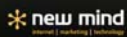


A presentation to

## Tourism Marketing Dynamics

### Innovations in Destination Management Systems

by Su Brown-Kenna, New Mind



## Innovations in Destination Management

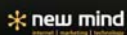
1. The 3 Rules of Destination Management
2. Destination Management System Data Flow
3. Live Demo



## The 1<sup>st</sup> Rule of Destination Management

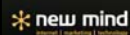
Create a central, rich and accurate repository of all tourism product data

- Regional Data Repository (RDR)



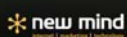
## What can we do with an RDR?

- Web Sites
- Kiosks
- Mobile Applications
- Hotel TV
- Visitor Guides
- Membership
- Marketing
- Research



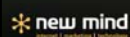
## Why keep it Central?

- Cost
- Collect Once / Publish Many
- Avoid Duplication
- Segment the offer
  - Lifestyle
  - Price
- Cross-regional marketing



## Rich and Accurate

- Meet the increasing expectations of the modern visitor



## The 2<sup>nd</sup> Rule of Destination Management

Engage, e-Enable and Animate the Providers

## Why do we need the tourism SME?

- People want authenticity
- It is an untapped market – your USP
  - you can book the Hilton anywhere

## The 3<sup>rd</sup> Rule of Destination Management

Facilitate Distribution

## Why give Distribution?

- Exposure and business to your providers
- Brings in revenue to the wider local economy – not just accommodation
- Guarantees a consistency and quality of message
- Incentivise the providers to update their information

## How is it done?

- [Live DMS link](#)

## Store Once / Publish Many

Destination Sites

- ♦ [www.visitbath.co.uk](http://www.visitbath.co.uk)
- ♦ [www.visitpsbl.co.uk](http://www.visitpsbl.co.uk)

Channels:

- ♦ Niche sites: [Discover Devon](#) [Romance](#)
- ♦ Campaign sites: [SW German Site](#)

## e-CMS – The Website Visitor

♦ Rich functionality from Controls:

- ♦ [www.visitnortheastengland.com](http://www.visitnortheastengland.com)
- ♦ <http://www.cheshire.demo.nmspace.net/>

## e-CMS – The Users: Content Editors

- ♦ Editors given [login](#) with specific rights.
- ♦ [Site Camp](#)

## Summary

- ♦ Create a Central Data Repository of Tourism Data
- ♦ Engage, e-Enable and Animate the Providers
- ♦ Facilitate Distribution
- ♦ The DMO model provides significant economies of scale in the deployment of technology
- ♦ We need independent, open standards for interoperability

## Adjusting to Innovation

- ♦ [YouTube Link](#)

## Thank You

Any Questions?