

Destination Marketing Organization and Economic Development Agency Partnership Strategy Opportunity

Destinations and Economic Development

The hot topic of the 2015 Destination Marketing Association International Convention in Austin, TX was the collaboration opportunity between Destination Marketing Organizations (DMOs) and Economic Development Organizations (EDOs).

Multiple breakout sessions included many points of view related to the interaction between tourism organizations and economic development agencies. Relationships between the two types of organizations vary across the U.S. from good partners to outright conflict.

The goal of Destination Marketing Association International (DMAI) and International Economic Development Council (the two industry organizations) is to foster good working relationships between these two important organizations. According to Michael Gehrisch, president & CEO of DMAI, "In an enlightened community's quest for competitive success and sustainable growth, the best results will be achieved when the DMO and EDO enjoy a mutually beneficial partnership."

Strategy is Key

Every DMO's strategy should be to create a positive perception for its community as an attractive destination with great experiences for guests. The more attractive a destination is perceived by guests, the more likely it is to attract investments. Anyone making an investment in a community will first experience the community as a guest in one way or another.

According to the Global Destination BrandScience™ book, "While various community agencies may have somewhat different missions, they all have the same interest in creating an exceptional destination that is **attractive to guests, residents, businesses, new investment and development.**"

Every EDO's strategy should be to create jobs and foster a vibrant economic environment for its community. Hence, if the EDO and DMO strategies are collaborative, they will be working in partnership to enhance their collective success for their communities' benefit. "The two groups share common goals: job creation, advancing the economic well-being of the community and generating a better quality of life for all residents," stated Andy Levine, President of DCI, in *Forbes.com* article entitled "Five Ways Destination Marketers and Economic Developers Can Work Together."

Brand Partnership Symposiums

BrandStrategy, Inc. offers Brand Partnership Symposiums for Destination Marketing Organizations (DMOs) and Economic Development Organizations (EDOs).

"Our Brand Partnership Symposiums offer the leadership of DMOs and EDOs a cost effective proven science for these organizations to enhance their collaborative success as well as their respective images and perceptions in their community," according to Duane Knapp, Chairman and Founder of BrandStrategy, Inc. The one-day Brand Partnership Symposium provides a strategy map for the leadership of the two community organizations that drives economic success. The symposiums are affordable, cost-effective and also include an implementation plan for the proprietary **Economic Opportunity Strategy**, which has produced significant client success.

It is common today for a community-wide brand initiative to include chambers of commerce, ports, economic development agencies, destination marketing organizations, city, county and state governments, airports, convention centers and other civic organizations.

The politics of divisiveness in any community may appear to have winners and losers at a point in time, however, **the key for future success is a strong partnership between tourism and economic development organizations.**

To learn more about **DMO/EDO Brand Partnership Symposiums** and propriety **Economic Opportunity Strategy**, email d.knapp@brandstrategy.com or visit GlobalDestinationBrandScience.com/EDO-DMO-Partnership.

Client Success

BrandStrategy, Inc. has advised over 350 brands in 17 countries including corporations, communities, societies, professional associations, institutions, countries, world-class professionals, colleges and universities, celebrities and successful individuals who desire to optimize their perception, image and success. The proprietary BrandPromise® science enhances hundreds of millions of consumers' experiences every day in 50 countries worldwide.

More specifically, BrandStrategy, Inc. advises leading destinations and economic development organizations, port authorities and chambers of commerce across the U.S. and worldwide in their development of a strategy to optimize economic opportunity. Duane Knapp's hands-on experience includes the successful creation of hundreds of millions of dollars of commercial real estate development across the United States including retail, office, mixed-use, manufacturing, hotels, restaurants and airport related projects.

The BrandScience™ principles are outlined in four books, The BrandPromise®, The BrandMindset®, Destination BrandScience™ and Global Destination BrandScience™, which are available online at Amazon.com.