

Visitor Readiness Quiz

Destination marketing has never been more competitive. And it's getting tougher. Many cities and regions are taking innovative steps to succeed in this environment.

Here is a quick quiz to see how your tourism readiness may compare with some of your competitors.

- 1. Planning:** Do you use 'zero-based' planning each year or just update last year's costs for inflation, i.e. do you start from a blank piece of paper? ____
- 2. Vision:** Do you have a vision for the role of tourism that has been created following community consultation? ____
- 3. Growth Markets:** Do you have specific strategies to grow new and emerging markets e.g. wine & food, culture, sport, adventure, nature-based tourism, etc.? ____
- 4. Destination Audit:** Have you taken a comprehensive and objective review of your community assets in terms of their drawing power, competitiveness, and quality? _____
- 5. Income Leakages:** Have you experienced your community from the perspective of your customers to ensure that you are delivering outstanding visitor service and that dollars are not "leaking" from your local economy? ____
- 6. Web Applications I:** Is your web site customer focused that combines enticing imagery, easy navigation, content that is fine-tuned to the needs of specific audiences? _____
- 7. Web Applications:** Is your web strategy the hub of your marketing and is it delivering efficiencies in all areas of your operations? ____
- 8. Place Experiences:** Have you critically evaluated the appearance and functionality of your community infrastructure e.g. gateways, streetscapes, signage and wayfinding, and public spaces? ____
- 9. Alliances:** Have you created partnerships and strategic alliances within the tourism sector and beyond ... including with competitors and those outside of the community? ____
- 10. Research:** Have you established a basic research program to monitor the number of visitors, their origin, purpose of visit, satisfaction and their spending? ____

Rate your destination using the following rating guidelines:

1 = No 3 = Somewhat 5 = Yes

TOTAL SCORE _____



Total Destination Management

Scoring Scale

44-50 Best Practice

Your destination is probably enjoying success ahead of your competitors, who likely admire your strategic and coordinated best practice approaches. You are creating value for partners, stakeholders and customers alike. Your competitors find it almost impossible to match you. The challenge is to stay ahead of the pack.

35-43 Good Record

You're doing a good job. You probably have steady visitor arrivals with your stakeholders and customers fairly happy. You are, however, still vulnerable to those destinations that employ best practice. Beware, they are out to quietly take your business.

25-34 Ready for Success

With objective advice, experience and proven systems you're ready to grow into a best practice destination. You could be adding greater value for your visitors and stakeholders. You should strengthen your visitor focus, experiences and marketing programs.

< 25 Try Harder

You are struggling to generate resources, strategies and techniques to protect your business from competitors. Lodging and other tourism suppliers in your area are constantly under pressure to compete on lower prices. It is hard to convert prospects into visitors and win new members and supporters. It's never too late to start adopting best practice approaches.

We Can Help You Improve Your Score

If you would like to know more about Total Destination Management and discuss ways to improve the tourism performance of your community, please phone 503 692 4603 (9-5 Pacific Time)

www.DestinationBranding.com

