DESTINATION ANALYSTS'
TOURISM RECOVERY PLANNING SERVICES FOR DMOs

About Destination Analysts

Destination Analysts is a full-service market research company that provides the destination marketing and greater travel, tourism and hospitality industries with a breadth of actionable insights—from the comprehensive understanding of target audiences, to ROI analysis and economic forecasts—in order to support the positive impact of tourism. Since our founding in 2003, we have worked with more than 200 DMOs and their agencies to help them be the best stewards of their destination brands and their budgets.

Destination Analysts' Tourism Recovery Planning Services for DMOs

Since March 15th, Destination Analysts has conducted and published the Coronavirus Travel Sentiment Index Study, a weekly survey of American travelers that provides timely insights into the pandemic's changing impact on lifestyles, behaviors, and priorities—as well as when travel demand and related behaviors will rebound—and from which segments and to which types of destinations and businesses first. These complimentary insights are released via email every Monday at 5:00am PST—you can sign up to receive them at DestinationAnalysts.com/covid-19-insights. Subscriptions to this research are also available for deeper insights into traveler segments, geographic regions, and custom insights into your destination.

In addition to our ongoing Coronavirus Travel Sentiment Index and other publicly available tourism research, Destination Analysts provides a diverse range of tourism recovery planning services for destinations and their DMOs.

The most popular of these include:

- **Key Traveler Audiences & Personas for your Destination**: Learn the psychographic, demographic and geographic profiles of travel audiences that are most likely to convert to visitors and how to best message and market to them

- **Destination Brand Performance + Travel Intentions**: Track the awareness, consideration and perceptions of your destination, intentions to visit and by whom

- **Visitor Activity Analysis & Segmentation Using GeoLocation Data:** Expertly analyzed geolocation data provides an important look at the "how" of visitor behavior, can provide important predictive metrics for visitation, as well as beneficial insights for key stakeholders.

- **Advertising Testing:** Measure and understand response to ensure the creative is delivering the intended messages, understand the images and content your most convertible travel audiences will respond to, avoid potential pitfalls

- **Resident + Stakeholder Research:** Understand and benchmark local travel + business patronage intentions, awareness & sentiment towards tourism

- **Profiles and Intentions of Owned Audiences:** Learn from your most loyal audiences and gain important marketing insights that can be used to attract new visitors

Website Resources for More Information:
https://www.destinationanalysts.com/research/resources-for-tourism-advocacy-recovery/