

ARE YOU READY FOR DESTINATION DEVELOPMENT?

Not Every Community has the Assets to be a Primary Destination

- Secondary & Tertiary destinations may be along the route, but within the sphere of influence of a primary destination. Accept what you are and work with the destination to maximize your benefits.
- Businesses along the route to a primary destination can creatively develop reasons for visitors to stop, get out of their cars and spend money BEFORE they arrive at their major destination.
 - o Be the best at what you do.
 - o Create a unique experience that arouses curiosity.
 - o Play on the theme of the primary destination

DESTINATION DEVELOPMENT READINESS:

Destinations that have completed some or more of the following steps exhibit readiness for more serious development work.

☐ Assets, businesses and community resources have been inventoried and documented.

	Assets, business and community leaders share a vision and are moving together toward a goal.
	Some previous tourism strategic and/or marketing studies exist as background.
	The capacity and determination to market exists and some markets niches have been identified.
	Qualified local leadership is organized, roles are clearly defined and working groups are solidly in place.
	Community partnerships are evident along with a willingness to work well together.
	There is tourism business and organizational capacity to develop new tourism product.
	There is a commitment to regional planning that is balanced and integrated.
CHECK	YOUR PROGRESS: CHARACTERISTICS OF A SUCCESSFUL DESTINATION
	ressful Tourism Destination:
	Has a unique identity.
	Is readily and cost effectively available to chosen market segments.
	Has a critical mass of products and services of such significant quality to attract and satisfy the identified target
	market segments for an extended stay.
	Has worked to align infrastructure with the destination image.
	Has carefully planned to cover all essential services required by the visiting public.
	Has an available workforce and affordable housing to accommodate workers.
	Has developed a complete and integrated wayfinding system throughout the entire destination.
	Has a system for visitor information available 24/7 to assist and guide the visiting public.
	Shows evidence of strong business, community and governmental leadership, cooperation and synergy
	throughout the region.
	Is practicing succession planning to insure the continuation of the tourism development process.
	Offers continuous industry education to businesses and employees.
	Has a destination management/marketing organization (DMO) that is committed to locating funding to handle
	marketing.