

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.
 - Be the best at what you do.
 - Create a unique experience that arouses curiosity.
 - 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

A Successful 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.

This document is fluid and subject to updates.

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