DESTINATION NEXT
El Paso, TX
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
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
FUTURES STUDY
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)
TripAdvisor

- Founded in 2000
- Largest travel site in the world
- 62% of hotel guests around the world visit the site before making a booking
Advisory Panels

Disrupters

Clients

Community Leaders

Destination Leaders
We Listened to You

North America
- Bermuda
- Canada
- United States

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

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

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
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

Controllable

Opportunity

Threat

Uncontrollable

MITIGATE

EXPLOIT

CONTINGENCIES

MONITOR
Future Map – Top 25 Trends

CONTINGENCIES

Uncontrollable

MITIGATE

Controllable

Opportunity

Governments facing budget pressure

Hotel taxes vulnerable to alternative politically based projects

Air access

Social media prominence

Smart technology opportunities

Geotargeting & localization

Brand impact on leisure

Content drives brand & experience

Technology enabling faster decision-making

Data harvesting

Authenticity in business events

Personalized travel experience

Video-commerce

Developing strategic alliances

Video dominates marketing

Mobile platforms & apps primary engagement

Customized content

Mobile throughout customer journey

Experience locals’ way of life

More personalized information
Future Map – Top 25 Trends

Controllable

Data harvesting
- Authenticity in business events
- Personalized travel experience

Video-commerce
- Social media prominence
- Smart technology opportunities
- Geotargeting & localization
- Brand impact on leisure
- Content drives brand & experience
- Technology enabling faster decision-making

Opportunity

Customized content
- Developing strategic alliances
- Mobile throughout customer journey
- Video dominates marketing
- Mobile platforms & apps primary engagement
- Experience locals’ way of life
- More personalized information

Average Level of Importance
Lower Importance
Higher Importance
Transformational Opportunities

#1: Broadcast to Engagement
Interacting with & leveraging the new marketplace

#2: Brand Building
Building & protecting the destination brand

#3: Collaboration & Partnerships
Evolving the DMO business model
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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Role</th>
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<tbody>
<tr>
<td>1</td>
<td>Brand marketing</td>
</tr>
<tr>
<td>2</td>
<td>Destination and product development</td>
</tr>
<tr>
<td>3</td>
<td>Meeting and convention sales</td>
</tr>
<tr>
<td>4</td>
<td>Broader economic development</td>
</tr>
<tr>
<td>5</td>
<td>Destination information resource</td>
</tr>
<tr>
<td>6</td>
<td>Industry advocate and association leader</td>
</tr>
<tr>
<td>7</td>
<td>Leisure sales (group tour and independent)</td>
</tr>
<tr>
<td>8</td>
<td>Visitor experience servicing</td>
</tr>
<tr>
<td>9</td>
<td>Major event partner/developer</td>
</tr>
<tr>
<td>10</td>
<td>Convention services</td>
</tr>
<tr>
<td>11</td>
<td>Venue management and operations</td>
</tr>
</tbody>
</table>
Re-engineering the Destination Organization

Adopters of business intelligence & data science

Curators of destination content

Catalysts of economic development

Activists in community place making

Collaborators within strategic networks

Destination Organization of the Future
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

Strong Community Engagement

VOYAGERS

TRAILBLAZERS

Developing Destination

Established Destination

Weak Community Engagement

EXPLORERS

MOUNTAINEERS
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
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

- 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

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
<th>Destinations</th>
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</thead>
<tbody>
<tr>
<td>350</td>
<td>Destinations from 18 countries</td>
<td>USA, Canada, Mexico, Switzerland, Colombia, Korea, Guatemala, Taiwan, Denmark, Australia, Brazil</td>
</tr>
<tr>
<td>141</td>
<td>141 detailed assessments completed in 11 countries</td>
<td>Dominican Republic, El Salvador, Brazil, Ecuador</td>
</tr>
<tr>
<td>50</td>
<td>Underway or planned, including 4 other countries</td>
<td>Peru, Argentina, Dubai, Germany, Honduras, Chile, New Zealand, United Kingdom, Thailand, Micronesia, Philippines, Russia, Ghana, Nigeria</td>
</tr>
<tr>
<td>65</td>
<td>In discussions, including 14 other countries</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- This data is current as of [current date].
- The assessments are conducted by [organization name], focusing on [specific focus areas].
- The destinations listed are active in various capacities as part of the assessment process.
Destinations Completed – International
Regional Assessments
159 Responses

- Community Leaders: 37%
- Government/Economic Development Leaders: 22%
- Destination El Paso Team: 11%
- Destination El Paso Board of Directors: 3%
- Destination El Paso Tourism Partners: 16%
- Destination El Paso Hotel Partners: 11%
Age Demographic

- Over 65: 13%
- 18 - 34: 14%
- 35 - 49: 41%
- 50 - 64: 32%
El Paso Overall Assessment – Industry

Strong Community Engagement

VOYAGERS

TRAILBLAZERS

United States Average

El Paso Average

Developing Destinations

Established Destinations

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
El Paso Overall Assessment – Stakeholder Group

Strong Community Engagement

VOYAGERS

Government/Economic Development Leaders

Destination El Paso Board of Directors

Developing Destinations

Destination El Paso Team

Community Leaders

El Paso Average

Destination El Paso Tourism Partners

Destination El Paso Hotel Partners

Established Destinations

MOUNTAINEERS

Weak Community Engagement
## Destination Strength Rankings – El Paso

<table>
<thead>
<tr>
<th>Category</th>
<th>Relative Importance</th>
<th>Perceived Performance</th>
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</thead>
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<tr>
<td>Attractions &amp; Entertainment</td>
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<td>6&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>Air Access</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt;</td>
<td>8&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>Convention &amp; Meeting Facilities</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt;</td>
<td>7&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>Events</td>
<td>4&lt;sup&gt;th&lt;/sup&gt;</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt;</td>
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</table>
# Destination Strength - Report Card

<table>
<thead>
<tr>
<th>Variable</th>
<th>Relative Importance (0-100%)</th>
<th>Perceived Performance (1-5 scale)</th>
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<tbody>
<tr>
<td></td>
<td>Industry Average</td>
<td>El Paso Average</td>
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<tr>
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<td>10.8%</td>
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<tr>
<td>Air Access</td>
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<td>Convention &amp; Meeting Facilities</td>
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<td>Events</td>
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<td>Accommodation</td>
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<td>Brand</td>
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<td>Destination Performance</td>
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<tr>
<td>Sports &amp; Recreation Facilities</td>
<td>9.4%</td>
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<tr>
<td>Communication &amp; Internet Infrastructure</td>
<td>10.1%</td>
<td>9.4%</td>
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DESTINATION STRENGTH - El Paso: 3.33
INDUSTRY AVERAGE DESTINATION STRENGTH: 3.43

RESULTING SCENARIO

**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

### Perceived Performance (1-5 scale)

<table>
<thead>
<tr>
<th>Variable</th>
<th>EI Paso Average</th>
<th>Destination EI Paso Team</th>
<th>Destination EI Paso Board of Directors</th>
<th>Destination EI Paso Tourism Partners</th>
<th>Destination EI Paso Hotel Partners</th>
<th>Government/Economic Development Leaders</th>
<th>Community leaders</th>
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<td>3.49</td>
<td>3.65</td>
<td>5.25</td>
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**DESTINATION STRENGTH - EI Paso**

**INDUSTRY AVERAGE DESTINATION STRENGTH**

**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
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

<table>
<thead>
<tr>
<th></th>
<th>Relative Importance</th>
<th>Perceived Performance</th>
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<tr>
<td>Effective Advocacy Program</td>
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<td>Hospitality Culture</td>
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<td>Funding Support &amp; Certainty</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt;</td>
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<td>Economic Development</td>
<td>4&lt;sup&gt;th&lt;/sup&gt;</td>
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</table>
# Community Support & Engagement - Report Card

<table>
<thead>
<tr>
<th>Variable</th>
<th>Relative Importance (0-100%)</th>
<th>Perceived Performance (1-5 scale)</th>
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<tbody>
<tr>
<td></td>
<td>Industry Average</td>
<td>EI Paso Average</td>
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<tr>
<td>Effective Advocacy Program</td>
<td>10.2%</td>
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</tr>
<tr>
<td>Hospitality Culture</td>
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</tr>
<tr>
<td>Funding Support &amp; Certainty</td>
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<td>Economic Development</td>
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</tr>
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<td>Industry Support</td>
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<tr>
<td>Effective DMO Governance Model</td>
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</table>

## COMMUNITY SUPPORT & ENGAGEMENT - EI Paso
3.62

## INDUSTRY AVERAGE COMMUNITY SUPPORT & ENGAGEMENT
3.66

### 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.
# Community Support & Engagement - Stakeholder Report Card

## Perceived Performance (1-5 scale)

<table>
<thead>
<tr>
<th></th>
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<td>Regional Cooperation</td>
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<td>Effective DMO Governance Model</td>
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<td>4.25</td>
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**COMMUNITY SUPPORT & ENGAGEMENT - El Paso**
3.62

**INDUSTRY AVERAGE COMMUNITY SUPPORT & ENGAGEMENT**
3.66

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**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

- CVB and the tourism industry play an important role in our community's economic strategies
- CVB has a good working relationship with local chambers and economic development agencies
- Tourism and the meetings industry are identified as key economic drivers
- There is a tourism master plan that includes future capital investment and programming
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
Effective Destination Organization Governance Model

- CVB has an effective governance structure, with appropriate and effective oversight
- Local leaders are engaged in CVB's governance structure
Key Takeaways

• 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. Let's find our identity and focus on what makes EP unique and sell EP as such. EP has a beauty and uniqueness that can't 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
DMO Strategy & NEXTPractices
Becoming a Trailblazer

Strong Community Engagement

VOYAGERS

TRAILBLAZERS

Developing Destination

EXPLORERS

MOUNTAINEERS

Established Destination

Weak Community Engagement
Practices

- **NEXT**: A new and innovative practice and/or idea which could be transformative for DMOs and destinations.
- **Best**: A practice that shows superior marketplace and/or community result.
- **Core**: An important, but common practice for a DMO.
Evaluation

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Regional Workshop Input

Project Team Refinement

Online Survey of DMO Leaders

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10 NEXT PRACTICE

20 BEST PRACTICE
Destination Strength

• Cognitive Systems
• Mining Big Data
• Proximity Marketing
• Social Media Command Center

Established Destination

• 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

Strong Community Engagement

Weak Community Engagement
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

Established Destination

Developing Destination

Weak Community Engagement

- CSR and Sustainability
- DMO Network Model
- Building Sense of Place
- Community Stakeholder DMO Board Members
- Hotel Generated Funding

Next Practice

- Industry Driven Tourism Curriculum
- Local Transportation Advocacy
- Non-Hotel Generated Funding
- Strategic Planning

Best Practice
Both Drivers

- Strong Community Engagement
- Weak Community Engagement

Developing Destination

Best Practice
- DMO Association Development
- Shared Economy Collaboration
- Destination Brand Unification
- DMO Generated Events
- Formalized Economic Development
- Tourism Infrastructure Crowdfunding
- Non-Industry Destination Advocates
- Tourism Master Planning

Established Destination

Next Practice

- DMO Association Development
- Shared Economy Collaboration
- Tourism Infrastructure Crowdfunding
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!
Thank You!
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