



Tourism=Economic Development

How to align DMO expertise to a
community need

CLARITY
OF PLACE



visit
high
point



make yourself at home

Session Goals

- DMO mandates v2020.2
- Why destination relevance is even more critical
- A different perspective of community alignment
- Learning from High Point



Accelerated Evolution

The pandemic accelerated some external vulnerabilities and added others



Kentucky tourism bureaus shift from marketing to support

By FRED PACE The Herald-Dispatch fp@hdmadialc.com Apr 19, 2020

CVBs Cut Staff Members as Coronavirus Crisis Continues

From Los Angeles to Little Rock, Ark., furloughs and layoffs are increasing among convention and visitors bureaus.

By Elise Scheuring

Apr 23, 2020



Rethink the Destination **Structure**



Visitor Economy **Impact**

It starts with a visit.....



*Graciously shared by
Maura Gast, FCDME*

Finding Opportunity



Two-way relationship

- Community-shared value
- Leverage non-traditional assets to increase visitor activity

Destination Alignment





Marketing **to Individuals**




Forbes

EDITORS' PICK | Jun 18, 2020, 06:13pm EDT | 5,024 views

Savannah, Georgia Is Offering A Relocation Incentive To Lure Tech Workers

 **Brenda Richardson** Senior Contributor @ 
Real Estate
I cover residential real estate, including buying, selling and trends.



Forsyth Park in the historic district of Savannah, Georgia. — GEOFF L. JOHNSON

Reapplying Tools

Create channel for retail



“Re-event” a long-standing media relations program



Finding Synergies



Corporate-focused



Individual-focused



Connecting Unusual Suspects

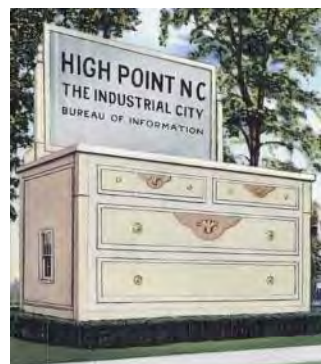




Leveraging
SKILLS and
EXPERTISE
to **ALIGN**
with
Community
NEEDS



Adapting to an Evolving Destination



Reframing **VHP's** Role



Grow Value

Understand how VHP's skills and expertise can value to the community beyond the tourism vertical



Engage Strategically

Identify and exploit key leverage points in the High Point community to increase visitation and drive visitor spending



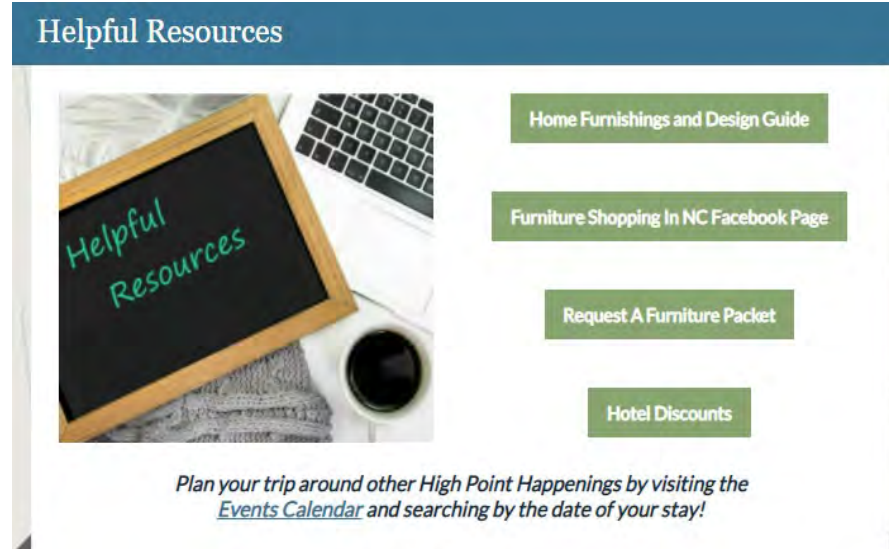
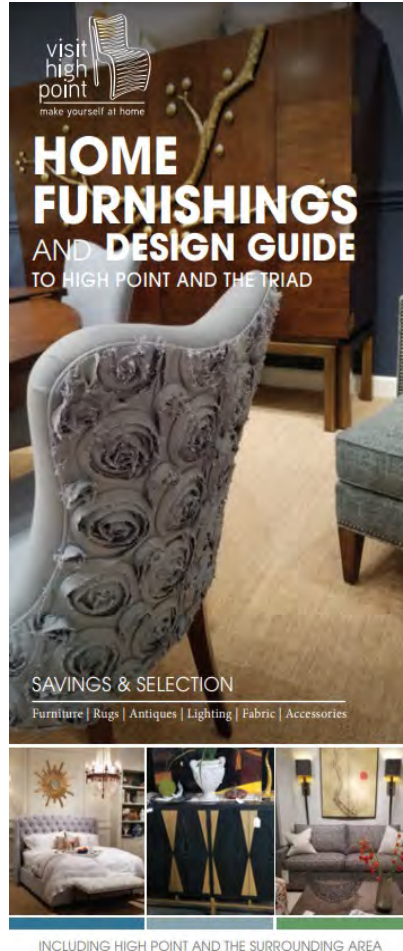
Lead for Relevance

Steward the city's brand, character and destination product to strengthen quality of place and economic vitality

Grow Value



Engage Strategically



Lead for **Relevance**

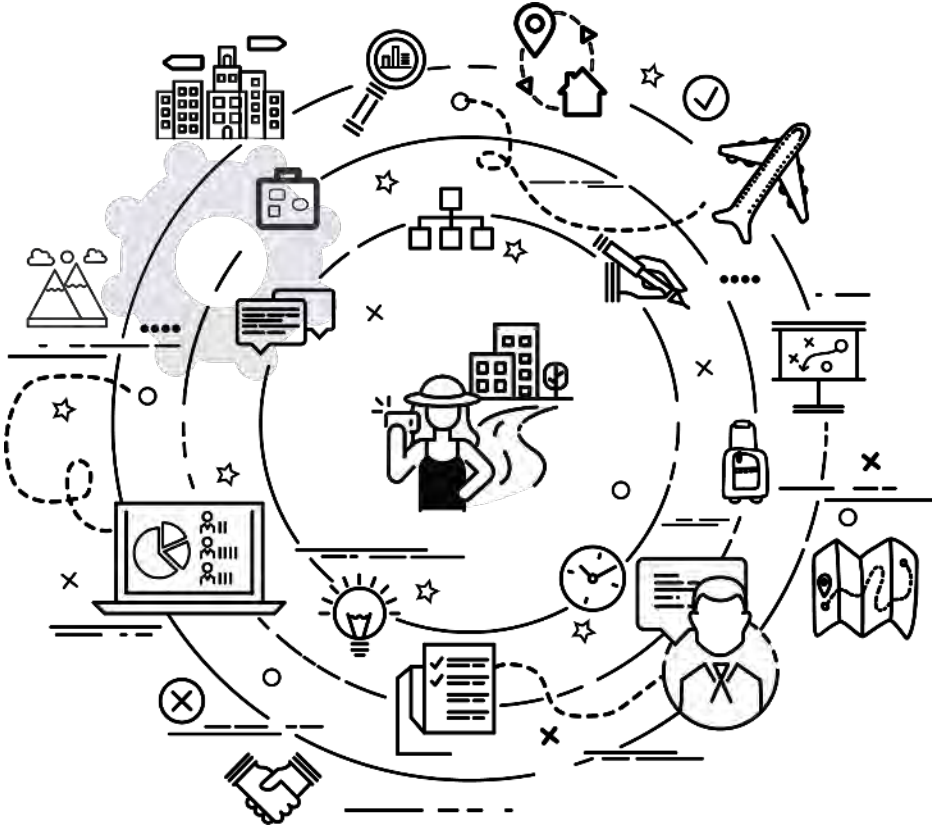


Getting Started

How to bring ideas and initiatives to life



Finding Your DMO's Role



- DMOs are uniquely positioned to be difference makers.
- DMOs can extract value/activity from activity outside the tourism vertical
- Identify areas of mutual focus/concern

Thank you



Melody Burnett

mburnett@visithighpoint.com

336.884.5255

Tina Valdecañas

tina@clarityofplace.com

919.492.4751