

the value of DMO WEBSITES

Official DMO websites deliver on the most qualified visitor audience you can reach online.



DMO Website Research Highlights

These insights are from a series of major DMO website studies undertaken by Destination Analysts, a leading tourism research company. These website studies ran from 2016-2021 and collectively surveyed more than one million online users from research that included more than 100 DMOs.^{1,2,3}

- » **81% of users rate DMO website information as extremely important or important in their travel planning.** More than eight out of 10 highly rated DMO websites.³
- » **78% of DMO website users visited the destination** after using the DMO website.¹
- » **54% of state tourism website users are already committed** to visiting the state.²
- » **DMO website users are more affluent and well educated** with an average HH income of \$87k and 63% with a college or graduate degree.²
- » **Website users are skewed female (60%) and are likely to travel as a couple.** 75% are married and just under one in five have kids under 18.²
- » **DMO website users spend between \$306 and \$393 per day in the destination.**^{1,2}

DMO Websites' Influence

DMO website users are influenced by the website content in their travel decisions.

- 56% chose an activity
- 52% decided to visit an attraction
- 41% decided to visit a place or neighborhood
- 31% selected a restaurant

Content that Matters on DMO Websites Right Now

Destination Content of Interest

Survey of 60+ DMO websites from 2020 to early 2021

Outdoor recreational activities	54.1%
Restaurants/dining/culinary	43.9%
Hotels/accommodations	33.1%
Special events and festivals	32.0%
Family-friendly activities	30.5%
COVID-19 resources	27.8%
Deals/discounts/special offers	27.6%
Arts/museums	26.7%
Maps	22.5%



Outdoor Activity

Not surprisingly, outdoor activities and exploring natural areas are of strong interest to more than half of all U.S. travelers



Dining

Travelers are yearning to dine out more while traveling with 44% seeking information on culinary options



Things to Do

Travelers are eager to return to hotels, attend events and festivals, and find family-friendly activities and attractions



Deals

With strong pent-up demand for travel, price is not a major factor for many travelers. Deals and discounts are sought by just over one-quarter of travelers. Any deals should be targeted with a strong call to action, and they do not necessarily need to be a price discount.

Website Users' Perception of DMO Sites

Uncovers hidden gems ^{Unique} Detailed
Comprehensive ^{Fun} Well-organized ^{Inspirational}
Conveys the destination



Actionable Recommendations

To reach and engage with current and potential visitors online, focus on these priorities:

1. **Keep information up to date.** Especially critical in the recovery from COVID-19, ensure operating hours, business details and health and safety protocols are current, complete and accurate.
2. **Pay attention to multiple online sources.** Travelers are using a range of important online information sources in their trip planning. Concentrate on:
 - » Your website and social channels
 - » Your city and state official tourism websites
 - » Critical platforms such as Google My Business (which updates Google Search and Maps), Facebook, Apple Maps and TripAdvisor. See the "[Five Things Businesses Need to Do Right Now](#)" for five digital marketing tasks businesses can do right now.
3. **Develop effective online advertising.** Maximize the impact of your investment. Digital advertising should be engaging, strategically placed in the right content and precisely targeted to reach the users most likely to be your customers.
 - » See the "Effective Online Advertising" white paper for tips, examples and help, available in our industry research library at www.milespartnership.com/research.

More: Five Marketing Tasks



Check out these five critical, free tasks you should be taking in your online marketing during the recovery from COVID-19: <https://milespartnership.gallery/5FreeTasks>.

Resources

The major DMO website studies summarized in this white paper include:

1. "The Impact of DMO Websites," user and conversion study involving 15 DMOs led by Destination Analysts and sponsored by DMA West and Miles Partnership.
2. "State Tourism Website User & Conversion Study," research study involving 9 U.S. state tourism offices in 2018-2019 led by Destination Analysts and sponsored Miles Partnership.
3. "DMO Website Importance Study," a cooperative research study of 60+ official DMO websites from April to December 2020 led by Destination Analysts and sponsored by Miles Partnership.