THE IMPACT OF DMO WEBSITES

A Look to the Future
Percent of American Leisure Travelers who use DMO Websites to Plan Travel

36.2%
Use of DMO Websites 2009—2017

*Source: Destination Analysts’ The State of the American Traveler, a quarterly national survey of 2,000+ American leisure travelers*
DMO Websites in the Travel Resource Universe

Users’ Perceptions of DMO Websites

Source: Destination Analysts; Usability studies of 8 DMO websites, July 2016-March 2017.
“It's a beautiful site, it's got fantastic images of all the scenery. It's got a lot of ideas for all sorts of adventures and relaxation. It's got history. It's very user friendly and fast. It gave me a lot of great ideas.”

"It was very effective in inspiring me to want to visit. I had no idea that there was so much in there. There's so much more."

“I would say it's excellent. I do a lot of searching for trips and planning for trips... and this site definitely has a lot of information.”
DMO Website User Study: Research Overview

Thank you:

Above: Logos of participating DMA West member DMO’s.
DMO Website User Study: Research Objectives

This research was designed primarily to:

• Determine the Visitor Spending Impact and ROI DMO Websites Produce for their Communities

• Develop Profiles of DMO Website Users

• Use the Voice of the User to Produce More In-Depth Performance Metrics for DMO Websites
Methodology

Above: Screenshots of the Website Intercept Survey on participating DMO website homepages.
Methodology

- Website User Intercept Survey
  - Reason for visit
  - Point in travel planning process
  - Likely month of arrival
  - Opt-in for Follow-up Survey

- Time to travel

- Website User Follow-up Survey
  - Actual travel
  - In-market trip behaviors
  - Daily spending
  - Travel motivations
Methodology

USER SURVEY

- Type of user
- Point in travel decision process
- Age
- Content sought

Google Analytics

- Pages viewed
- KPIs
- Other site behaviors
- Device used to access site
Economic Impact

All Website Users

Visitors

Incremental Trips & Additional Days on Extended Stays

Subject to Influence
DMO Website Users Surveyed

379,966
**Impact of DMO Website on Destination Decision**

*Impact of Website on Destination Decision – % Influenced*
(Visitors potentially influenced by the website in the destination decision)

- **62.5%**

*Question:* Do you feel that our website helped you make your decision to visit [Destination]?
*Base:* Visitors potentially influenced by the website in the destination decision. 15,706 completed surveys.

*Importance of Website on Destination Decision*
(Visitors who reported that the website influenced their destination decision)

- **50.8%**
- **34.3%**
- **38.6%**
- **16.5%**
- **7.5%**
- **3.1%**

*Question:* How important was our website to you in making the decision to visit?
*Base:* Visitors who reported that the website influenced their destination decision. 9,832 completed surveys.
Trip Decisions Influenced by Website
(Respondents who visited after using the website)

- Do more activities: 56.0%
- Visit an attraction: 51.8%
- Visit a neighborhood: 41.4%
- Visit a restaurant: 30.8%
- Attend an event: 15.5%
- Stay in a hotel: 12.3%

**Question:** Did [website] influence you to do any of the following? (Please select all that apply)

**Base:** Respondents who visited after using the website. 16,756 completed surveys.
Most Influential Website Content
(Respondents who visited after using the website)

- Attractions: 79.8%
- Dining: 42.9%
- Maps/transport: 42.1%
- Events: 30.7%
- Images: 28.4%
- Lodging: 16.8%
- Video: 6.1%

Question: What types of content and media on our website were most influential to you in deciding to visit and/or planning your visit to [Destination]?
Base: Respondents who visited after using the website. 16,756 completed surveys.
Total Population
DMO Website Users Studied

8.8 Million
Incremental Trips Generated in 2016 by DMO Websites Studied

304,425
Extended Trip Days Generated in 2016 by DMO Websites Studied

146,690
Incremental Roomnights Generated in 2016 by DMO Websites Studied

533,182
Economic Impact Generated in 2016 by DMO Websites Studied

$324,765,346
Average Economic Impact Per Real, New Website User

$36.72

In direct visitor spending
MAKE THINGS BETTER
Point in Travel Decision Process

(Respondents gathering information for a trip)

- **59.0%** Subject to influence in making the destination decision
- **38.5%**
- **28.6%**
- **9.9%**
- **2.5%**

**Question:** Which best describes where you are in the trip planning process? (Select one)

**Base:** Respondents gathering information for a trip. 231,789 completed surveys.
Perceptions and Ratings of DMO Websites

**Likelihood to Recommend the Website – 10 Point Scale**
(Respondents who visited after using the website)

**8.1 Out of 10**

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* * * * *
* * * * *
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**Question:** How likely would you be to recommend [website] to others planning a trip to [Destination]?
**Base:** Respondents who visited after using the website.
16,756 completed surveys.

**Descriptions of Website Content**
(Respondents who visited after using the website)

```
<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well-organized</td>
<td>54.5%</td>
</tr>
<tr>
<td>Comprehensive</td>
<td>53.0%</td>
</tr>
<tr>
<td>Detailed</td>
<td>44.9%</td>
</tr>
<tr>
<td>Uncovers hidden gems</td>
<td>37.0%</td>
</tr>
<tr>
<td>Fun</td>
<td>22.6%</td>
</tr>
<tr>
<td>Inspirational</td>
<td>13.7%</td>
</tr>
<tr>
<td>Unique</td>
<td>8.0%</td>
</tr>
</tbody>
</table>
```

**Question:** Which of these words and phrases (if any) describe the content available on our website?
**Base:** Respondents who visited after using the website.
16,756 completed surveys.
DMO Website Use by Travel Planning Stage

- Decided
- Interested
- Considering
DMO WEBSITE USE—BY TRAVEL PLANNING STAGE

Top 5 Page Types

DECIDED

- Event Calendar
- Things to Do
- Travel Guide & Email Newsletter Request
- Deals/Promotions
- Maps/Map Request

INTERESTED

- Articles/Travel Blog
- Travel Guide & Email Newsletter Request
- Things to Do
- Maps/Map Request
- Things to Do—Specific

CONSIDERING

- Articles/Travel Blog
- Things to Do
- Travel Tips
- Places to Stay
- Maps/Maps Request

Source: Google Analytics & Destination Analysts’ DMO Website User Intercept Survey
DMO Website Use by Generation

- Millennials
- Gen Xers
- Baby Boomers
<table>
<thead>
<tr>
<th>Generation</th>
<th>Average Number of Page Views</th>
<th>Average Session Duration</th>
<th>New Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>MILLENNIALS</td>
<td>3.9</td>
<td>00:05:54</td>
<td>90.2%</td>
</tr>
<tr>
<td>GEN XERS</td>
<td>3.8</td>
<td>00:06:02</td>
<td>90.4%</td>
</tr>
<tr>
<td>BABY BOOMERS</td>
<td>3.4</td>
<td>00:06:07</td>
<td>92.4%</td>
</tr>
</tbody>
</table>

Source: Google Analytics & Destination Analysts’ DMO Website User Intercept Survey
DMO WEBSITE USE—BY GENERATION

**Top 5 Page Types**

**MILLENNIALS**
- Event Calendar
- Things to Do
- Things to Do—Specific
- Event Calendar—Specific Event
- Visitor Information

**GEN XERS**
- Event Calendar
- Things to Do
- Travel Guide & Newsletter Request
- Itineraries/Planning
- Places to Stay

**BABY BOOMERS**
- Event Calendar
- Travel Guide & Newsletter Request
- Things to Do
- Visitor Information
- Map Request

*Source: Google Analytics & Destination Analysts’ DMO Website User Intercept Survey*
DMO Website Use by User Type

Potential Visitors
Meeting Planners
Journalists
DMO WEBSITE USE—BY USER TYPE

Top 5 Page Types

POTENTIAL VISITORS
- Event Calendar
- Things to Do
- Travel Guide & Newsletter Request
- Itineraries/Planning
- Map Request

MEETING PLANNERS
- Event Calendar
- Things to Do
- Weddings
- Dining
- Places to Stay

JOURNALISTS
- Event Calendar
- Places to Stay
- Event Calendar—Specific Event
- General Destination Information
- Itineraries/Planning

Source: Google Analytics & Destination Analysts’ DMO Website User Intercept Survey
DMO Website Use by Device Type
Point in Travel Decision Process

**Point in Travel Decision Process—Mobile Users**
(Respondents gathering information for a trip on a mobile device)

- Decided: 51.7%
- Interested: 32.8%
- Considering: 11.5%
- Other: 4.0%

**Point in Travel Decision Process—Desktop Users**
(Respondents gathering information for a trip on a desktop)

- Decided: 66.3%
- Interested: 24.3%
- Considering: 8.4%
- Other: 1.0%
THANK YOU :)