

OREGON DESTINATION MARKETING ORGANIZATIONS

**Strategic Plan
2009-2011**

What ODMO Is

Oregon Destination Marketing Organizations is a statewide association made up of destination marketing organizations that provide tourism marketing, sales, services or information dissemination. Each ODMO member shares a common interest in the vision and vitality of Oregon's tourism and hospitality industry.

ODMO's Vision

ODMO is an association of destination marketing organization professionals dedicated to ensuring the best Oregon visitor experience.

ODMO's Purpose

To promote educational opportunities; provide tourism and hospitality industry advocacy; maintain high standards of professional conduct and performance; ensure legislative awareness; assist in public policy advocacy; and, help its members provide valuable local expertise and tourism and hospitality industry information.

Objective 1: *Promoting Educational Opportunities*

- Education and Best Practices for destination marketing, sales, promotions and visitor services (still relevant)
- Education and Best Practices for social networking (still relevant though our efforts on social media have not resulted in the success we had hoped as not very many members participated in GoSeeTell)
- Education and tools for members to maintain high levels of service to visitors (still relevant and we need to strengthen visitor centers as part of ODMO's role since our mission focuses on marketing and visitor services)
- Advocating for a stronger local component to be added to the Q Program (low priority)

Objective 2: *Professional Development & Organizational Performance*

- DMAI Standards for management and measurement (high priority)
- Programs to assist members in maintaining high standards of professional conduct and performance such as organizational management, budgeting/financial management, estimated economic impact formulas, By-Laws, human resources (high priority)
- Grant Administration
- Q Training/Incentives
- Funding Strategies
- Best Practices for intern programs
- Identifying information and measurements that help DMOs justify their existence (high priority)

Objective 3: *Tourism & Hospitality Industry Awareness & Advocacy*

- Legislative lobbying (priority including developing a “how to” lobbying program for state and local officials)
- Local Governments (priority including identifying ways to demonstrate our role in the community and how to get the message out)
- General Public
- Industry Relations (state and local)
- Industry Groups such as Oregon Tourism Commission, Travel Oregon, Regional Destination Marketing Organizations, Tourism & Hospitality Consortium, Oregon Travel Information Council, Oregon Tourism/Transportation Task Force, Scenic Byways, Bicycle and other niche groups (priority)
- Strategies with regard to advocacy would include (priority):
 - Estimated Economic Impact (EEI)
 - Media
 - Tooting Your Own Horn
 - Key Performance Measurements
 - Best Practices
 - Positioning DMOs as the local resource that’s critical to the State
 - Incorporating sustainability, environmental and land use expertise of the DMOs in ODMO’s advocacy efforts.

Objective 4: *Networking & Peer Advising*

- Peer advising (priority)
- Conference activities
- Ask the Expert/Website