



10 Critical Components of a Successful Destination Management and Marketing System

Presented by: Chris Seek, Solimar International

February 19, 2021

My Background



**THE GEORGE
WASHINGTON
UNIVERSITY**

WASHINGTON, DC



[WHO WE ARE](#) [WHY TOURISM](#) [WHAT WE DO](#) [OUR WORK](#) [RESOURCES](#)

WE DEVELOP, MANAGE, AND MARKET SUSTAINABLE TOURISM DESTINATIONS

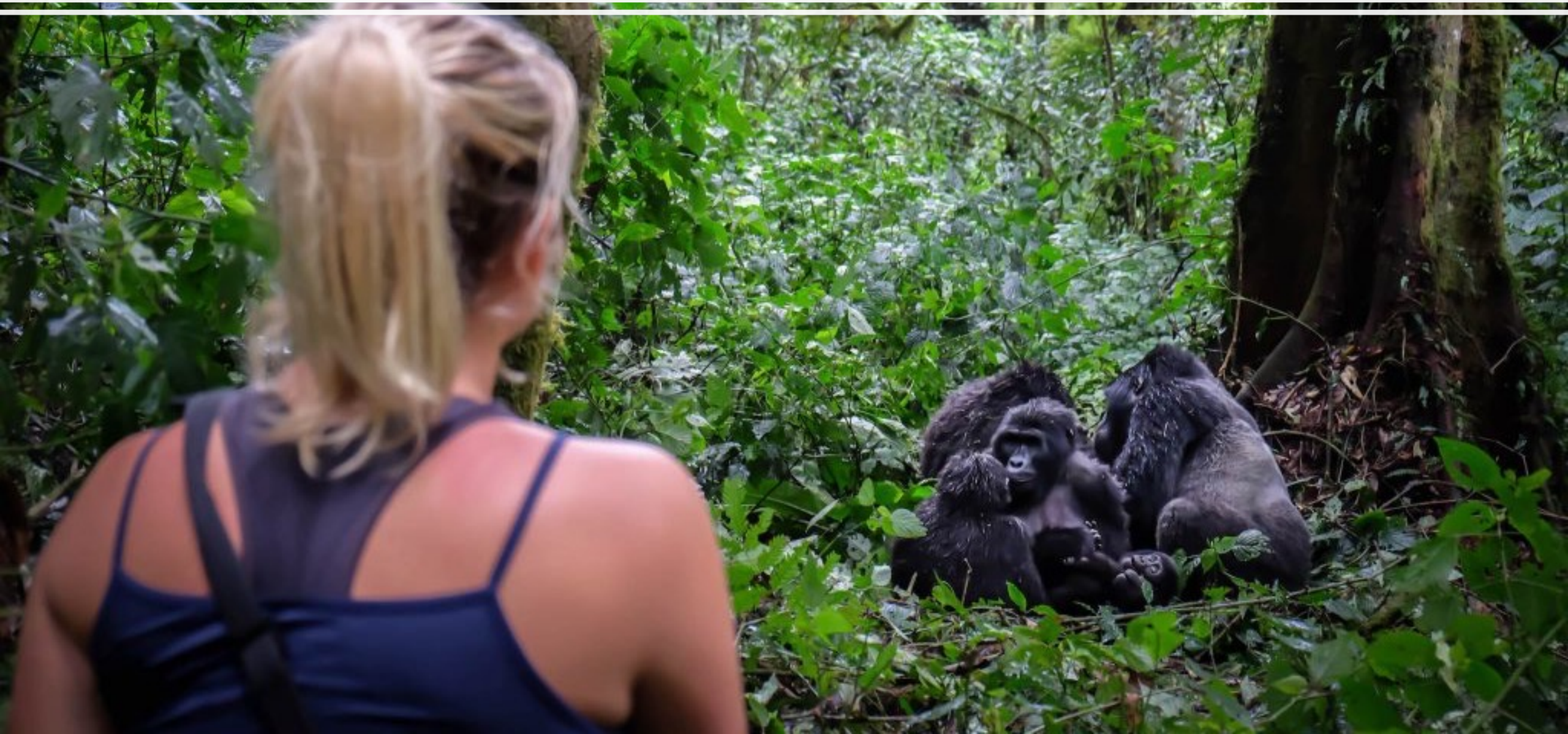




Grow Local Economies



Protect the Environment





Preserve Cultural Heritage





Including Intangible Cultural Heritage



Benefit Local Populations

Our Services



Strategic Planning

Identifying a common vision and determining how to best get there



Tourism Development

Making the protection of nature and celebration of culture economically viable



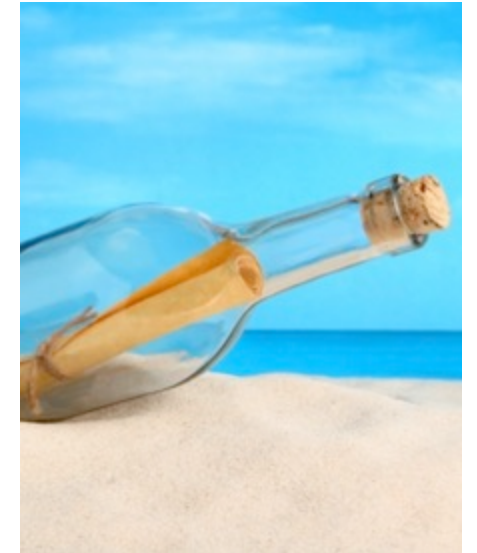
Workforce Development

Providing the tools and know-how to promote sustainable tourism growth



Destination Management

Creating unforgettable destination experiences that address the variety of visitor needs



Destination Marketing

Inspiring travelers to blaze new paths and have a positive impact on the places they visit

Implemented over 200 Projects in 60 Countries





What Makes a Successful Tourism Destination?





Behind Every Successful Tourism Destination is a Successful DMO





What Makes a Successful DMO?



Global Standards and Certification/Accreditation Programs for DMOs

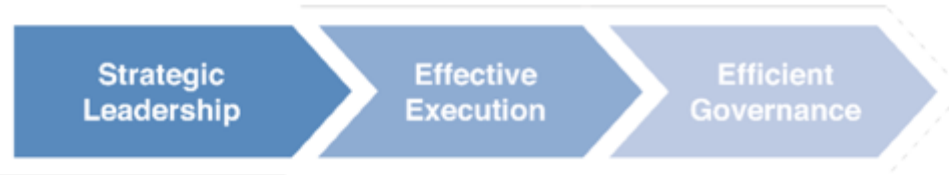


Global Standards and Certification/Accreditation Programs for DMOs



UNWTO

World Tourism Organization



Global Standards and Certification/Accreditation Programs for DMOs



Destination Management & Marketing System (DMMS)



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Sustainable Sources of DMO Funding

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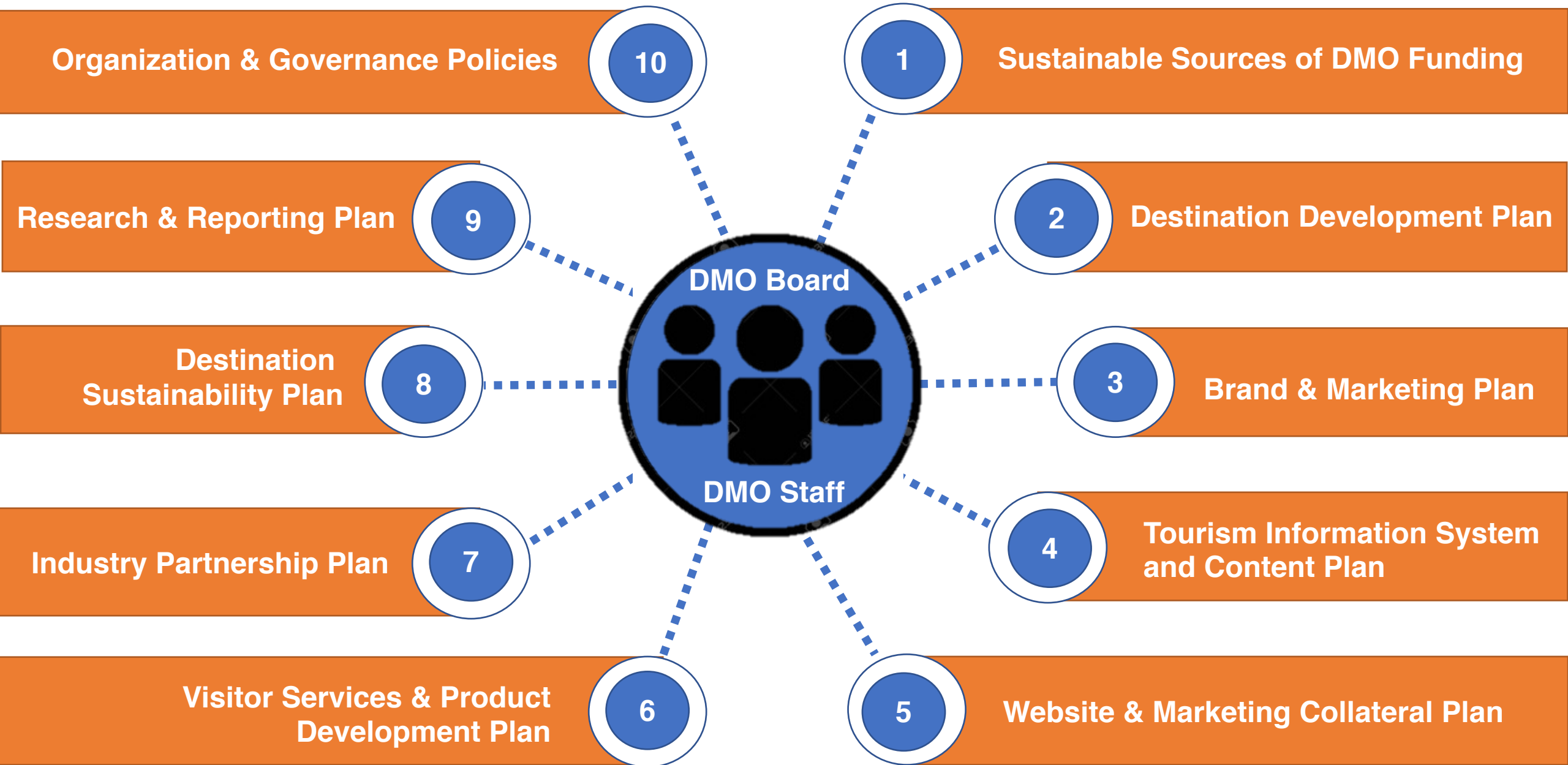
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Georgia DMO Development Program

[View Course details](#) ▾

May 7, 2020

You are not yet enrolled in this course. Please [Login](#) or [Register](#)

What is the Georgia DMO Development Program?

This online DMO Development Virtual Technical Assistance Program is aimed at improving the capacity and understanding of DMO Staff in Georgia. Supported by the [USAID Economic Security Program](#), join international DMO Development expert, [Chris Seek](#) the CEO of [Solimar International](#), for a 4-month online professional and organizational development program designed to help transition your DMO into a



Not Enrolled

[Login to Enroll](#)

Open

COURSE INCLUDES

📖 16 Lessons

☰ 85 Topics

❓ 33 Quizzes

Course Format

- 16 Weekly Online Learning Sessions taken over 4-6 Months
- Each weekly lesson provides different learning content for each topic:
 - ✓ 1 hour Learning Video Presentation
 - ✓ 45-minute interview with a DMO professional
 - ✓ Links and files to show examples of best practices
 - ✓ Templates to help develop plans and operational documents
 - ✓ Weekly assignment designed to turn learning into practice
 - ✓ Live Zoom Session with instructor and participants to discuss the learning topic and explain weekly assignment instructions
 - ✓ Quiz to measure understanding of the learning topic
- All learning content can be made available in language of participants

Technical Assistance and Graphic Design support to Develop Outputs



DMO Visit Kakheti DESTINATION DEVELOPMENT STRATEGY



Voluntary Visitor Contribution Fee / Info Sheet

სტუმრის ნებაყოფლობითი მოსაკრებელი -
საინფორმაციო ფურცელი

How a TID Works

როგორ მუშაობს ტურიზმის განვითარების მხარე (TID)

1. Visitors come to our region from around the world and stay in local hotels

ვიზიტორი სტუმრობს ჩვენს რეგიონს მსოფლიოს სხვადასხვა კუთხიდან და რჩება ადგილობრივ სასტუმროებში

2. The visitor pays a 1 GEL Fee per night on their hotel bill

ვიზიტორი იხდის დამატებით 1 ლარს ყოველ ღამე გადასახადთან ერთად

3. This fee funds the DMO Visit Kakheti, which manages and

ეს თანხა წარმოადგენს DMO Visit Kakheti-ის დაფინანსებას მართავს რეგიონის ტურიზმის პოტენციალს და ახდენს



წევრობასთან დაკავშირებული უპირატესობები:

DMO VISIT Kakheti-ის საწევრო პროგრამაში ინვესტირება რეგიონის მდგრად ეკონომიკურ ზრდაში შეტანილი მნიშვნელოვანი წვლილია.

მეტი ღირებულება

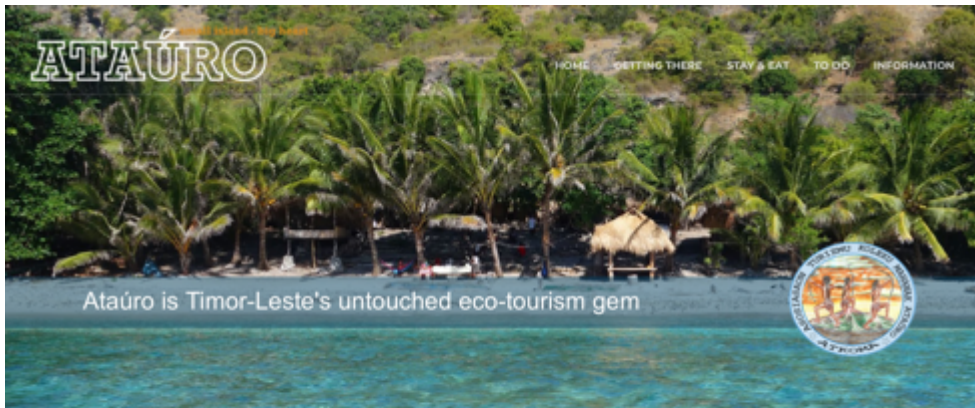
მეტი ღირებულება

- მიუხედავად იმისა, ადგილობრივ ტურისტულ ბაზარს ეწმარებათ თუ საერთაშორისო ვიზიტორებზე მუშაობთ, DMO VISIT Kakheti-ის წევრობა თქვენი ბიზნესის შესაძლებლობაა უწყვეტი მარკეტინგი, ბრუნვის ცნობადობის და ტურიზმის სფეროში კავშირების მისაპოვებად.

მეტი ვიზიტორი

- მიანდებით ხმა შეტ ვიზიტორს DMO VISIT Kakheti-ის მარკეტინგული და სატელეკომუნიკაციო არხების საშუალებით, თქვენი ბიზნესი წარმოჩნდება ინტერნეტით, ასევე ჩვენს ყველა პუბლიკაციაზე, რომლებზეც გამოდის პოტენციური სტუმრის ხელში გაქვს.

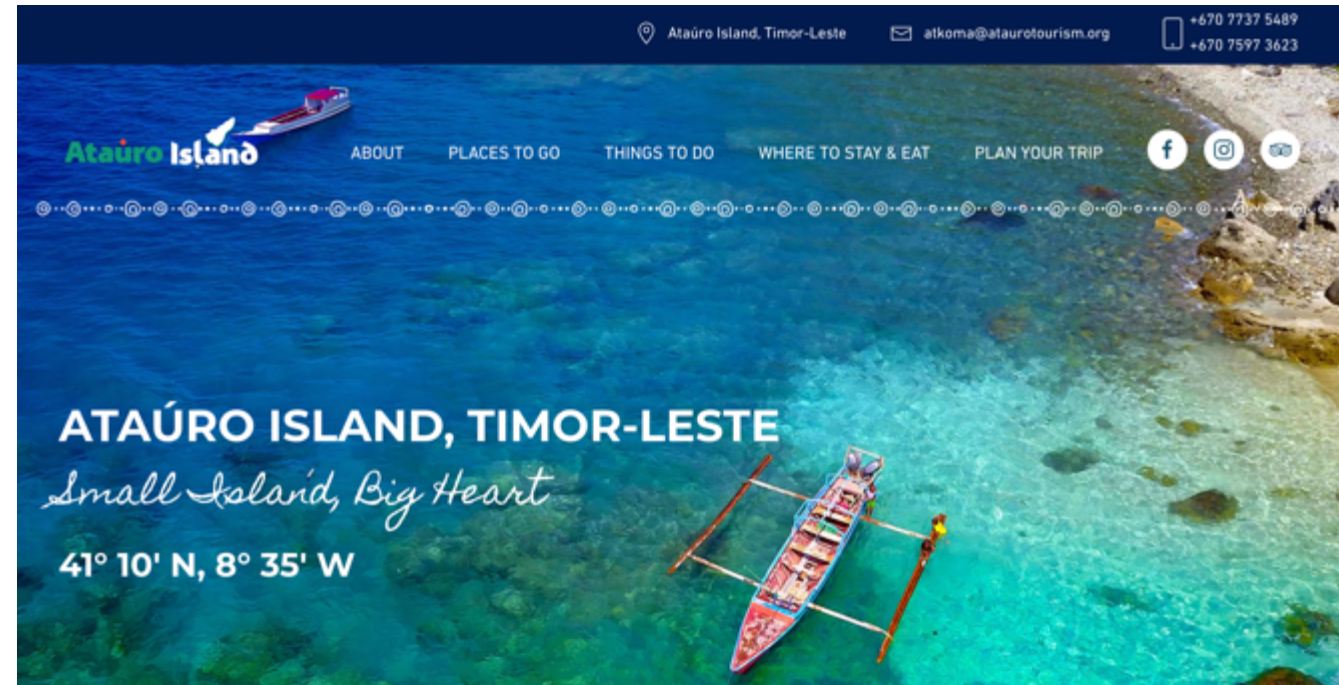
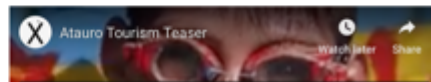
Technical Assistance and Graphic Design support to Develop Outputs



small island - big heart



Atauro, Timor-Leste is an exciting new eco-tourism destination and much cherished by us, the people who live here. With rugged mountains, forests and grassy slopes, the coastline varies from overhanging cliffs to the most sublime beaches. Our Island is



Course Testimonials

*“It was one of the **greatest trainings I’ve ever had...** to know that what we are doing is what other DMOs are also doing.”*

*“It was not only challenging, it was **the best 16 weeks of my professional career.**”*

*“The course gave us the **full package** of what we needed to understand about the DMO.”*

*“This program gave us **more confidence** in what we are doing.”*



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Additional Courses Available or Under Development

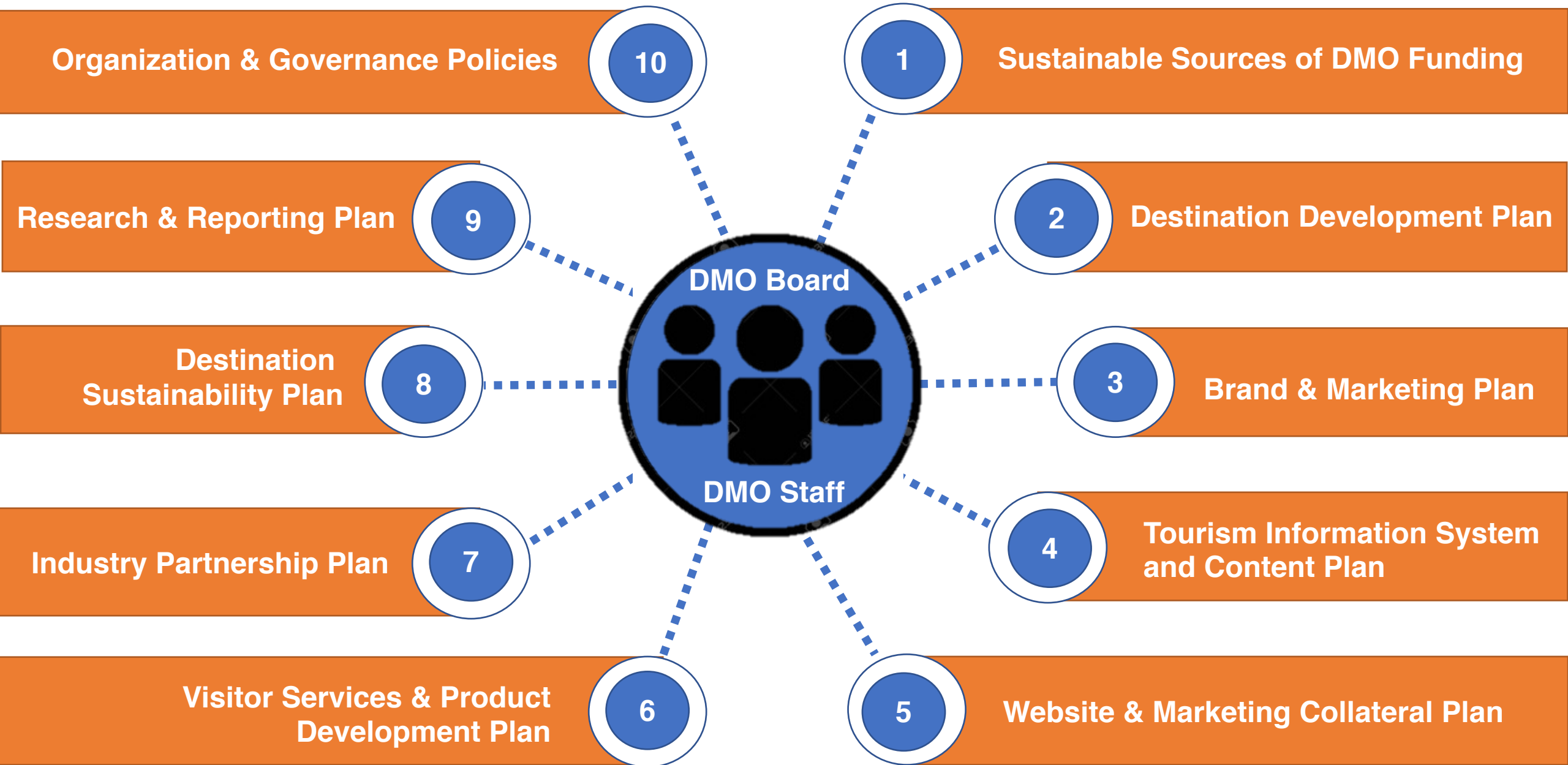
- DMO Formation for Rural Communities
- Visitor Experience Interpretation Planning
- TedQual Certification for University Tourism Programs **with UNWTO**
- Destination Sustainability & Certification **with Green Destinations**
- Sustainable Tourism & World Heritage **with UNESCO**



Are you prepared to lead your tourism destination?



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Thank you!



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