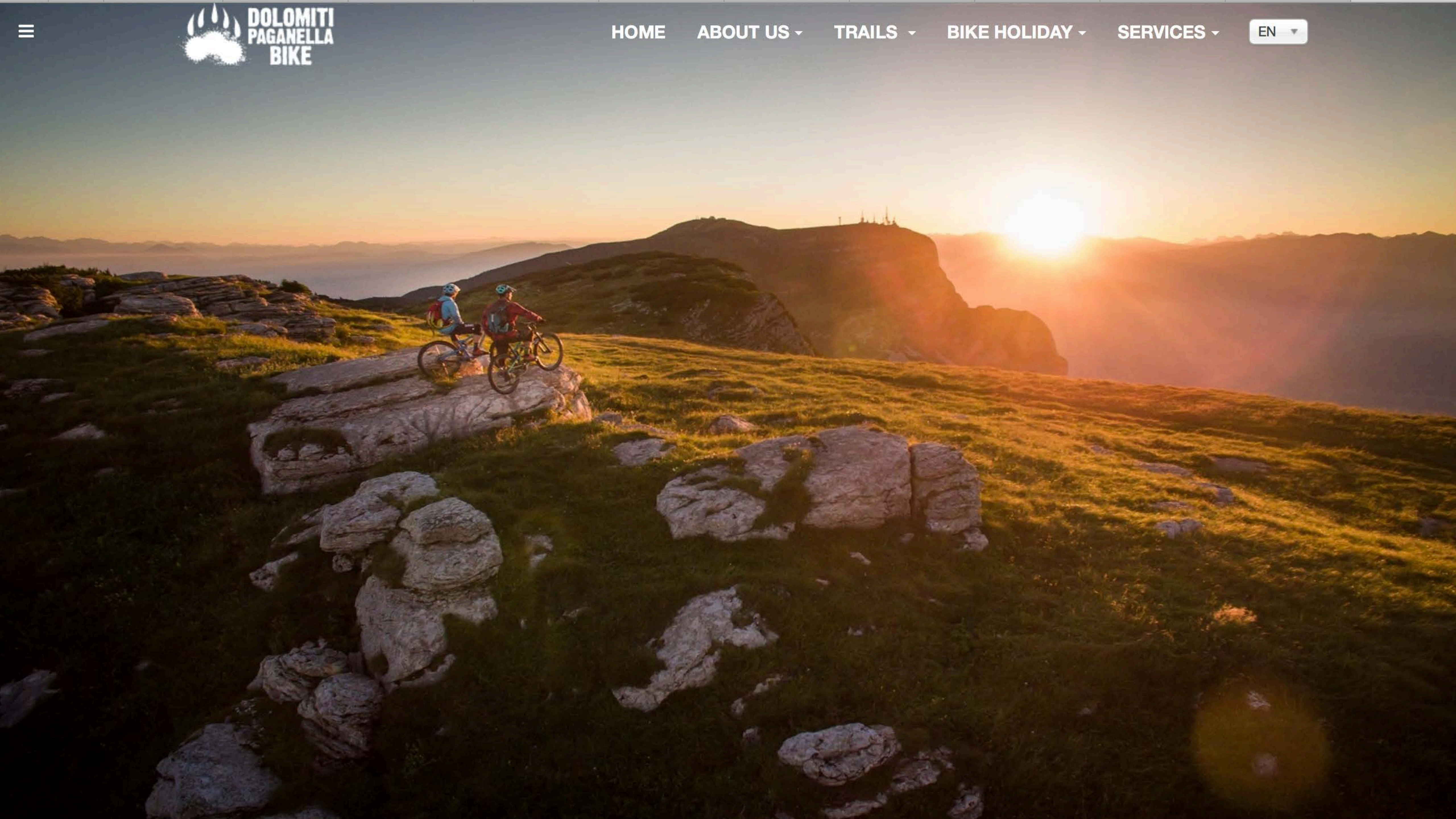
Zip World

Zip World longest zipwire in Europe, What's it like to soar five hundred feet in the air at 100mph?

Zip World, Snowdonia by Wales On View

Things to ðo, attractions to visit

Wales is a place of natural drama, from the country's **beaches** to **walking its mountain ranges**. The nation's history is told through its **ancient monuments** and **museums**. While the bold 21st century Wales is there for everyone to enjoy on a **short break** in one of Wales' **cities to explore** or **getting active** in this wonderful natural playground.

#baliswing

kleinstadtcoco
Wisata Selfie Pucak

Follow

kleinstadtcoco this was such a thrill! 🌴
Ich habe unfassbare Höhenangst und wenn ich das Bild sehe weiß ich nicht mehr, wieso es mich auch diese Schaukel gezogen hat. Es gibt im Norden Balis Schaukeln wie diese, wo es ca. 60 Meter in die Tiefe geht und man gelangt zu Ihnen, wenn man über ein Bambusgerüst läuft, BAMBUS!!! 🎋 Meine Synapsen waren wohl alle ausgeschaltet als ich das gemacht habe 😅

——

#bali #thebaliguideline #balidaily #balibody #travelblogger #bestinbali #baliswing #summervibes #travel 📷: @florianmaverlt

8,209 likes

1 DAY AGO

Add a comment…

The 72 Hour Cabin

Digital pioneers like Bókun in the activity space show us the huge untapped potential for industry collaboration and digitalisation

BÓKUN

⌚

85% Bookings **48 hours or less** before departure

🤝

65% suppliers **are cross-sell** inventory, most micro & SMEs

📍

Global & **local**, **online** & offline scattered **distribution**

Disruptive Brands Drive Consumer Trends

Featured destinations
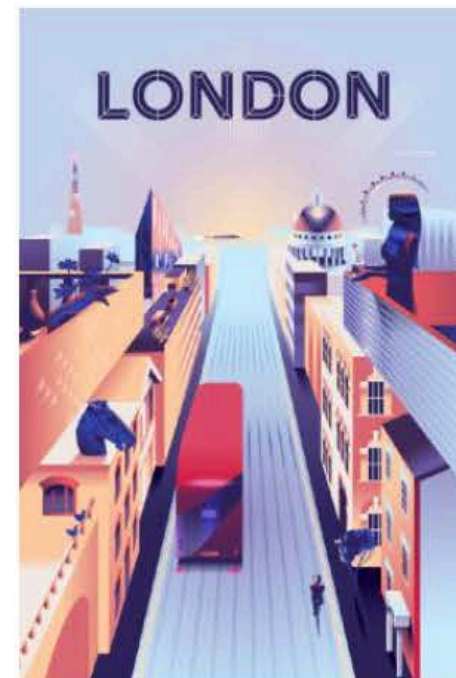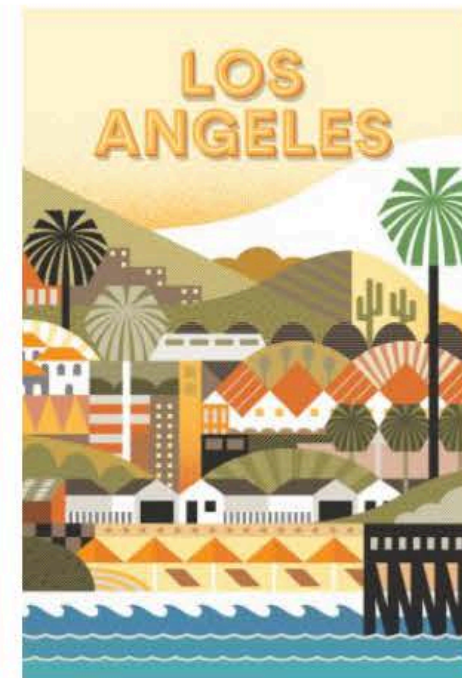
Paris London Los Angeles Seoul Miami San Francisco Tokyo Florence
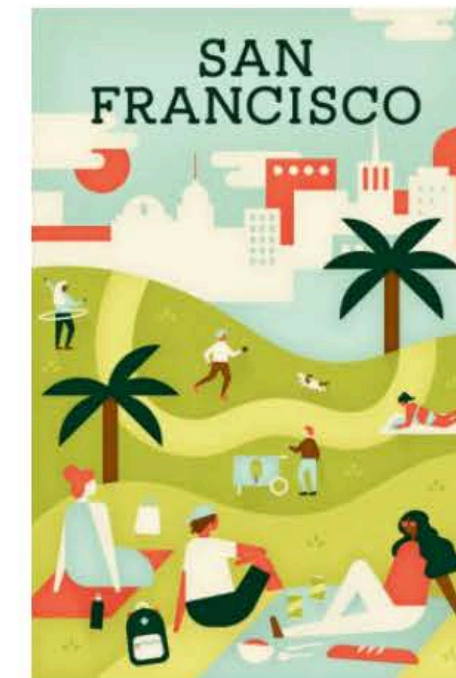
Arts & Design experiences   See all

£33 Enter the world of sacred tattoo (sakyant)
★★★★★ 113 reviews
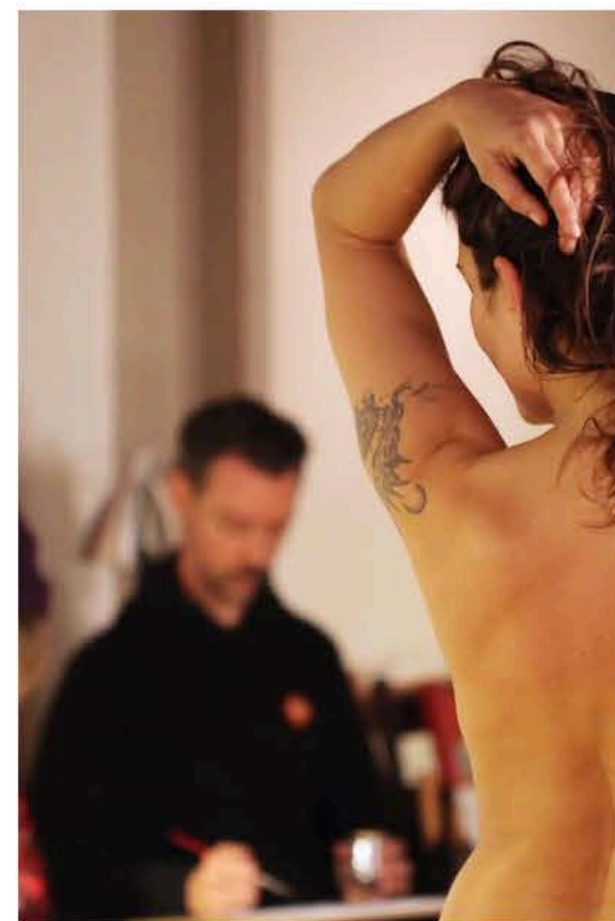
£14 Gather around a nude model and learn fast sketch
★★★★☆ 170 reviews

£77 Sculpt a face from imagination with an artist
★★★★★ 84 reviews

£32 Ride an e-bike through Gaudi's history
★★★★☆ 123 reviews

£140 Fashion photoshoot in the streets of Miami
★★★★★ 45 reviews

£125 Weave a scarf with 200-year-old machinery
★★★★★ 59 reviews
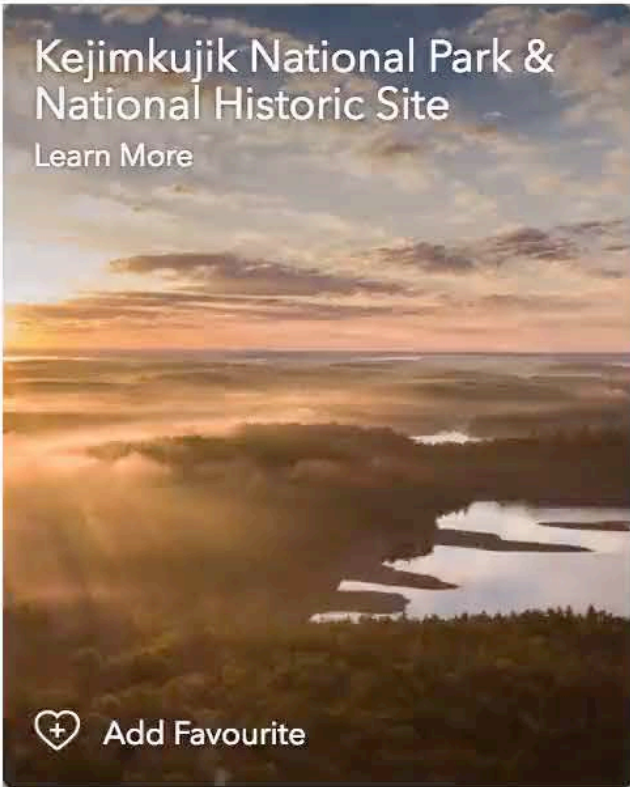
Personalisation of Content Distribution

DISCOVER ✕ NOVA SCOTIA

Experiences   ❤ 0 Favourites
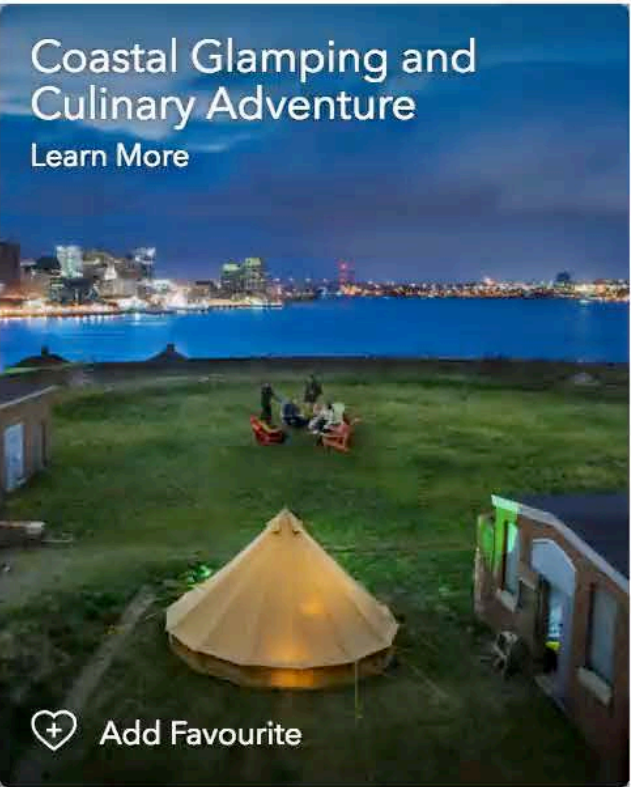
All experiences   ← →

Kejimkujik National Park & National Historic Site
Learn More
♡ Add Favourite

Coastal Glamping and Culinary Adventure
Learn More
♡ Add Favourite

Boat Tour of the Tusket Islands
Learn More
♡ Add Favourite

Cape Chignecto Provincial Park
Learn More
♡ Add Favourite

Lighthouse Bites: Full Moon Adventure
Learn More
♡ Add Favourite

Taylor Head Provinc...
Learn More
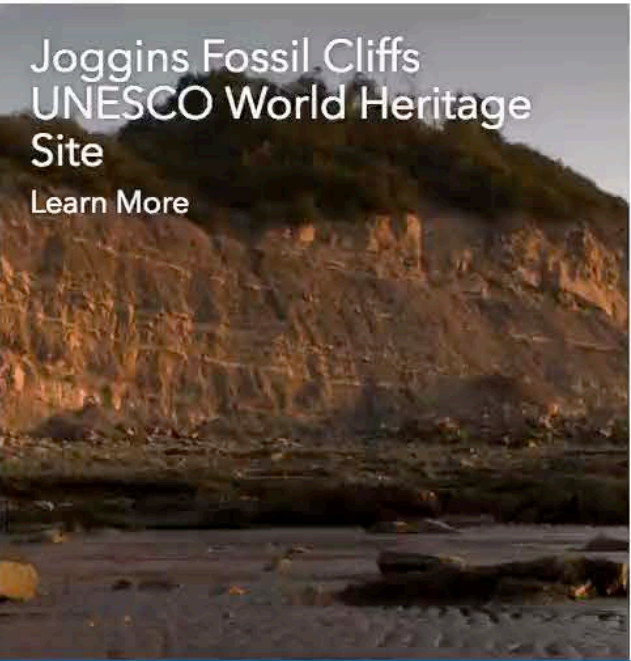♡ Add Favourite

I want to feel **educated**   ← →

Boat Tour of the Tusket Islands
Learn More

Joggins Fossil Cliffs UNESCO World Heritage Site
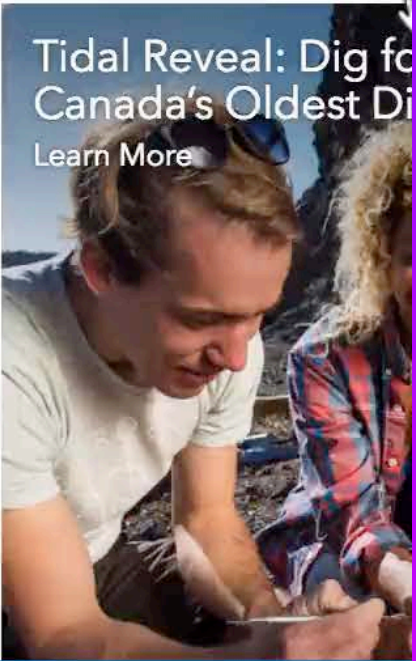Learn More

Black Loyalist Heritage Site
Learn More

Lunenburg Walking Tours
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Le Village Historique Acadien de la Nouvelle-Écosse
Learn More

Tidal Reveal: Dig fo... Canada's Oldest Di...
Learn More

⤳ **Share Experiences**

#2
Digital First Leadership & Vision

#2
Digital First Leadership & Vision

Innovation & Conscious Leadership

Scaling up the use of design thinking to solve the biggest challenges and ideate from a different perspectives

"On a global scale, we calculate that the ad... ...curren... ...ated tec... ...uld ...cent eo... ...2 bill... ...s an trill...

McKinsey, May 2017
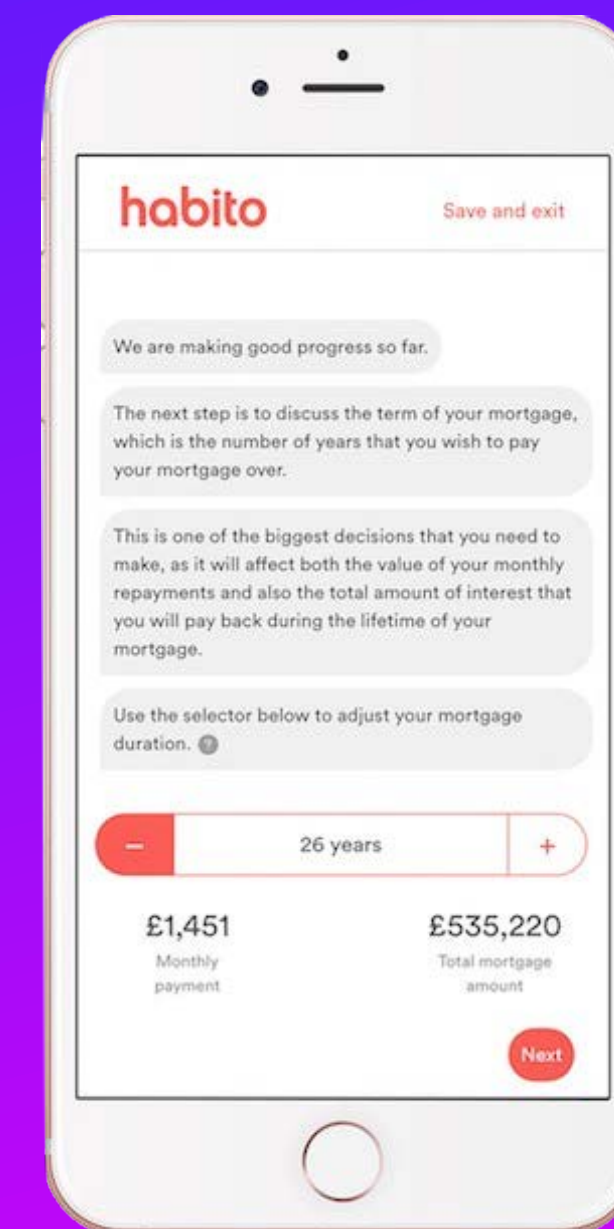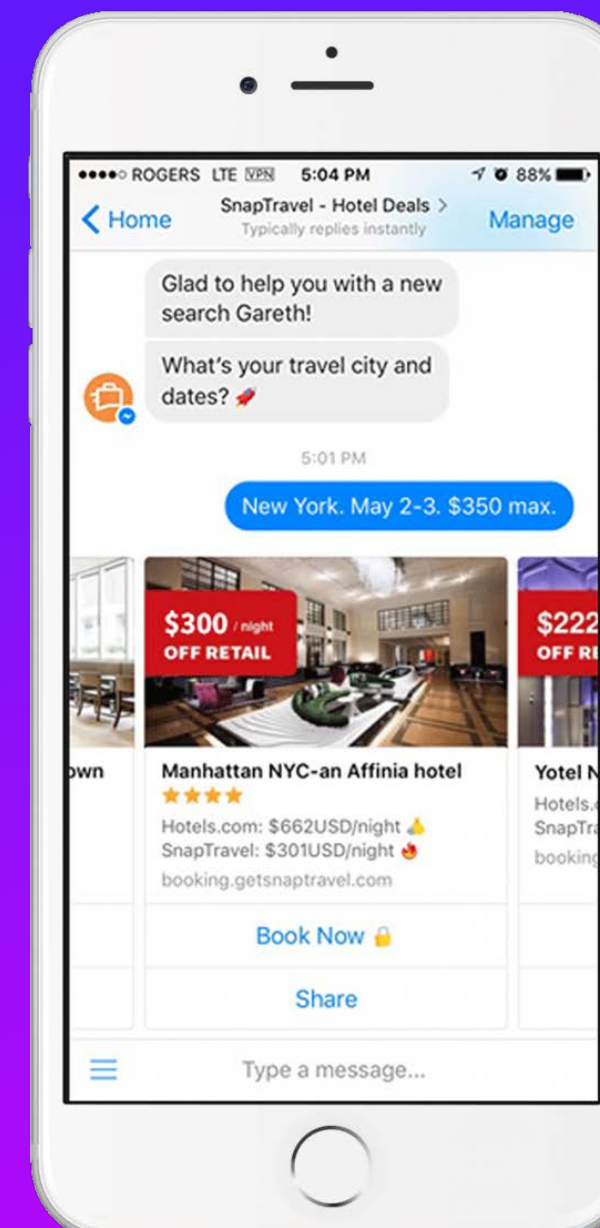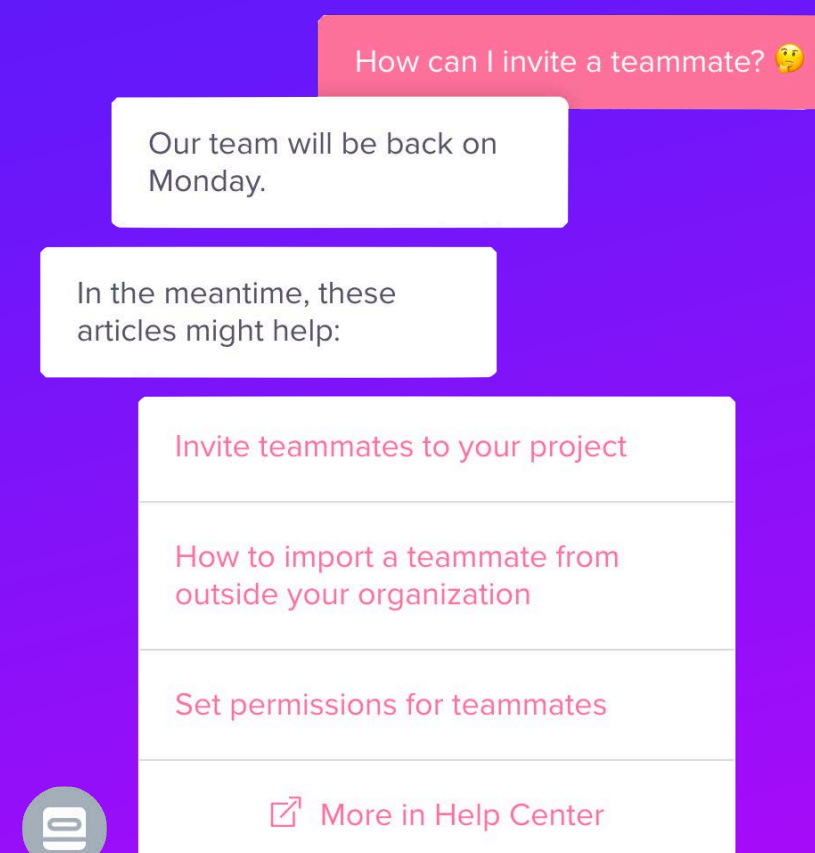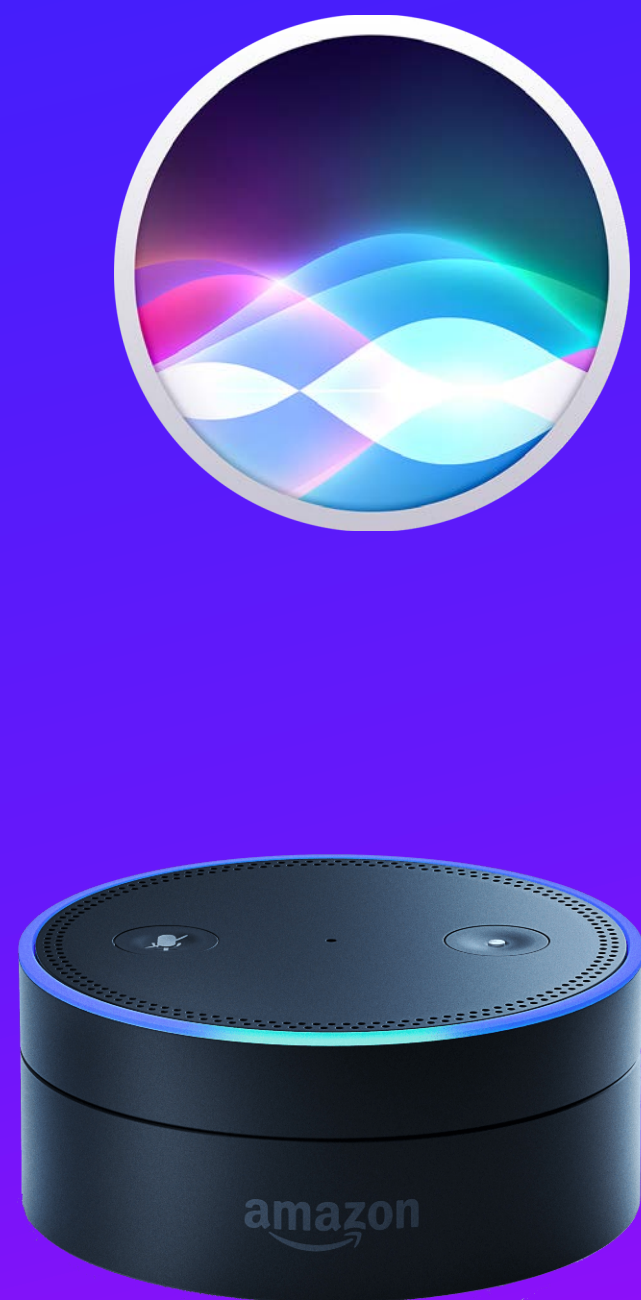
Circular Design

Glass Box Brand

Design Led Solutions

#2
Digital First Leadership & Vision

AI & Natural Language

Artificial intelligence is in it's infancy but tools, early-stage business models and solutions are fast emerging. Travel, an industry where service is key and needs can be complex is set to be transformed by this evolution.
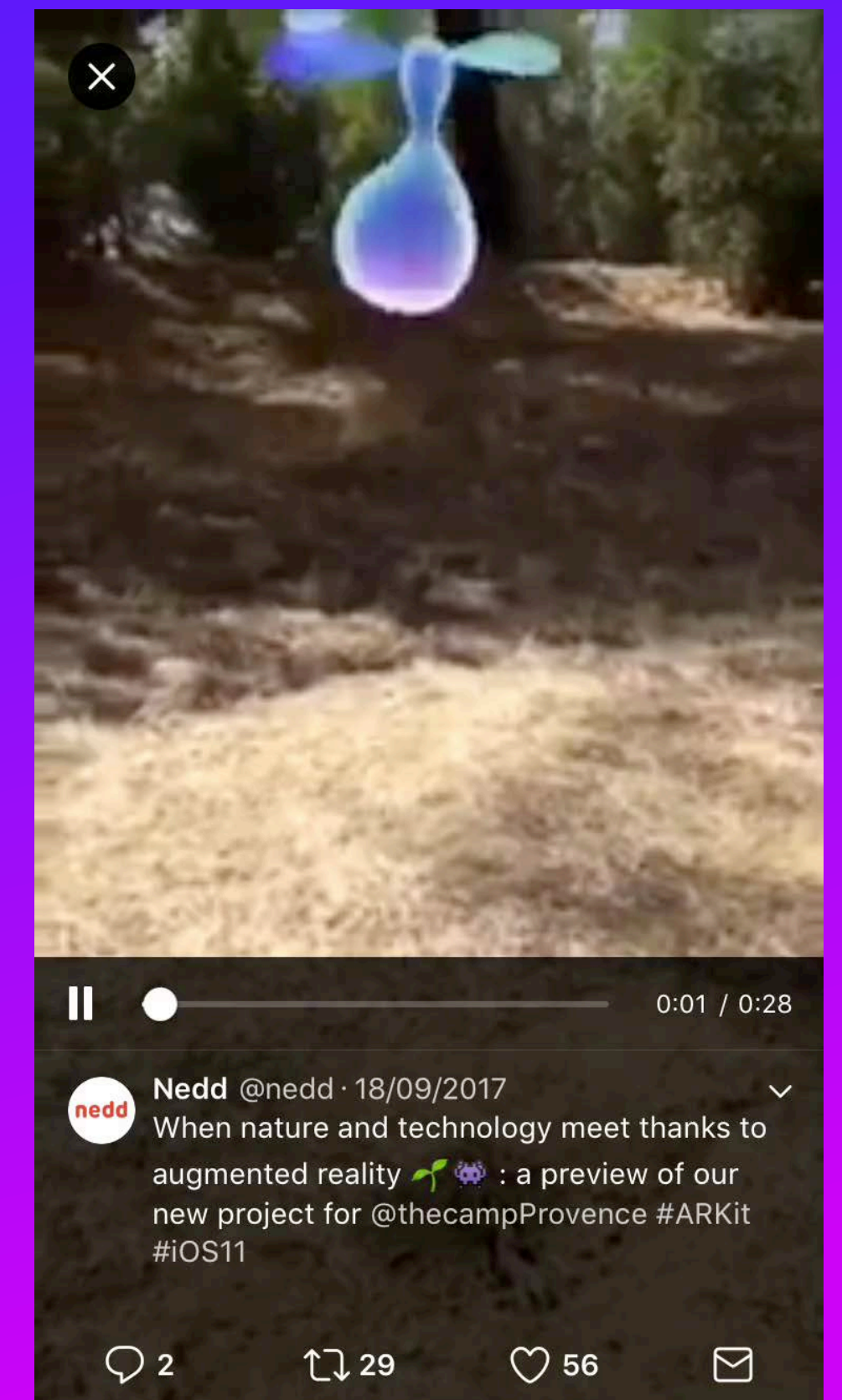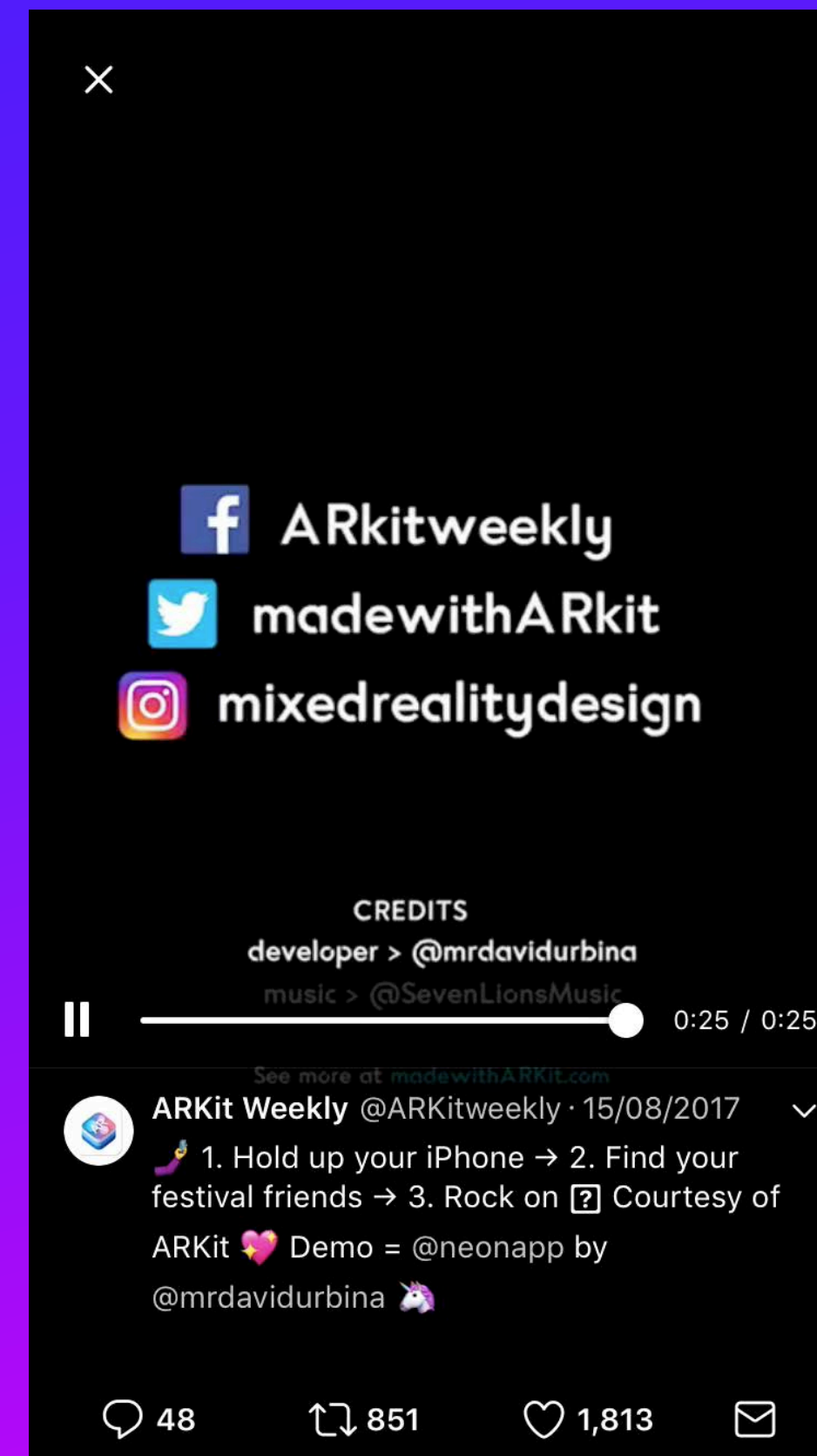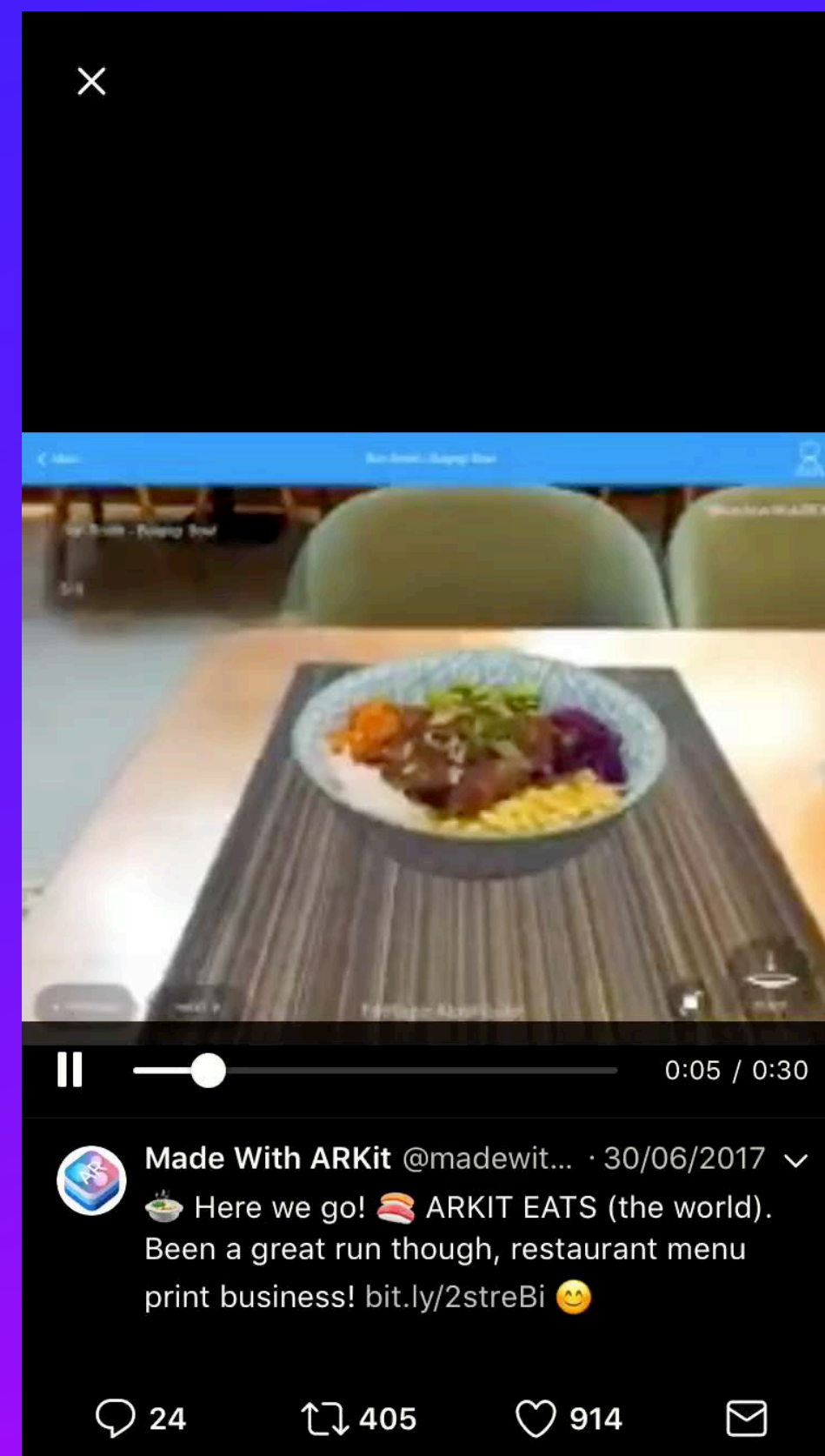
#2
Digital First
Leadership
& Vision

Dawn of AR in the Visitor Experience

AR is set to become huge with Apple's AR Kit, Google's Holo Lens and Google's Tango. This will change everything from functional utility to transforming how we experience places.
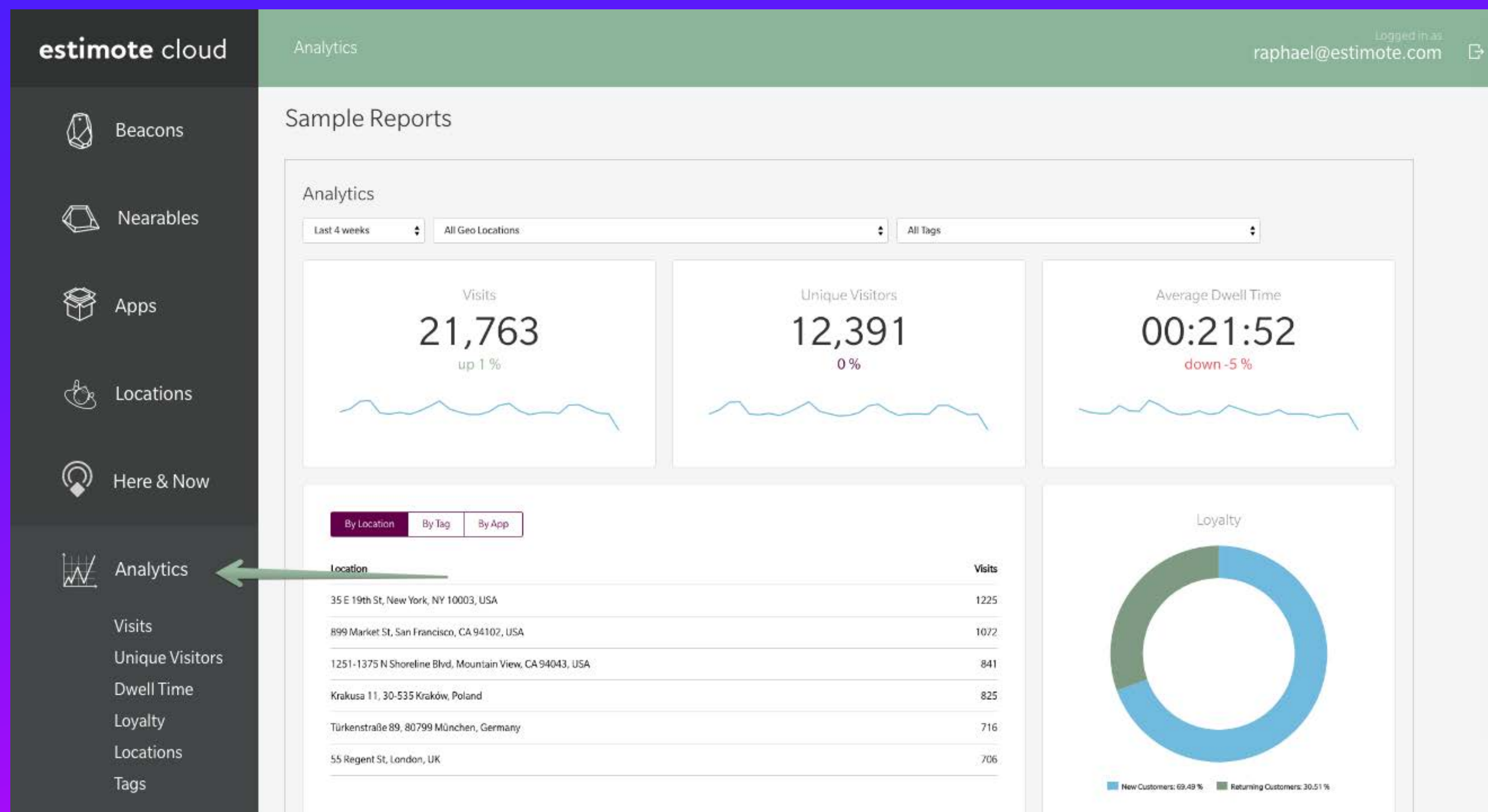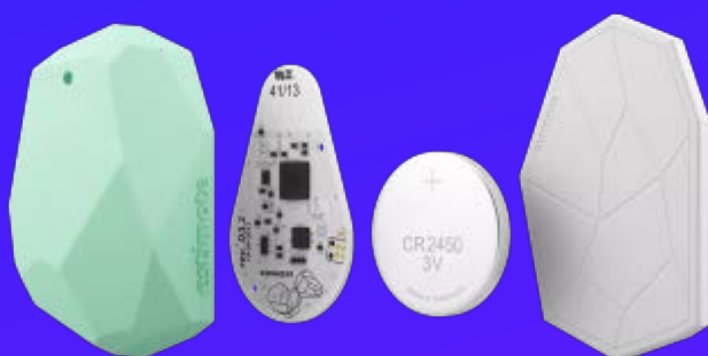
#2

Digital First
Leadership
& Vision

Championing Competitive Innovation

booking.com see huge value in continuing to adopt a glass box brand strategy alongside a search for future innovation and talent running booster camps for start-ups who work to solve key challenges set by the company.

Booking.com
booster

Traveltech
Lab

TEL תל
AVIV אביב
YAFO יפו

#3
Global &
Local

#3
Global & Local

Designing Sustainable Destination Growth

Local product distribution is just one opportunity amongst a range of complex and challenging needs. Ultimately, tourism must be seen to benefit society as a whole.

"we need to support local businesses"

"extending the season is crucial for our survival"

"tourism should benefit all, not a few"

"visitors as locals not tourists as visitors"

"we can't get left behind with digital"

Crafting & Exporting a Global Destination Brand

The destination brand is more than just a logo, image or campaign. It's a richer myriad of multiple sectors. Working together to innovate, shape and deliver on a vision will deliver a long-term sustainable return.

Building a leading multi-modal travel system"

Investing new technology R&D for the travel sector

Designing & optimising the visitor experience

tourism

brands

people

policy

culture

investment
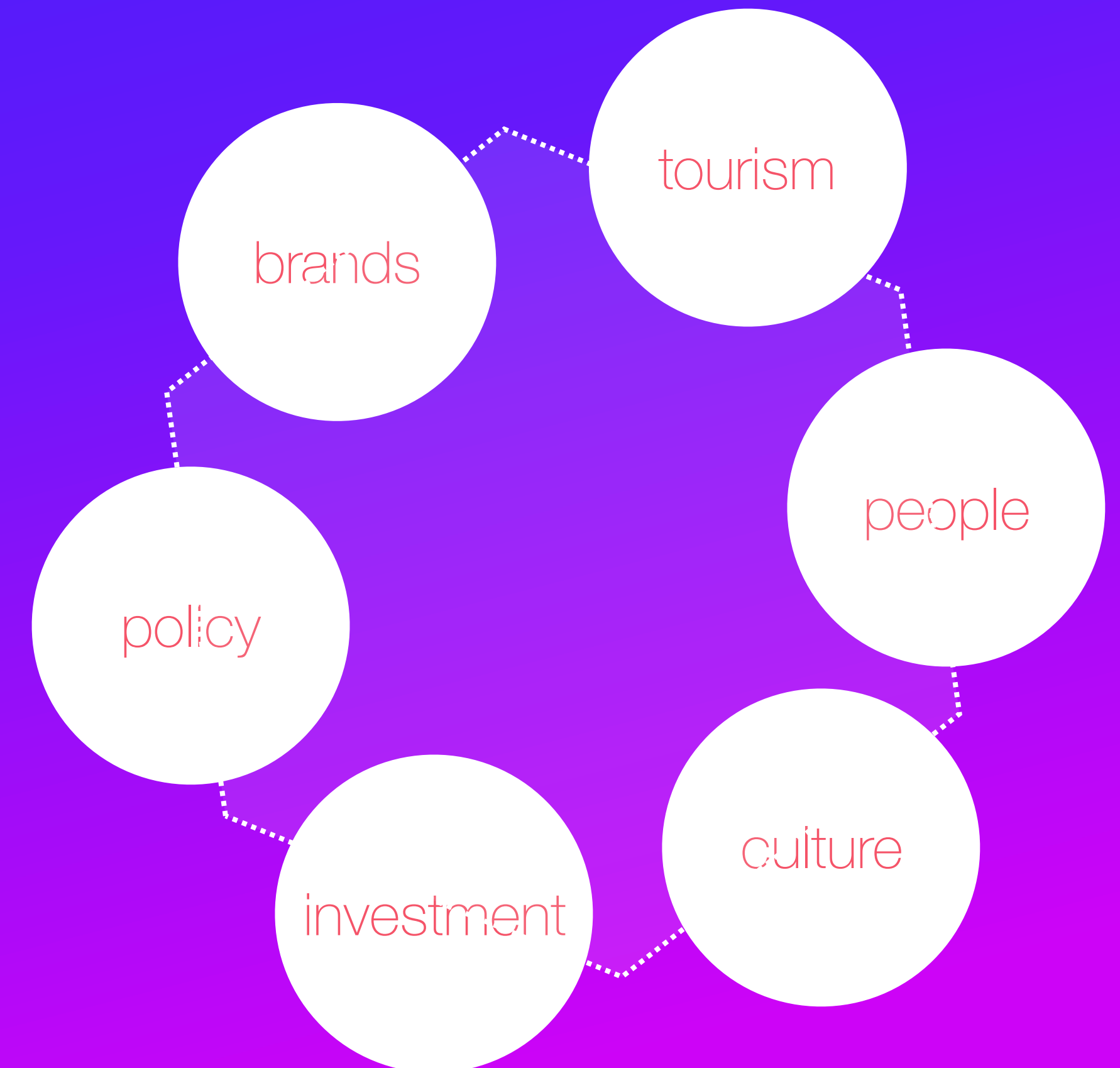
Laura Aalto
CEO, Helsinki Marketing

"we're a media company now"

"we're a matrix organisation"

"we're privately funded and led"

Destination *x* Organisation

How can the DXO shape policy and how can policy drive
sustainable destination growth & development?

that's all folks…

🤓👋

Nick Hall, Founder
Digital Tourism Think Tank