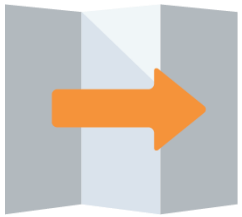# DESTINATION NEXT

El Paso, TX
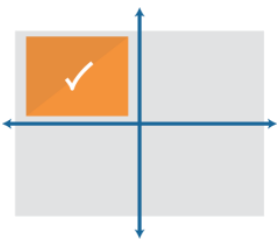
DESTINATIONS INTERNATIONAL

DestinationNEXT

Vision:

Provide destination organizations with a powerful assessment tool and practical actions and strategies for sustainable success in a dramatically changing world

Futures Study

- 75 trends & 55 strategies
- 433 respondents in 52 countries

Scenario Model & Assessment Tool

- 4 unique scenarios
- 140 detailed assessments in 10 countries

DESTINATIONS INTERNATIONAL

Today's Objectives

1. Present DestinationNEXT findings and scenario model

2. Present El Paso DestinationNEXT Assessment results

3. Discuss best practices

4. Obtain your feedback on key opportunities

Top Trends

Smart Technology

Social Media

Engagement

Consider that every minute of the day:

➢ **3.5 million search queries** made on Google (60% on mobile devices)

➢ **4.1 million videos** viewed on YouTube (consumers prefer video 4:1 over print to learn about product)

➢ **46,200 images posted** on Instagram (48% of users use platform to help choose vacation destinations)

DESTINATION NEXT

TripAdvisor

- Founded in 2000

- Largest travel site in the world

- 62% of hotel guests around world visit site before making a booking

Advisory Panels

Strategic Radar Map

75
Trends

55
Strategies

DESTINATION NEXT

We Listened to You

DESTINATION NEXT

North America
- Bermuda
- Canada
- United States

Europe
Austria	Hungary	Poland
Denmark	Italy	Spain
Estonia	Monaco	Sweden
France	Netherlands	Switzerland
Germany	Norway	United Kingdom

Latin America
Argentina	Guatemala
Brazil	Honduras
Chile	Mexico
Colombia	Panama
Costa Rica	Paraguay
Dominican	Peru
Republic	Puerto Rico
Ecuador	Uruguay
El Salvador	

Middle East/Africa
- Bahrain
- Israel
- Jordan
- Oman
- Rwanda
- South Africa
- Turkey
- United Arab Emirates

Asia Pacific
- Australia
- China
- Georgia
- Hong Kong
- Japan
- Malaysia
- New Zealand
- Singapore
- South Korea
- Taiwan
- Thailand

433 participants

52 countries

KEY TRENDS

DESTINATIONS INTERNATIONAL

Top 25 Trends & Strategies

12

New Trends

10

New Strategies

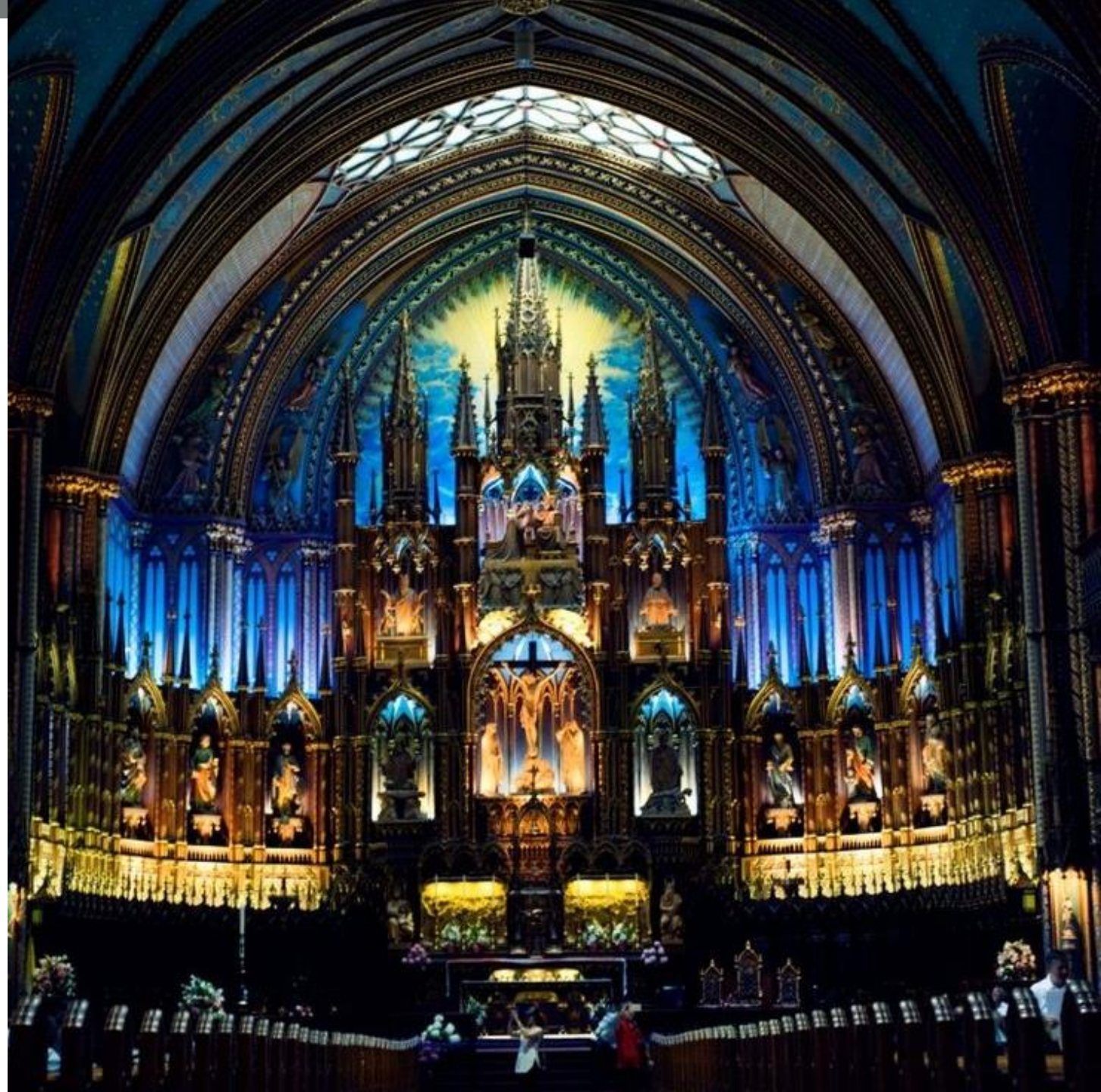# Personalized, unique & authentic experiences

Atlas Obscura

- Over 700 of curious & strangest places

- Atlas published in 2016

- Nearly 1 million followers

Notre Dame Aura

- New attraction in 2017 as part of Montreal's 375 year birthday celebration
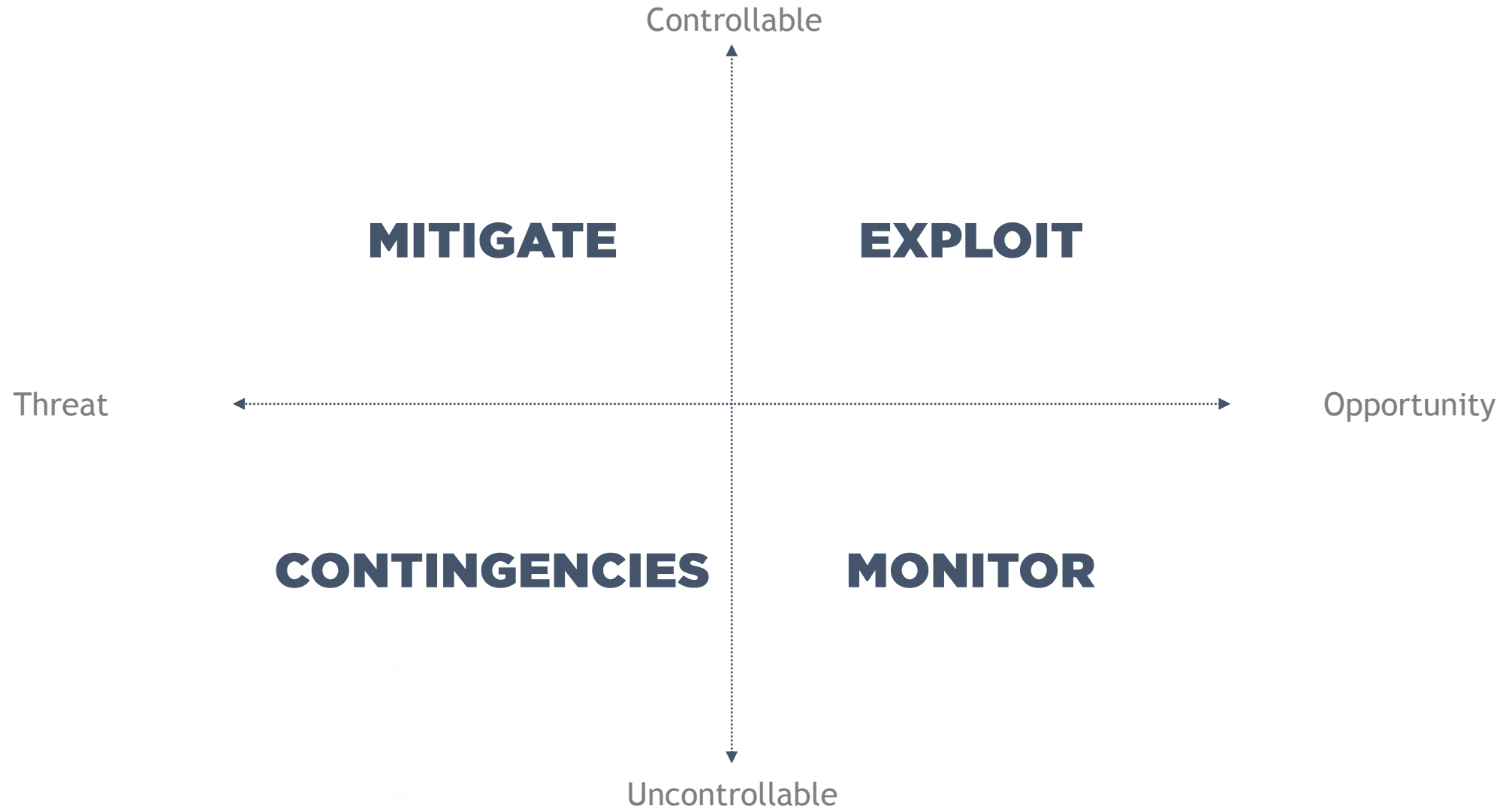
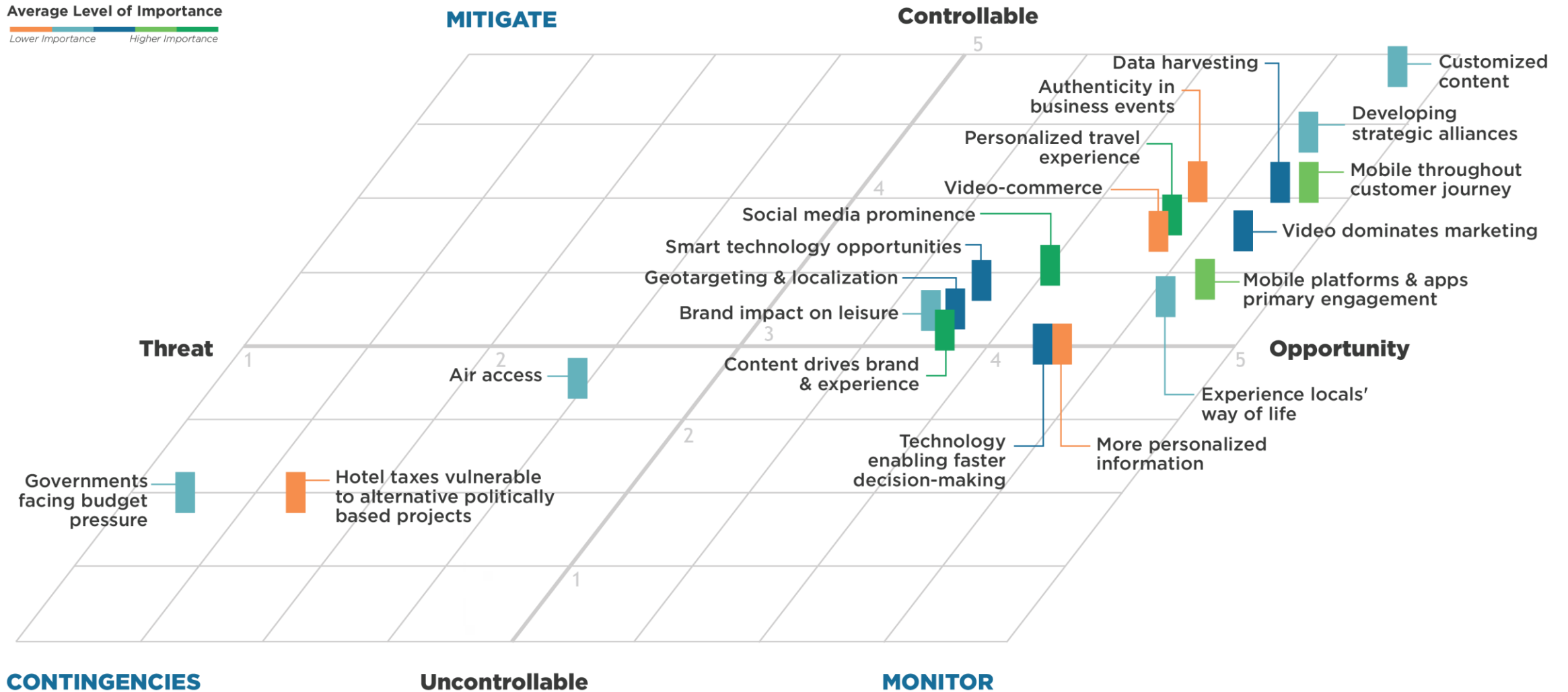- Light show in Notre-Dame Basilica

Less sales, more strategic partnerships

Sustainable tourism

Future Map

Future Map – Top 25 Trends

Average Level of Importance
Lower Importance — Higher Importance

MITIGATE **Controllable**

Threat **Opportunity**

CONTINGENCIES **Uncontrollable** **MONITOR**

Data harvesting
Customized content
Authenticity in business events
Developing strategic alliances
Personalized travel experience
Mobile throughout customer journey
Video-commerce
Video dominates marketing
Social media prominence
Smart technology opportunities
Geotargeting & localization
Mobile platforms & apps primary engagement
Brand impact on leisure
Content drives brand & experience
Experience locals' way of life
Air access
Technology enabling faster decision-making
More personalized information
Governments facing budget pressure
Hotel taxes vulnerable to alternative politically based projects

Future Map – Top 25 Trends

DESTINATION NEXT

Average Level of Importance

Lower Importance — Higher Importance

Controllable

5

4

3

Opportunity

4

5

Data harvesting

Customized content

Authenticity in business events

Developing strategic alliances

Personalized travel experience

Mobile throughout customer journey

Video-commerce

Video dominates marketing

Social media prominence

Smart technology opportunities

Mobile platforms & apps primary engagement

Geotargeting & localization

Brand impact on leisure

Content drives brand & experience

Experience locals' way of life

Technology enabling faster decision-making

More personalized information

Wayblazer

- Established in 2014 by Terry Jones, founder of Travelocity and Kayak.com

- Powered by IBM Watson Analytics

- Queries in common language
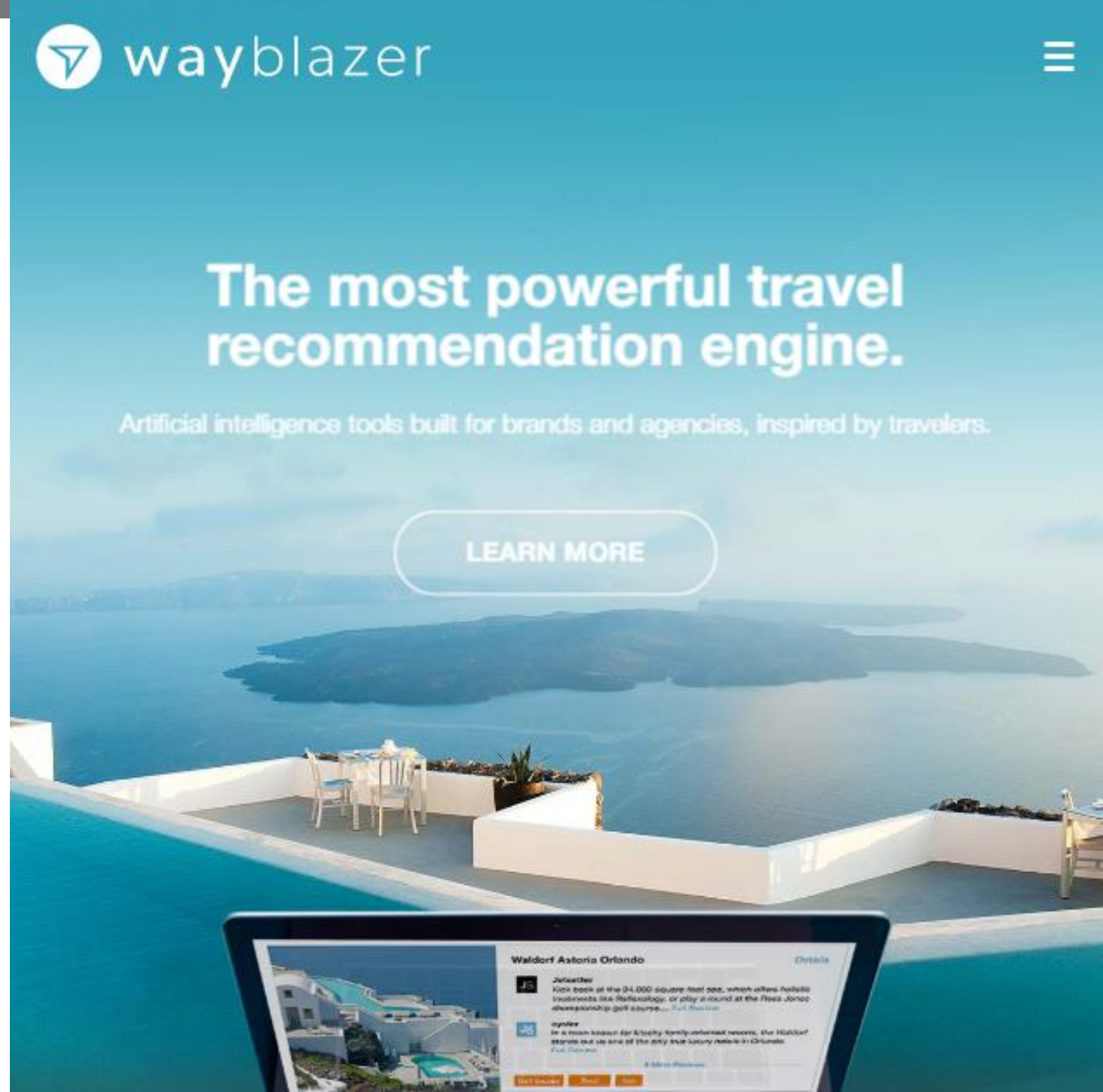
Destination Organization of the Future

New Destination Organization Start-up

Rank	Role
1	Brand marketing
2	Destination and product development
3	Meeting and convention sales
4	Broader economic development
5	Destination information resource
6	Industry advocate and association leader
7	Leisure sales (group tour and independent)
8	Visitor experience servicing
9	Major event partner/developer
10	Convention services
11	Venue management and operations

Re-engineering the Destination Organization

Catalysts
of economic development

Adopters
of business intelligence
& data science

Activists
in community
place making

**Destination Organization
of the Future**

Curators
of destination content

Collaborators
within strategic networks
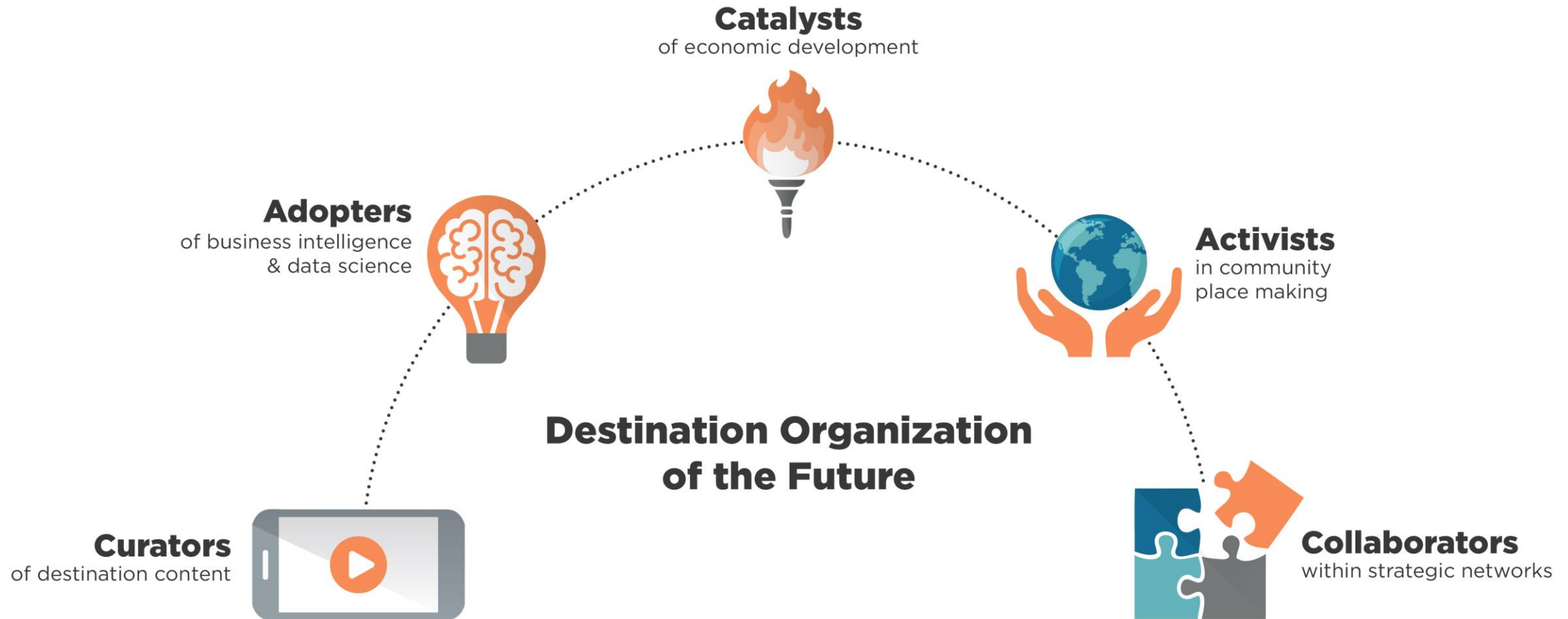
CURATORS
of destination content

Curators

1. Invest more effort and resources into video content to market the destination.

2. Focus significant attention to content creation and dissemination strategies.

4. Develop ways to connect with customers through all stages of their experience, from awareness to interest to booking to visiting to post-visit.

9. Place greater emphasis on engaging with their customers in two-way conversations.

20. Participate more in building platforms to improve visitor experience.

ADOPTERS
of business intelligence
& data science

Adopters

8. Agree to uniform methodology with other destination organizations to measure economic impact.

11. Develop new strategies to refocus on the millennial market.

15. Adopt operating standards and consistent measures of performance with other destination organizations.

16. Agree to a uniform methodology with other destination organizations to measure economic impact.

17. Put a greater emphasis on market segmentation.

19. Invest more effort in scanning the market for business intelligence.

CATALYSTS
of economic development

Catalysts

5. Play more of a central role in advocacy in my destination.

10. Be more involved in broader economic development projects and initiatives.

13. The economic impact of tourism (and conventions) will be better understood in my destination.

23. Take a more active role in political and legislative issues impacting events.

ACTIVISTS
in community place making

Activists

3. Focus on developing authentic experiences for the customer.

6. Enhance our engagement with the local community to manage future tourism considerations.

7. Develop strategies to protect what we have while attracting events and visitation to our community.

12. Connect visitor experience with the quality of life of residents in my community.

18. Take on a greater role as cultural champion of my destination.

22. Pay close attention to safety and security as a strategic consideration in our future planning.

COLLABORATORS
within strategic networks

Collaborators

3. Form more strategic alliances outside the industry.

21. Engage more closely with non-traditional stakeholders in my destination.

25. Place a greater emphasis on connecting business event customers with intellectual capabilities and knowledge networks in my destination.
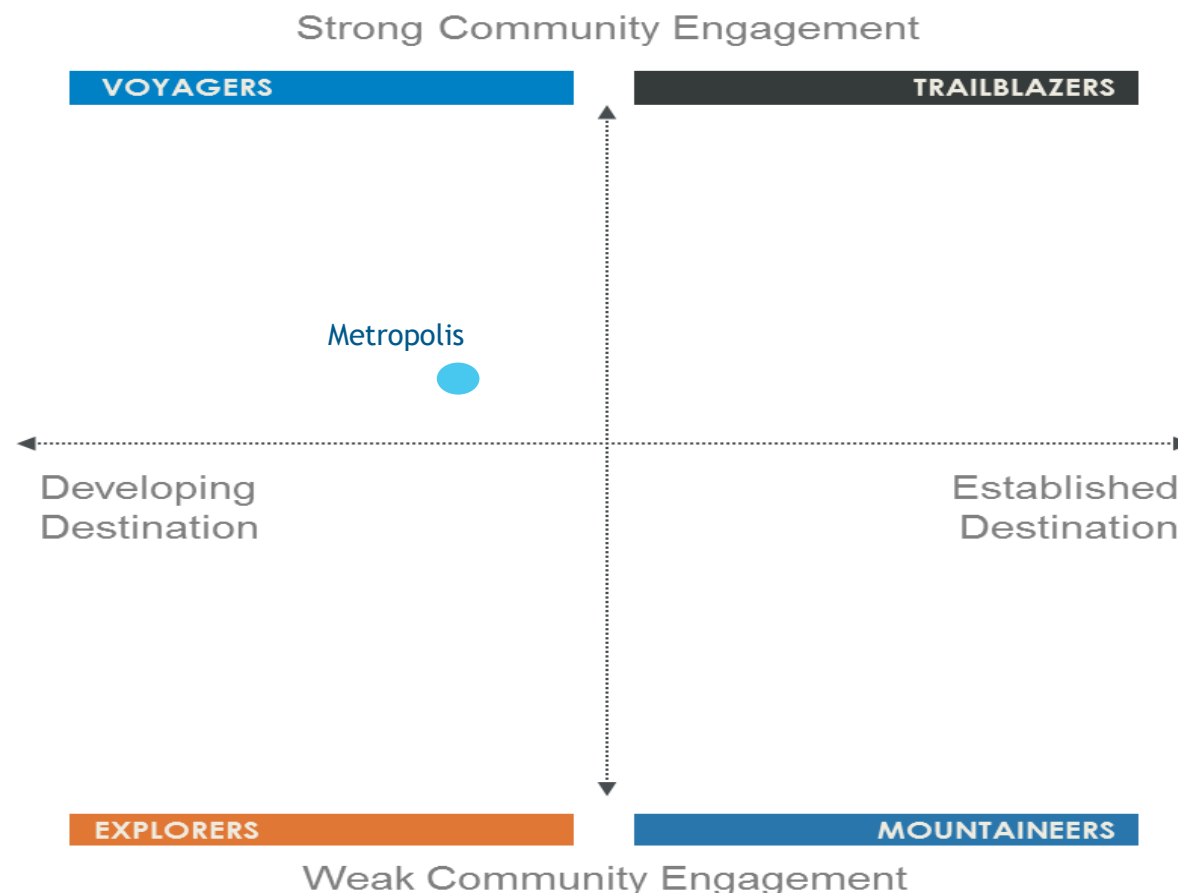
SCENARIO MODEL

Scenario Model

Purpose of Diagnostic Tool

Scenario model intended to be strategic diagnostic tool, not a benchmarking index to rank DMOs, CVBs or destinations

Objective self-assessment to help identify priorities and strategies for the future

Strong Community Engagement

VOYAGERS   TRAILBLAZERS

Metropolis

Developing Destination   Established Destination

EXPLORERS   MOUNTAINEERS

Weak Community Engagement

DESTINATION NEXT

Destination Strength Variables

| Destination Performance | Brand | Accommodation | Attractions and Entertainment | Conventions & Meeting Facilities |
| Air Access | Events | Sporting and Recreation Facilities | Communication & Internet Infrastructure | Mobility and Access |

Community Support & Engagement Variables

DESTINATION NEXT

Effective DMO Governance Model

Membership Strength & Support

Industry Support

Local Community Support

Policy and Regulatory Environment

Workforce

Hospitality Culture

Regional Cooperation

Funding Support & Certainty

Economic Development

Destination Assessments

DESTINATION NEXT

350
destinations from
18 countries

141
detailed
assessments
completed in 11
countries

USA, Canada,
Mexico, Switzerland,
Colombia, Korea
Guatemala, Taiwan,
Denmark
Australia, Brazil

50
underway or
planned,
including 4 other
countries

Dominican Republic, El
Salvador, Brazil, Ecuador

65
in discussions,
including
14 other countries

Peru, Argentina, Dubai,
Germany, Honduras, Chile,
New Zealand, United
Kingdom, Thailand,
Micronesia,
Philippines, Russia, Ghana,
Nigeria

Destinations Completed – U.S.

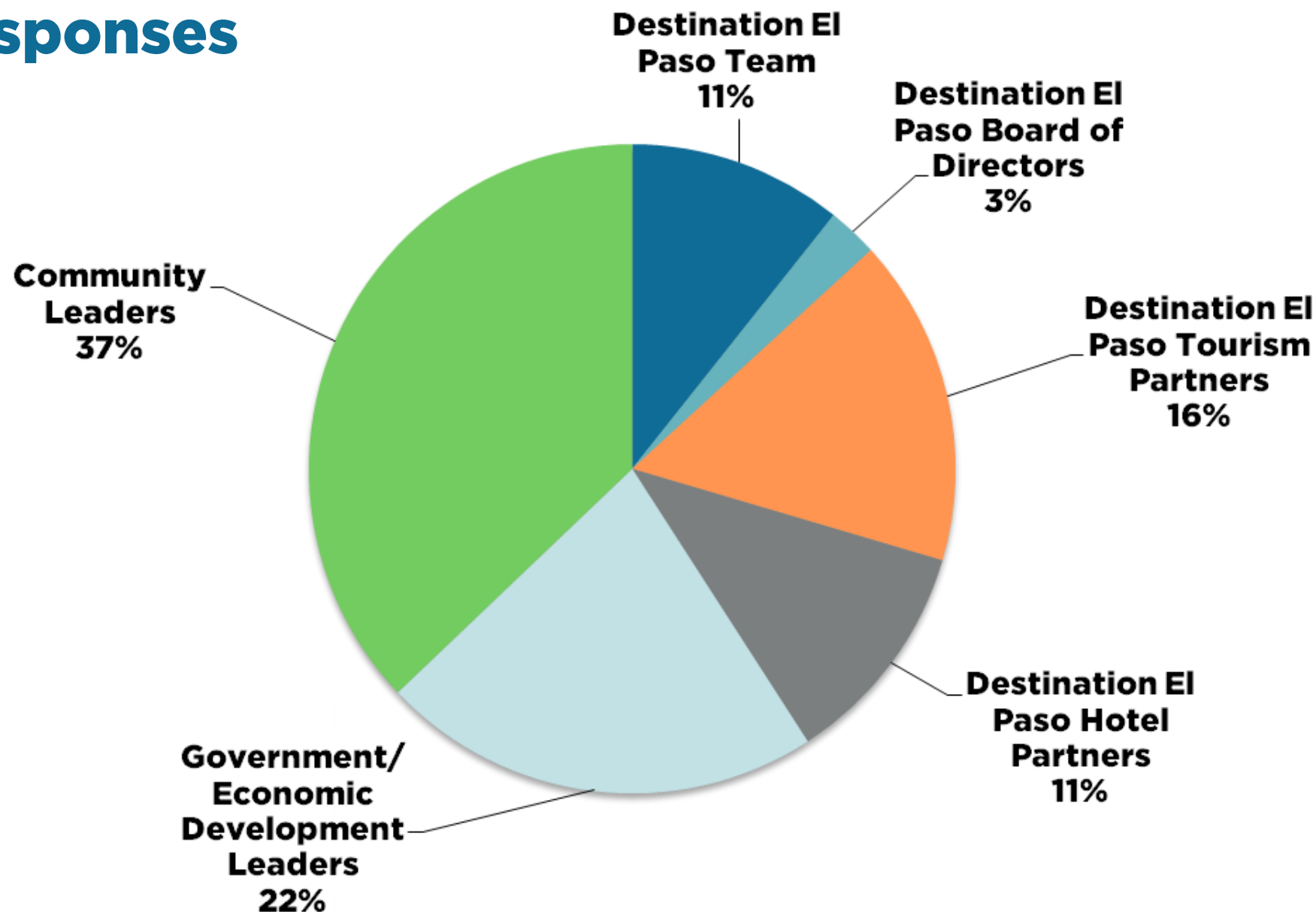# Destinations Completed – International

Regional Assessments

159 Responses

Destination El Paso Team 11%

Destination El Paso Board of Directors 3%

Destination El Paso Tourism Partners 16%

Destination El Paso Hotel Partners 11%

Government/ Economic Development Leaders 22%

Community Leaders 37%

Age Demographic

El Paso Overall Assessment – Industry

Strong Community Engagement

VOYAGERS

TRAILBLAZERS

United States Average

Developing Destinations

Established Destinations

El Paso Average

EXPLORERS

MOUNTAINEERS
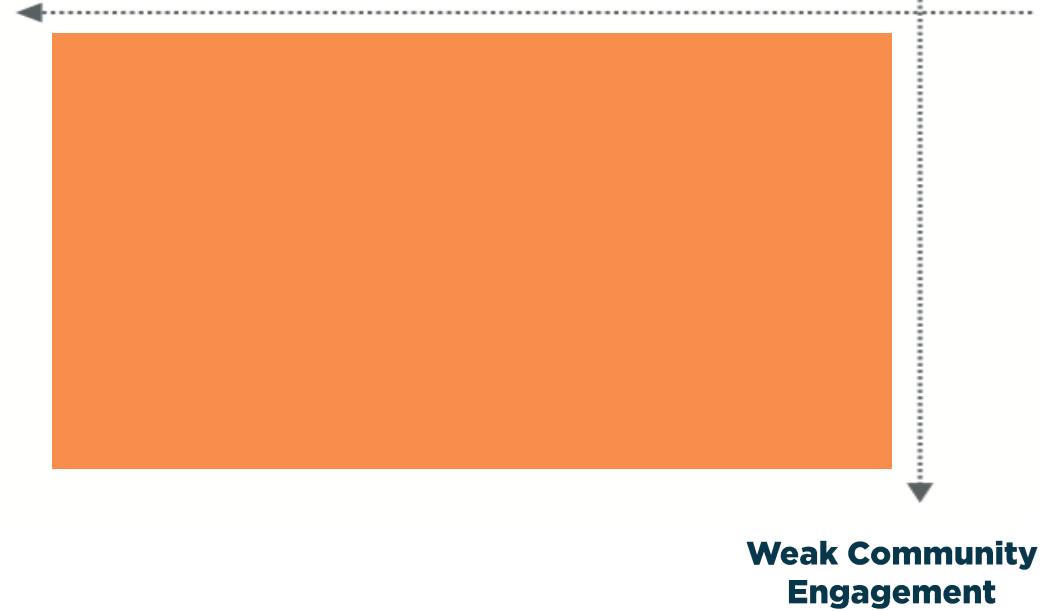
Weak Community Engagement
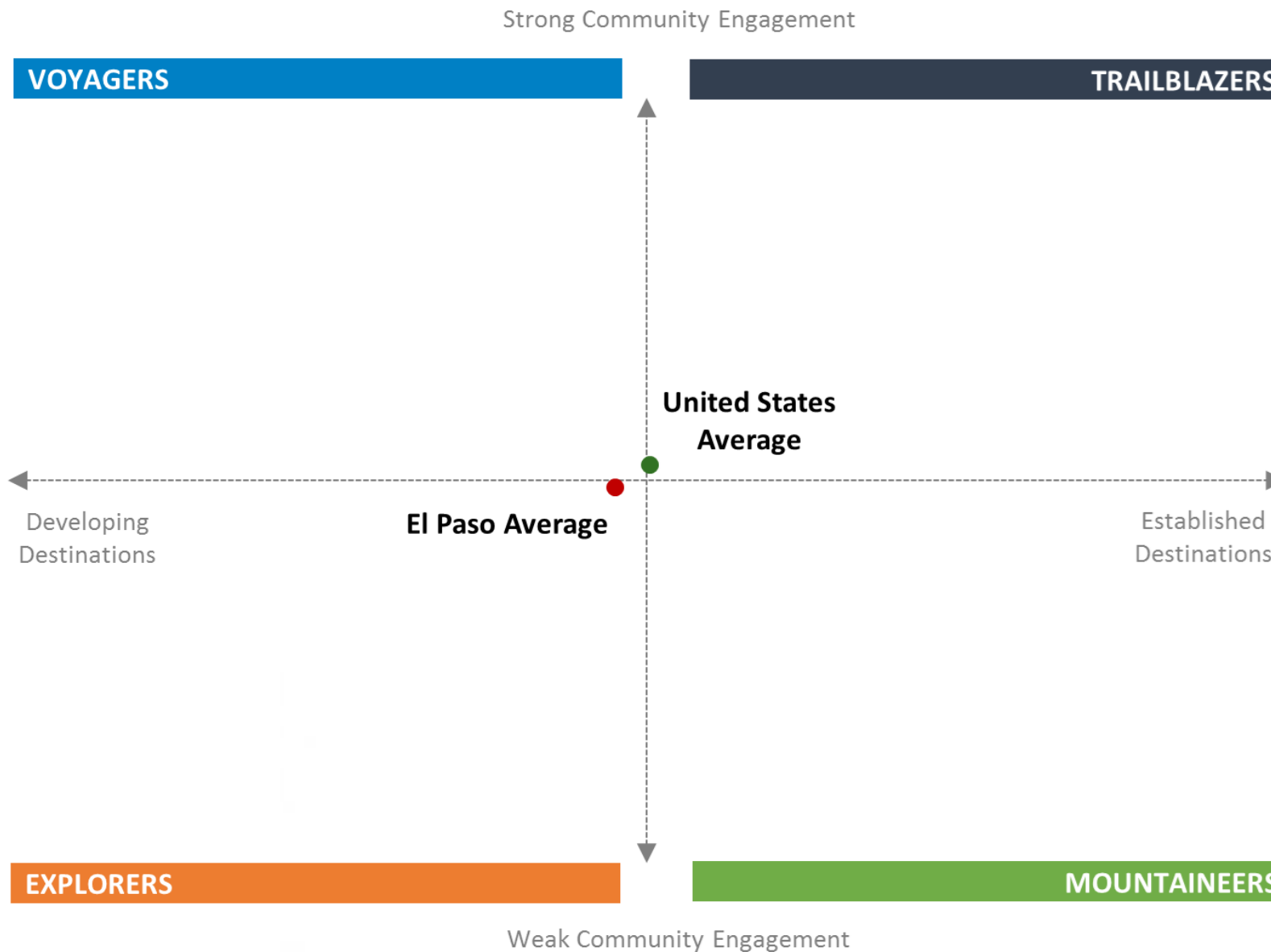
Explorers

These DMO's and destinations desire an inspired tourism vision and activated community to make it happen.
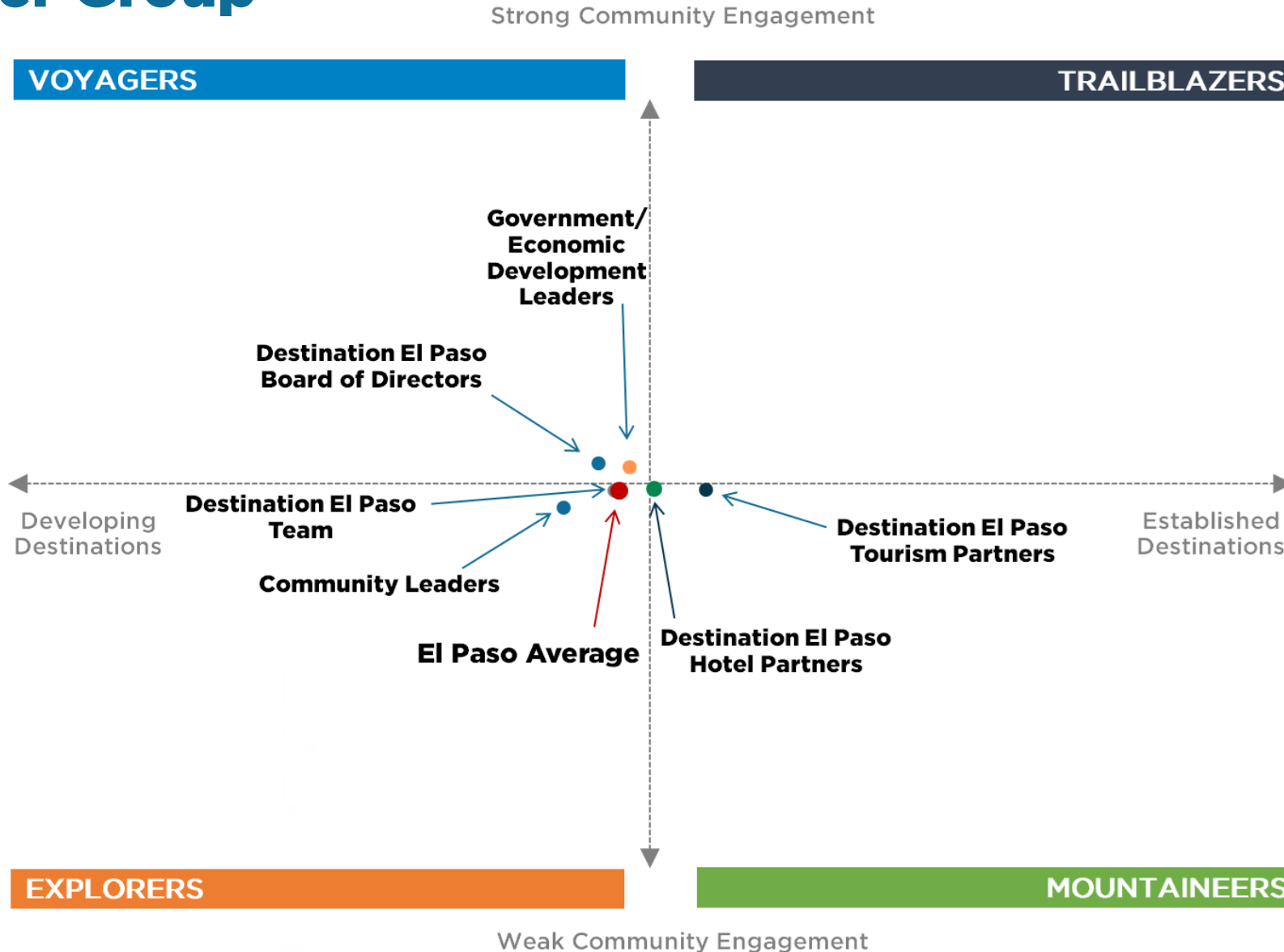
Key Strategic Challenges

- Rallying the community to work together towards a realistic vision and strategy

- Building community recognition and acceptance that transformational change is needed
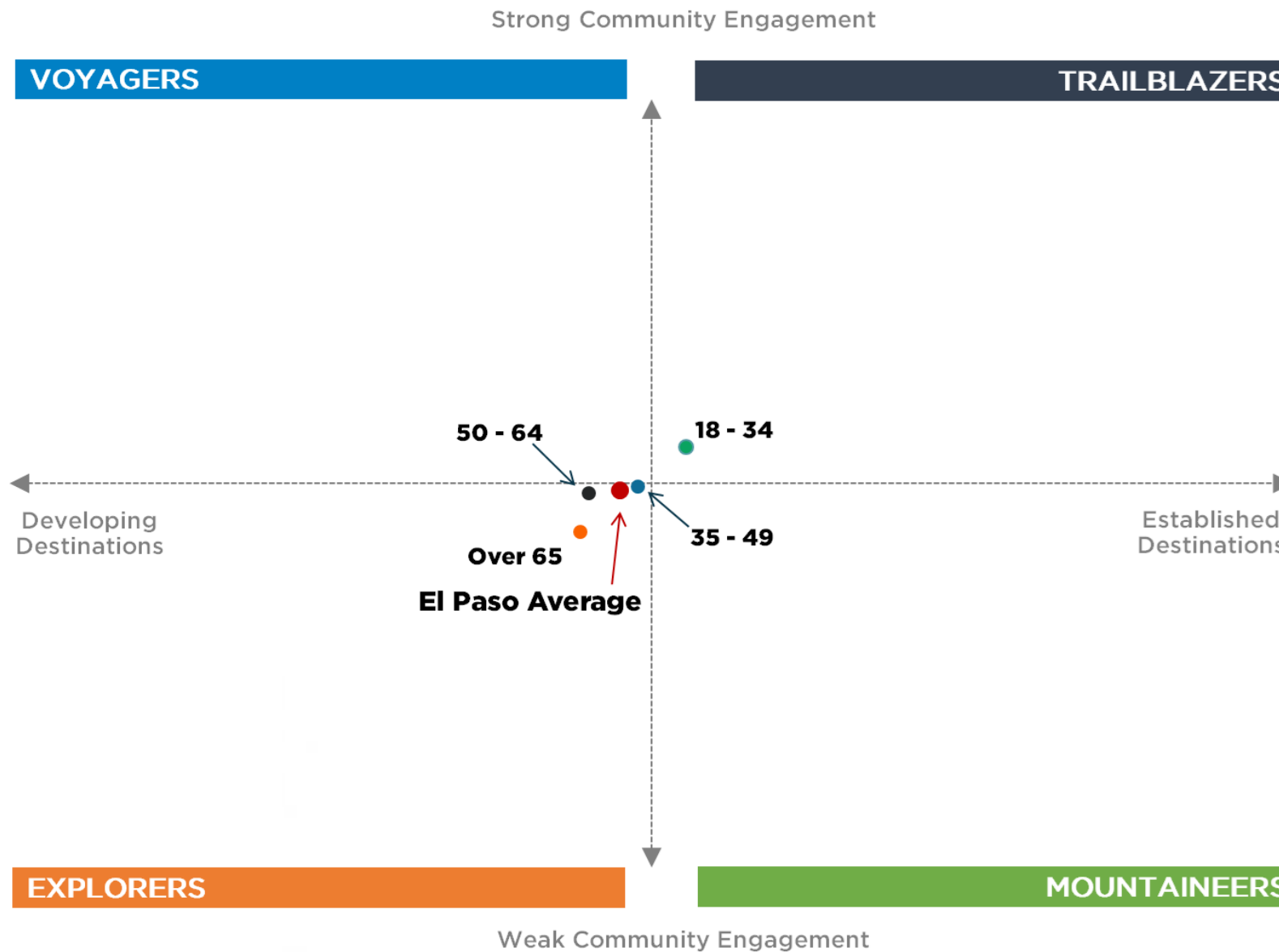
- Implementing the strategy with limited resources
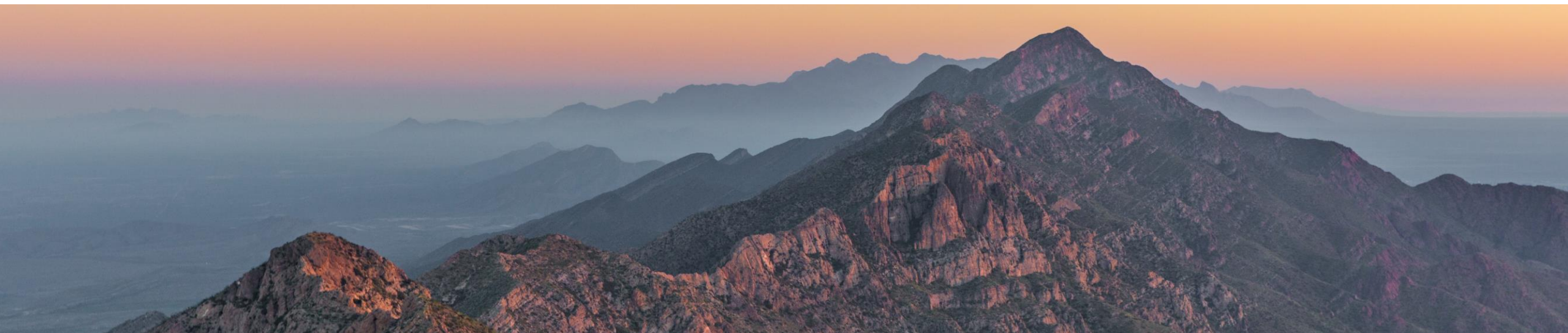
Developing Destination

Weak Community Engagement

El Paso Overall Assessment – Stakeholder Group

Strong Community Engagement

VOYAGERS

TRAILBLAZERS

Government/ Economic Development Leaders

Destination El Paso Board of Directors

Developing Destinations

Destination El Paso Team

Community Leaders

Destination El Paso Tourism Partners

Established Destinations

El Paso Average

Destination El Paso Hotel Partners

EXPLORERS

MOUNTAINEERS

Weak Community Engagement

El Paso Overall Assessment – Age Group

DESTINATION NEXT

Strong Community Engagement

VOYAGERS

TRAILBLAZERS

50 - 64

18 - 34

Developing Destinations

Established Destinations

Over 65

35 - 49

El Paso Average

EXPLORERS

MOUNTAINEERS

Weak Community Engagement

Destination Strength Rankings – El Paso

		Relative Importance	Perceived Performance
	Attractions & Entertainment	1st	6th
	Air Access	2nd	8th
	Convention & Meeting Facilities	3rd	7th
	Events	4th	2nd

Destination Strength – Report Card

DESTINATION NEXT

Variable	Relative Importance (0-100%)			Perceived Performance (1-5 scale)		
	Industry Average	El Paso Average	Standard Deviation	Industry Average	El Paso Average	Standard Deviation
Attractions & Entertainment	10.8%	10.3%	0%	3.65	3.36	0.67
Air Access	9.2%	10.3%	0%	3.16	3.08	0.86
Convention & Meeting Facilities	9.7%	10.2%	0%	3.11	3.17	0.79
Events	9.7%	10.1%	0%	3.63	3.59	0.69
Accommodation	10.5%	10.1%	0%	3.54	3.51	0.85
Brand	10.5%	10.0%	0%	3.49	3.44	0.78
Destination Performance	10.0%	10.0%	0%	3.88	3.78	0.81
Sports & Recreation Facilities	9.4%	10.0%	0%	3.29	3.01	0.98
Mobility & Access	10.1%	9.7%	0%	3.12	2.97	0.71
Communication & Internet Infrastructure	10.1%	9.4%	1%	3.39	3.41	0.79

DESTINATION STRENGTH - El Paso	3.33
INDUSTRY AVERAGE DESTINATION STRENGTH	3.43

RESULTING SCENARIO	EXPLORERS

Note
Green shading signifies that the destination **outperformed** the industry average by greater than 0.2.
Yellow shading signifies that the destination **underperformed** the industry average by greater than 0.2 but less than 0.4.
Red shading signifies that the destination **underperformed** the industry average by greater than 0.4.

Destination Strength – Stakeholder Report Card

Variable	El Paso Average	Perceived Performance (1-5 scale)					
		Destination El Paso Team	Destination El Paso Board of Directors	Destination El Paso Tourism Partners	Destination El Paso Hotel Partners	Government/ Economic Development Leaders	Community leaders
Attractions & Entertainment	3.36	3.11	3.28	3.60	3.23	3.40	3.34
Air Access	3.08	2.89	3.04	3.40	3.45	3.10	2.87
Convention & Meeting Facilities	3.17	3.17	3.10	3.49	3.53	3.28	2.84
Events	3.59	3.47	3.70	3.90	3.43	3.70	3.46
Accommodation	3.51	3.20	2.88	3.84	4.31	3.41	3.31
Brand	3.44	3.55	3.67	3.77	3.68	3.35	3.21
Destination Performance	3.78	4.23	4.40	3.95	3.23	3.87	3.64
Sports & Recreation Facilities	3.01	2.97	2.92	3.37	3.02	2.98	2.86
Mobility & Access	2.97	3.15	2.79	3.10	3.11	2.92	2.85
Communication & Internet	3.41	3.39	3.00	3.60	3.39	3.65	3.23

DESTINATION STRENGTH - El Paso	3.33
INDUSTRY AVERAGE DESTINATION STRENGTH	3.43

| RESULTING SCENARIO	EXPLORERS

Note
Green shading signifies that the stakeholder group **outperformed** the destination average by greater than 0.2.
Yellow shading signifies that the stakeholder group **underperformed** the destination average by greater than 0.2 but less than 0.4.
Red shading signifies that the stakeholder group **underperformed** the destination average by greater than 0.4.

Attractions & Entertainment

- Has unique and high-quality dining options
- Has an assortment of authentic and unique attractions and entertainment opportunities
- Metro area offers diverse shopping opportunities
- Offers a wide diversity of parks and bike trails
- Has high-quality and wide-ranging arts and cultural attractions
- Has unique and vibrant neighborhoods that are attractive and accommodating to visitors
- Has the type of large, famous attractions that cause people to stay an extra day
- Offers diverse and high-quality shopping opportunities
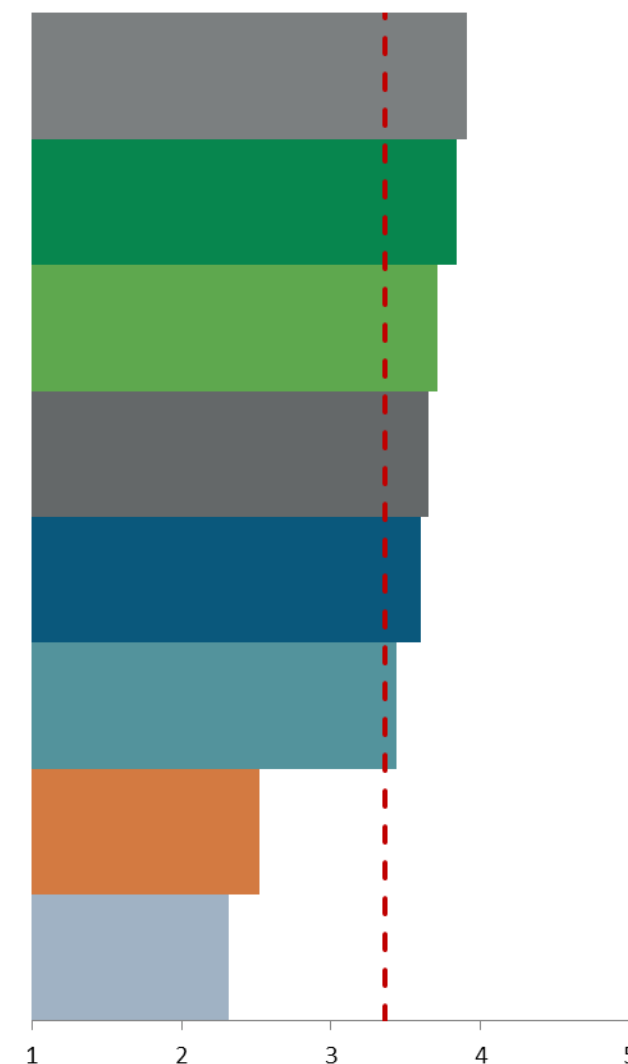
Air Access

■ Airport is a state of the art facility with capacity to grow

■ Airport offers a true destination "sense of place" that supports the brand

■ Offers a wide variety of domestic air access (e.g. number of carriers and low-cost options)

■ Offers variety and quality domestic air access (e.g. number of flights, schedule, and capacity)

■ Offers a wide variety of international air access (e.g. number of carriers and low-cost options)

■ Offers variety and quality international air access (e.g. number of flights, schedule, and capacity)
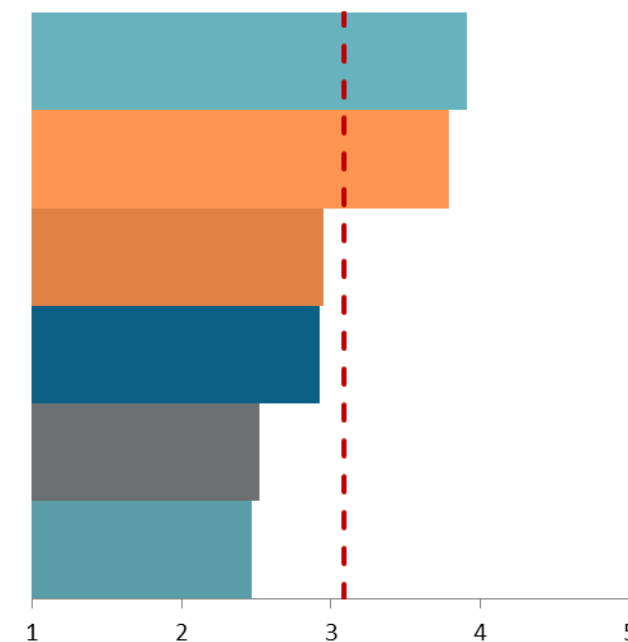
Convention & Meeting Facilities

■ Hotels and other meeting venues take full advantage of the views that are available here

■ Has good, unique off-site venues for special events

■ Offers an abundance of professional and experienced conference services suppliers

■ Has the necessary meeting facilities to compete today

■ Has the necessary meeting facilities to compete for the next 10 years
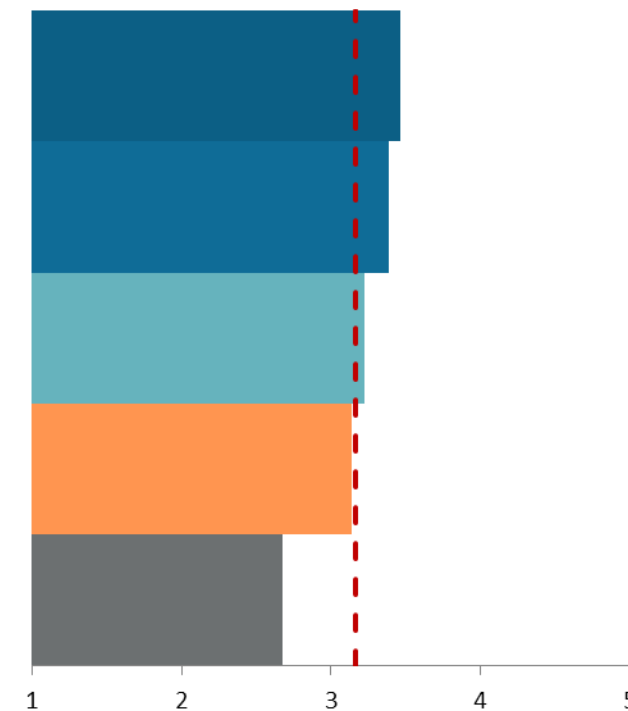
Events

- Citizens are supportive of hosting major sporting/national or international events

- Has an abundance of parks and outdoor spaces for handling special events

- Government is cooperative and supportive in attracting and hosting major events

- Offers a year-long series of major events that attract visitors and drive economic impact

- Has diverse and quality facilities and venues with capacity and availability to host major events
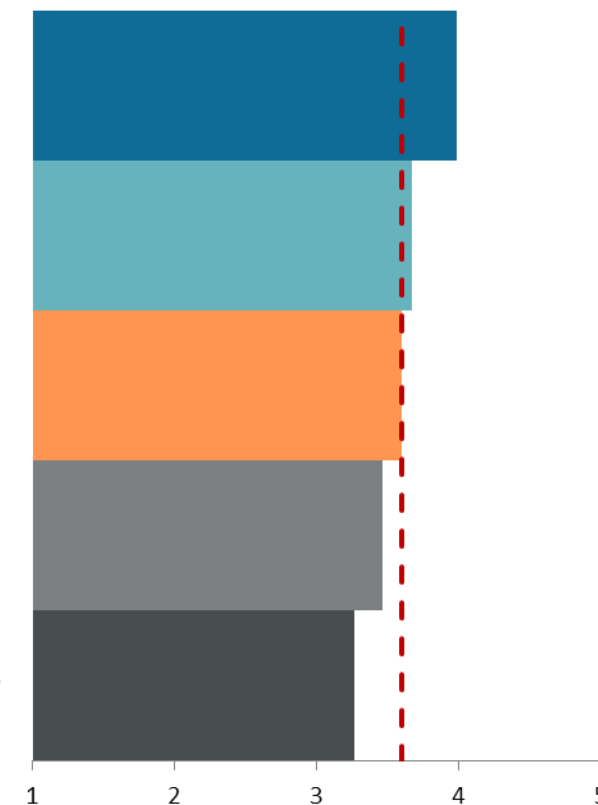
Accommodation

Offers a diversity of accommodation price options with the presence of well-known hotels

Location and proximity of accommodation options meets visitor needs

Has adequate accommodations capacity

Adequate supply of short-term rentals to supplement current hotel capacity

Sufficient number of large, headquarter hotels to meet demand
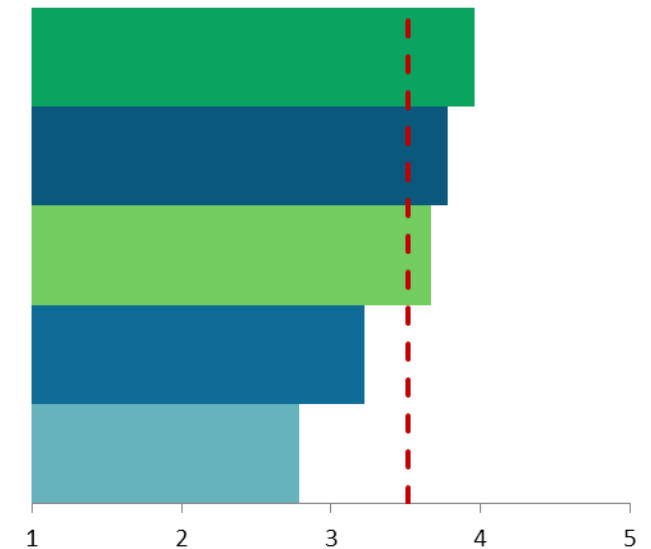
Brand

- Tourism industry leverages social media/press coverage to support the brand
- Appeals to a wide range of visitors
- Is known for being safe, clean and secure for visitors
- Is an international destination
- Is known as being healthy and an outdoor, active city
- Has an established brand that is simple, memorable and market-tested
- Is known for having a lot of things to see and do
- Is known as an innovative city
- Is known for being an environmentally conscious and sustainable destination
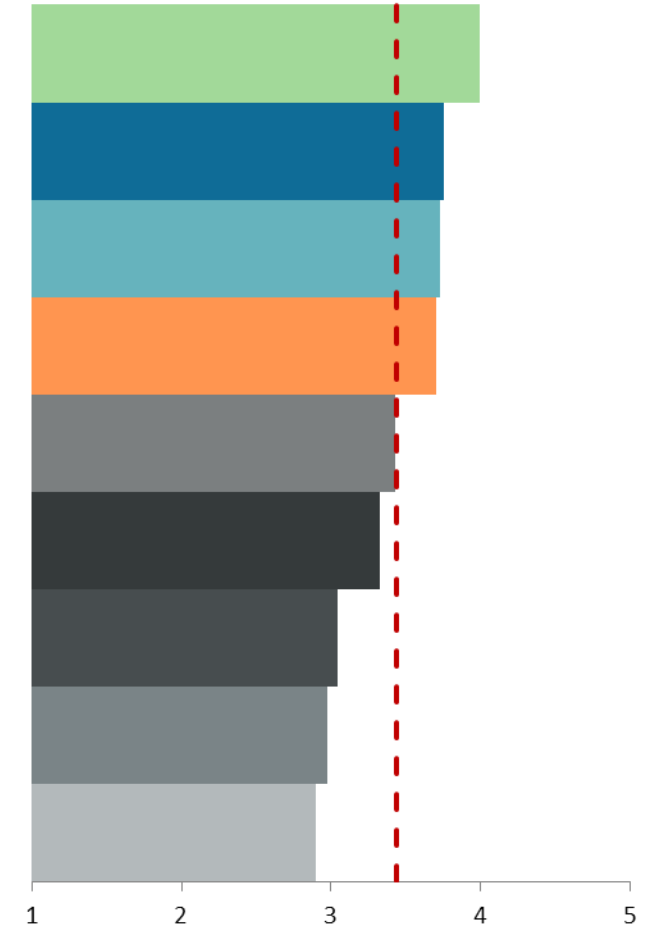
Destination Performance

- Adequately measures and tracks the performance of our tourism industry
- CVB does a good job at communicating the performance and economic impact of tourism
- Seeing a positive growth in overnight visitation
- CVB is successfully converting leads for meetings and conventions
- Hotels are performing well
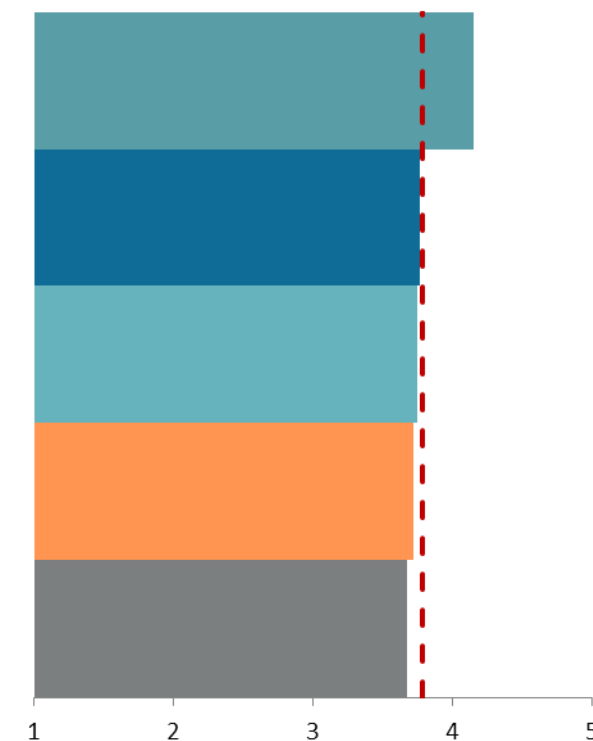
Sports & Recreation Facilities

- Local sports leadership are engaged and helpful in pursuing sporting events
- Has the sports fields and availability to host major amateur events
- Has the venues to host major professional sporting events
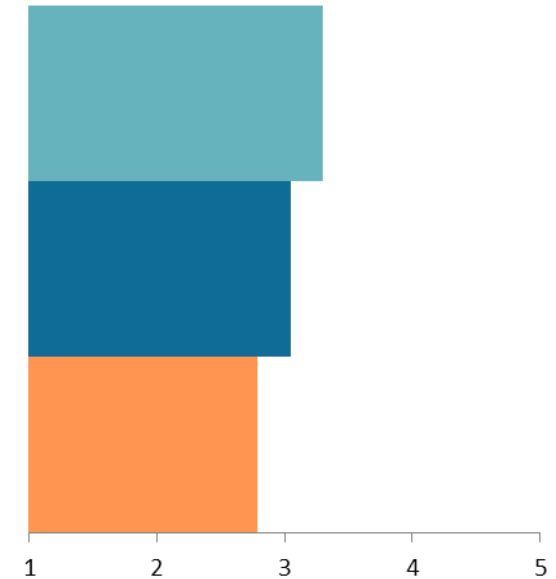
Mobility & Access

- Has great directional signage and highways that make it easy to get around
- Has adequate public transportation that makes it easy for visitors to get around
- Provides good access and mobility for those with disabilities
- Roads can easily handle residents, businesses and visitor traffic
- Is a bicycle-friendly city with easy, well-marked bike routes throughout
- Known as a walkable area
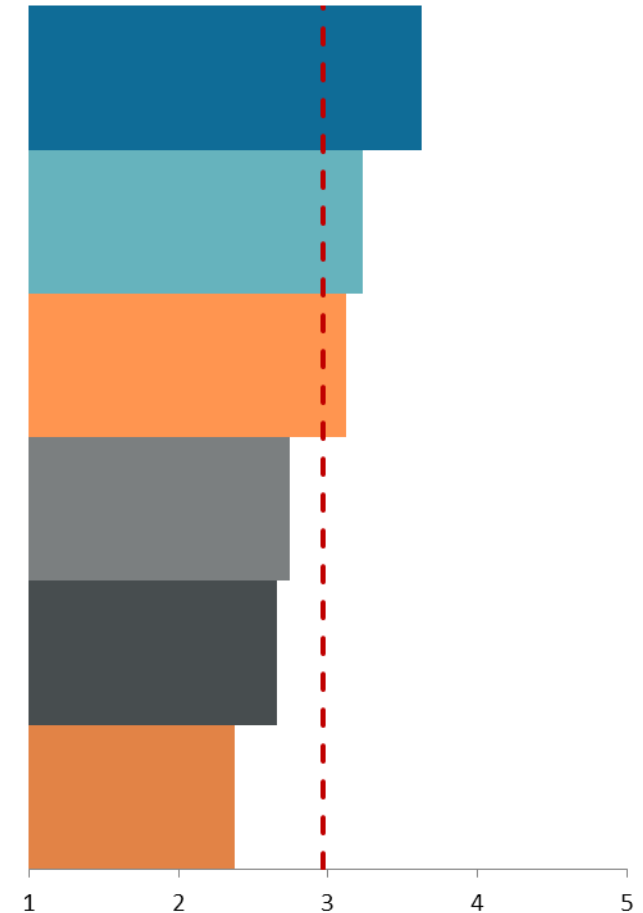
Communication & Internet Infrastructure

- Substantial Wi-Fi access in meeting/convention facilities

- Good mobile coverage/availability at all attractions and entertainment areas

- Offers sufficient free Wi-Fi in outdoor/public areas
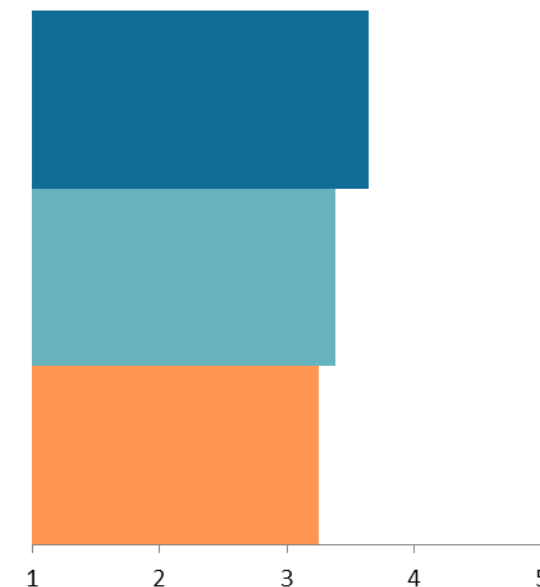
Community Support & Engagement – El Paso

	Relative Importance	Perceived Performance
Effective Advocacy Program	1st	4th
Hospitality Culture	2nd	2nd
Funding Support & Certainty	3rd	9th
Economic Development	4th	1st

Community Support & Engagement – Report Card

DESTINATION NEXT

Variable	Relative Importance (0-100%)			Perceived Performance (1-5 scale)		
	Industry Average	El Paso Average	Standard Deviation	Industry Average	El Paso Average	Standard Deviation
Effective Advocacy Program	10.2%	11.3%	0%	3.63	3.77	0.76
Hospitality Culture	10.2%	11.3%	0%	3.71	4.02	0.78
Funding Support & Certainty	9.9%	11.3%	0%	3.36	2.90	0.86
Economic Development	10.2%	11.3%	0%	3.95	4.04	0.73
Industry Support	9.9%	11.2%	0%	3.81	3.74	0.93
Local Community Support	10.2%	11.2%	0%	3.56	3.35	0.83
Regional Cooperation	10.0%	11.1%	0%	3.76	3.83	0.87
Workforce	10.1%	11.1%	0%	3.31	3.34	0.88
Effective DMO Governance Model	9.6%	10.3%	1%	3.80	3.61	0.86

COMMUNITY SUPPORT & ENGAGEMENT - El Paso	3.62
INDUSTRY AVERAGE COMMUNITY SUPPORT & ENGAGEMENT	3.66

RESULTING SCENARIO	EXPLORERS

Note
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Red shading signifies that the destination **underperformed** the industry average by greater than 0.4.

Community Support & Engagement – Stakeholder Report Card

DESTINATION NEXT

Variable	El Paso Average	Destination El Paso Team	Destination El Paso Board of Directors	Destination El Paso Tourism Partners	Destination El Paso Hotel Partners	Government/ Economic Development Leaders	Community leaders
			Perceived Performance (1-5 scale)				
Effective Advocacy Program	3.77	3.78	4.33	3.53	3.55	4.06	3.73
Hospitality Culture	4.02	4.17	3.88	4.00	4.25	3.88	4.01
Funding Support & Certainty	2.90	2.63	2.63	2.81	3.39	3.27	2.68
Economic Development	4.04	3.90	3.56	3.91	4.07	4.27	4.04
Industry Support	3.74	3.71	4.58	3.94	3.69	3.90	3.51
Local Community Support	3.35	3.19	3.64	3.63	3.46	3.27	3.24
Regional Cooperation	3.83	4.21	4.63	3.98	3.39	3.88	3.69
Workforce	3.34	2.79	2.50	3.26	3.46	3.63	3.42
Effective DMO Governance Model	3.61	4.25	4.25	3.62	3.43	3.54	3.47

COMMUNITY SUPPORT & ENGAGEMENT - El Paso	**3.62**
INDUSTRY AVERAGE COMMUNITY SUPPORT & ENGAGEMENT	**3.66**

|	
RESULTING SCENARIO	**EXPLORERS**

Note
Green shading signifies that the stakeholder group **outperformed** the destination average by greater than 0.2.
Yellow shading signifies that the stakeholder group **underperformed** the destination average by greater than 0.2 but less than 0.4.
Red shading signifies that the stakeholder group **underperformed** the destination average by greater than 0.4.

Effective Advocacy Program

■ Local government relies on CVB for input on destination management

■ Local government is supportive of CVB programs and the tourism industry

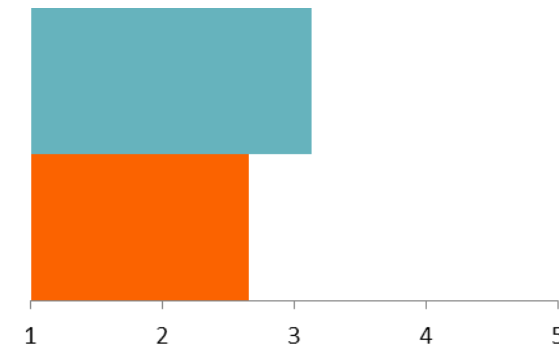■ Advocacy program is successful in educating/informing government policy
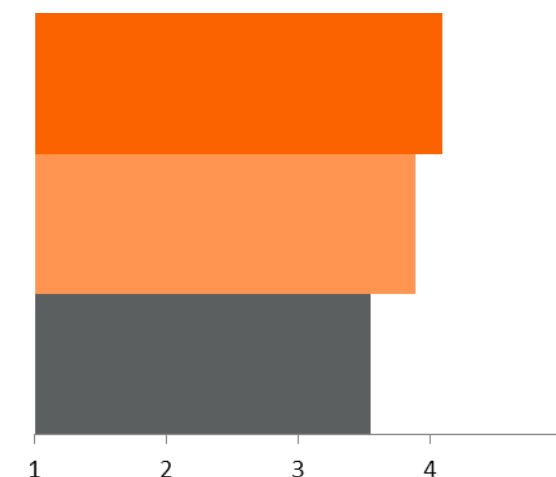
Hospitality Culture

■ Destination has a hospitality-minded culture that welcomes visitors

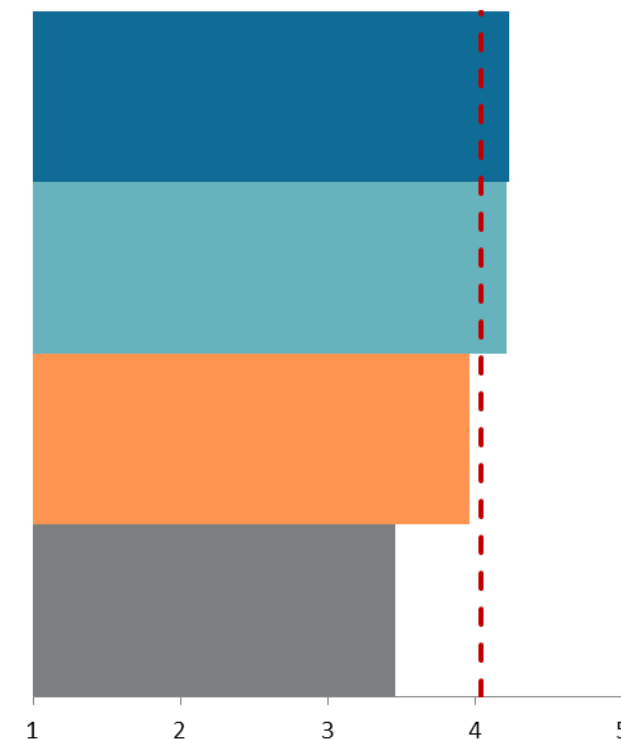■ Destination has a reputation for offering high-quality customer service
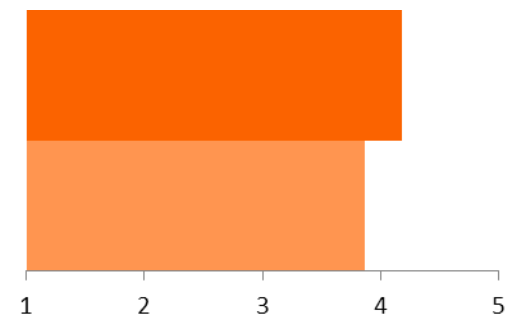
Funding Support & Certainty

■ Revenue sources are stable and sustainable for the future

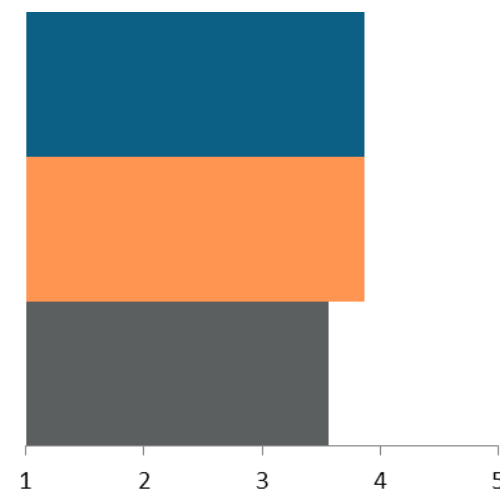■ There is sufficient revenue sources to fund their strategies and initiatives today

Economic Development

Industry Support

- Tourism industry leaders and stakeholders are supportive of the direction
- CVB is seen as a leader in the regional tourism industry
- CVB is seen as a leader in the state

Local Community Support

- Tourism industry gets positive media coverage locally
- Media have a positive perception of the tourism and meetings industry
- Businesses have a positive perception of the tourism and meetings industry
- CVB has great corporate support
- Residents have a positive perception of tourism and meetings industry
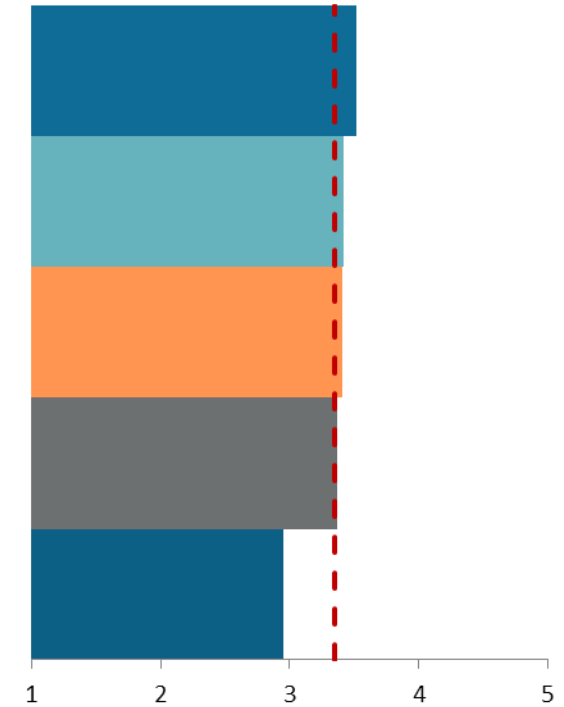
Regional Cooperation
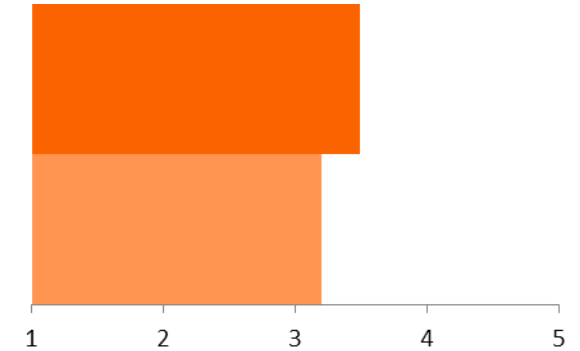

■ CVB tourism marketing efforts have broad economic benefits across the region

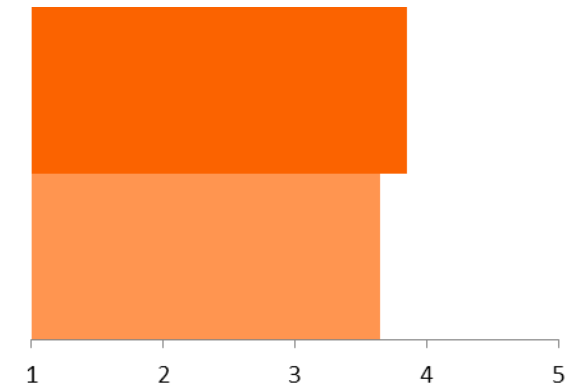■ There is broad collaboration and coordination among tourism partners
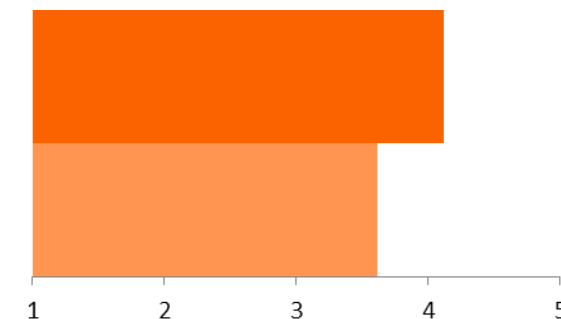
Workforce

- Workforce is stable and has a positive labor relations environment
- Hospitality industry is able to attract and retain a high-quality workforce

DESTINATION NEXT

Effective Destination Organization Governance Model

Key Takeaways

DESTINATION NEXT

- Currently in Explorers quadrant with below industry average destination strength and community support & engagement

- Stakeholders are somewhat aligned on perceptions about destination

Destination Opportunities

- Diverse and high-quality shopping opportunities
- Walkable area
- International air access
- Large, famous attractions
- Bicycle-friendly city
- Necessary meeting facilities
- Roads can easily handle residents, businesses and visitor traffic
- Large, headquarter hotels to meet demand
- Major professional sporting events

Community Support & Engagement Opportunities

- Sufficient revenue source
- Positive local perception of tourism
- Stable hospitality industry

In your opinion, what one thing could El Paso do to become a better or world-class visitor destination?

Attractions & Entertainment (20%)

- Better the appearance of the city and add more attractions.
- Create a large community central park with a variety of outdoor activities climbing, biking, running, accessible from downtown, So visitors can enjoy our great weather.
- Develop and build new attractions to draw leisure visitors and business visitors.
- Develop attractions that are ever-present versus the current event driven model.
- Encourage more experience based travel unrelated to outdoors - museums, shopping, art, history, etc.
- Focus on highlighting family friendly attractions - X number of museums, AAA baseball, etc

Brand (17%)

- I think EP needs to identify what makes EP unique. We shouldn't strive to be something we aren't. EP will never compete with Austin, Dallas, Phoenix in certain areas. We are who we are. Lets find our identify and focus on what makes EP unique and sell EP as such. EP has a beauty and uniqueness that cant be replicated. We should keep focusing on what makes EP different from other cities. I see progress in this area and hope we continue.
- A better understanding, outside of El Paso, that El Paso is one of the safest cities in the US
- Embrace our own identity. Quit trying to be Austin or Phoenix.

Marketing (15%)

- El Paso needs to identify and market the unique nature of our city and our culture. That identity should be elevated and manifested in the physical development of our city as well as in economic investments across the region. El Paso can learn from other successful cities, but it doesn't need to mimic them. We need to define the Binational Metroplex and help others understand why that is special.
- Embrace and celebrate its unique bicultural nature, assets and location on the border and shout it out to the rest of the world (I'd also like to see that arena built!).

In order to maintain a meaningful role and mutually beneficial relationship with constituents and stakeholders, what are two priorities Destination El Paso should focus on and/or continue to do?

Priority #1: Communication with the stakeholders
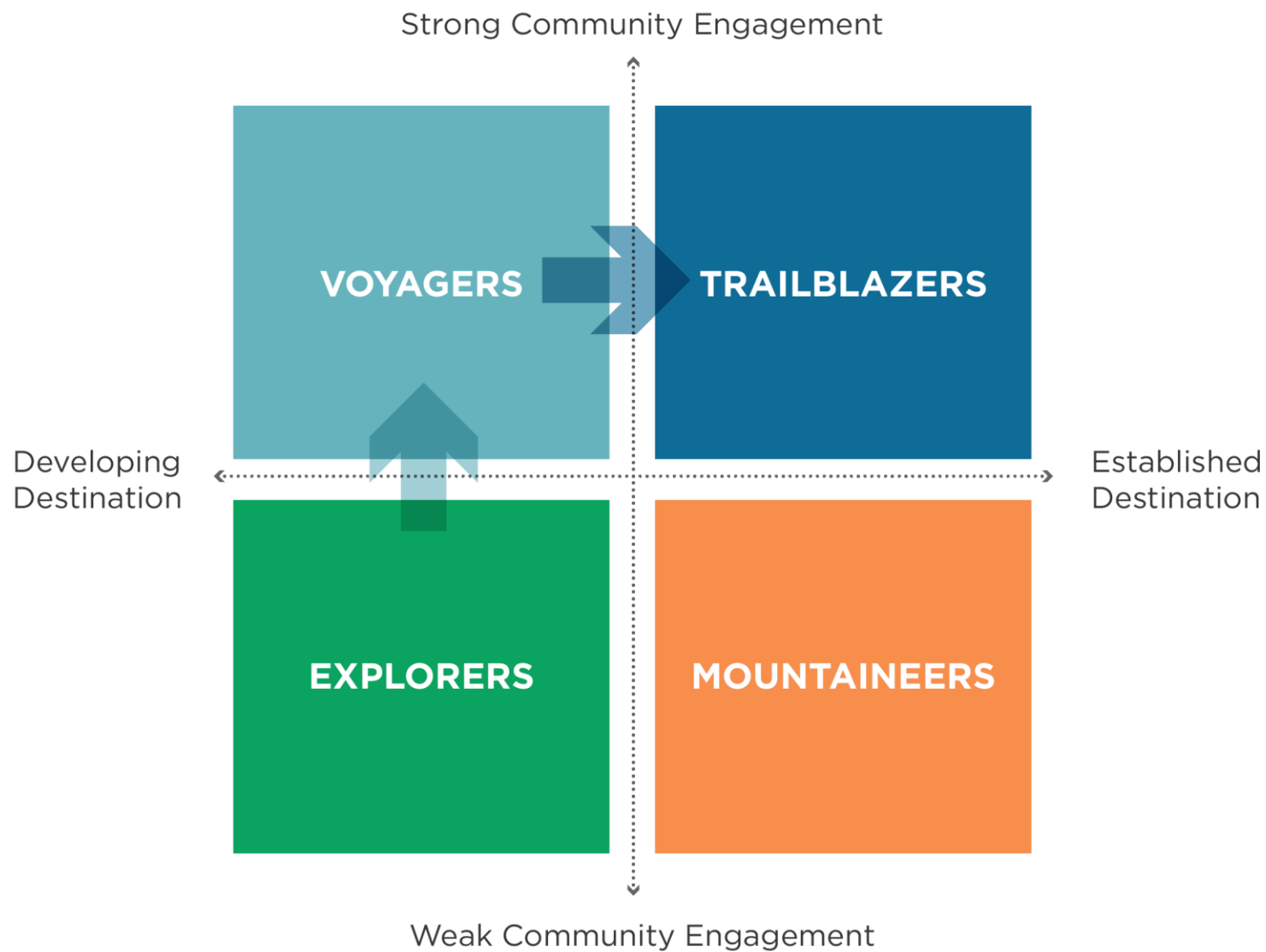
Priority #2: Marketing El Paso in strong visitor markets

Becoming a Trailblazer

Practices

Evaluation

Regional Workshop Input

Project Team Refinement

Online Survey of DMO Leaders

124

54

10 NEXT PRACTICE

20 BEST PRACTICE

Destination Strength

Strong Community Engagement

NEXTPRACTICE
- Cognitive Systems
- Mining Big Data
- Proximity Marketing
- Social Media Command Center

BESTPRACTICE
- Air Service Development Program
- Attraction Development
- Brand Development and Planning
- Event Subvention Management
- Professional Congress Organizer Partnership
- Micro Market Segmentation
- Organic Marketing
- Tourism Development Zone
- Wi-Fi Accessibility

Developing Destination

Established Destination

Weak Community Engagement
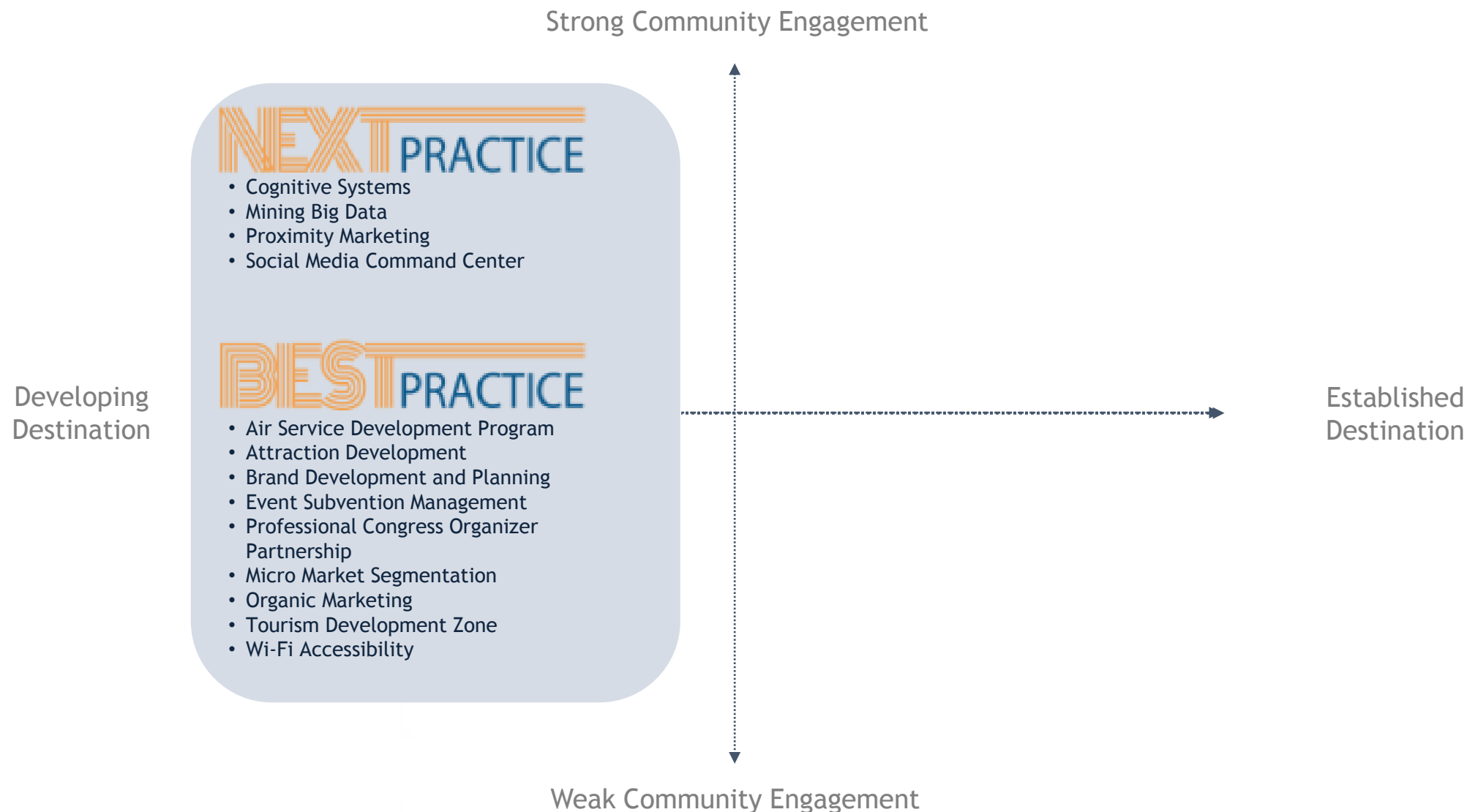
DESTINATION NEXT

Providence WaterFire

- Created in 1996 by artist along three rivers in Providence, RI
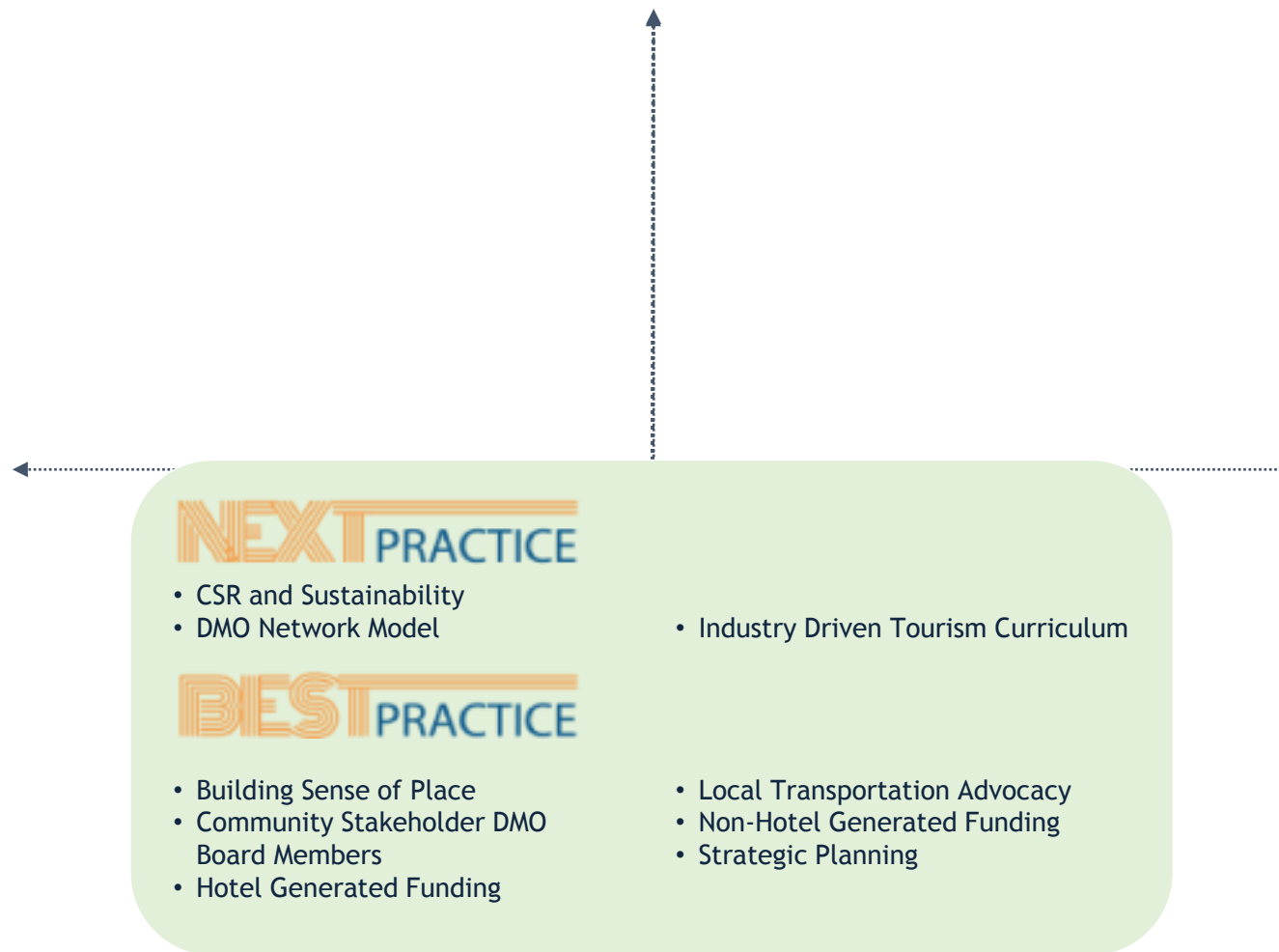- 16 lightings in 2017
- Almost 1 million visitors

Community Support & Engagement

Strong Community Engagement

Developing Destination

Established Destination

NEXT PRACTICE
- CSR and Sustainability
- DMO Network Model
- Industry Driven Tourism Curriculum

BEST PRACTICE
- Building Sense of Place
- Community Stakeholder DMO Board Members
- Hotel Generated Funding
- Local Transportation Advocacy
- Non-Hotel Generated Funding
- Strategic Planning

Weak Community Engagement

Both Drivers

Strong Community Engagement

Developing Destination

Established Destination

NEXT PRACTICE
- DMO Association Development
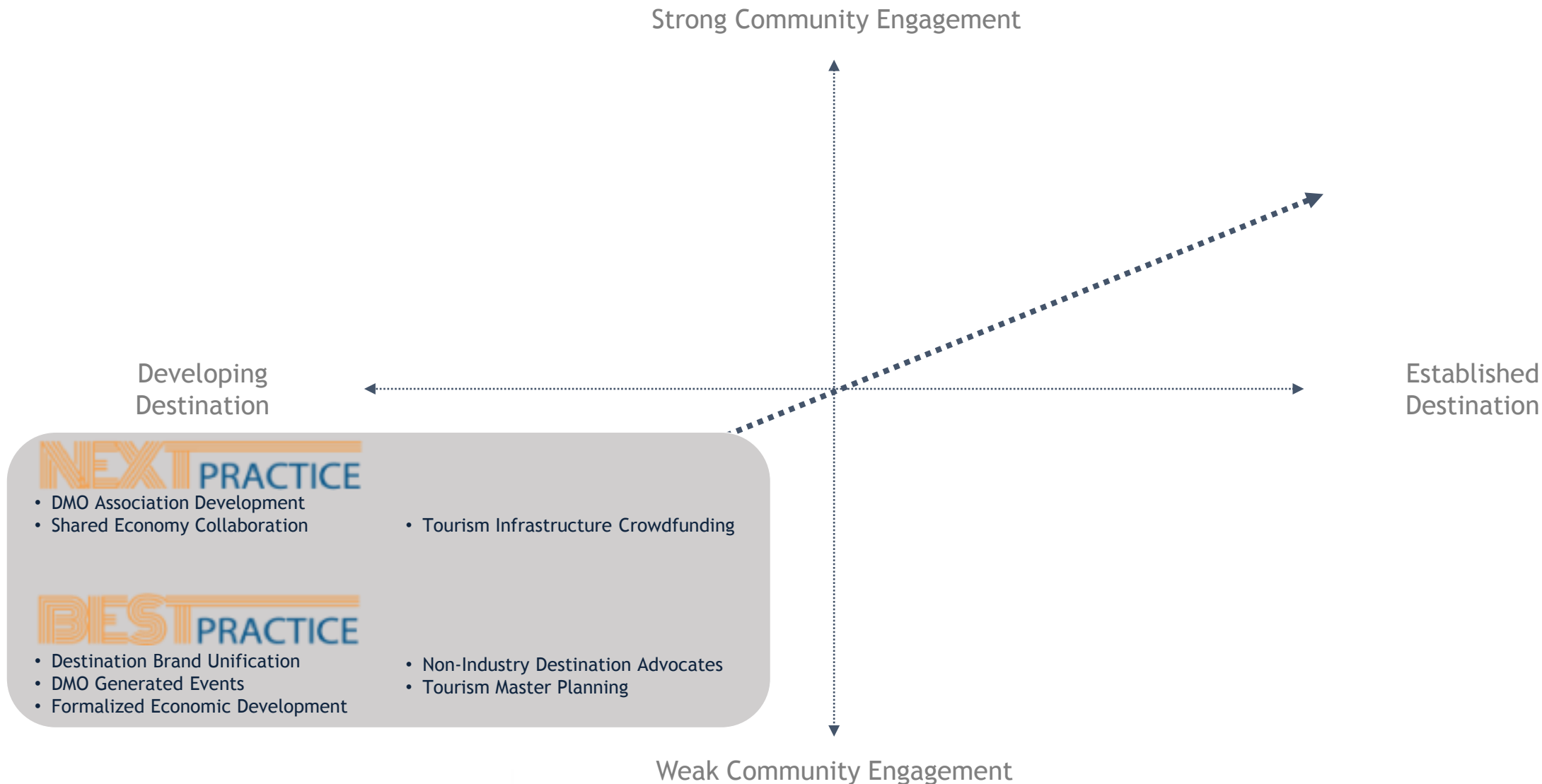- Shared Economy Collaboration
  - Tourism Infrastructure Crowdfunding

BEST PRACTICE
- Destination Brand Unification
- DMO Generated Events
- Formalized Economic Development
  - Non-Industry Destination Advocates
  - Tourism Master Planning

Weak Community Engagement

Tourism Master Plan

- Focus on infrastructure, facilities, services, attractions & events which need to be developed to improve overall visitor offering & experience

- Time frame of 10 years and beyond

- Coordinated with and integrated into other planning initiatives underway

Major Opportunities

In your opinion, what one thing could El Paso do to become a better destination?

Group 1:
- Identify existing events which fit with the plan and support them
- International Carnival (more latino) or Fiesta type event
- International walking app with featured museums, restaurants and shopping locations
- Trolley that takes you to regional stops like missions, downtown, tramway, museums and casinos
- Lobby elected officials for increased internet bandwidth and make it an internet friendly city
- We need a central park
- Better information for park locations
- Improve public transportation
- Require EP airport to allow Visit El Paso a 30 sec announcement promoting the Visit El Paso App and website
- Develop and advertise more El Paso into Juarez tours
- Promote better traffic safety
- Less outlet type stores of nice retailers and more longevity of high end retailers
- More retail type stores downtown
- Make El Paso an arts destination
- We need more 500-700 seating venues
- The arts and heritage tourism are complimentary but they are not the same
- Bigger water attractions to take advantage of weather that are not splash pads
- Conference space – midsize 500-700 with breakout rooms
- More local gift shops – Mexican themed
- Parade to show all areas of El Paso – quit segregating by side of town
- Destination passport – zoo, art museum, missions

Group 2:
- Gateway to Mexico focus
- Additional languages to literature and website
- Educate and foster local ambassadors
- Educate and market surrounding areas: Carlsbad caverns, Ruidoso, White Sands, Elephant Butte, etc

Group 3:
- Brochure budget item
- Competitive airfares
- Street improvements
- Parking
- Heritage history and culture
- Do local TV spots on local attractions, perhaps PSA featuring local lenders promoting zoo, parks, museum, etc
- Build on existing assets – parks, fields, missions, Concordia
- Promote "authentic" neighborhood
- Push vs pull marketing
- Consistent branding/wayfinding
- Day tripping by locals, top 10 things we take visitors to
- Focus on educating El Paso, one community at a time so they take pride and promote El Paso – pride! El Paso's history is the best in Texas and USA!