

Tourism Builds Communities: Rethinking the Role of DMOs



Los Angeles Tourism & Convention Board



What's in a name?

- Destination Marketing Organization
- Convention & Visitors Bureau
- Tourism Board
- Tourism Authority



- Most extensive destination survey to date
- Over 500 industry/community leaders in over 50 countries'
- Identified most critical issues facing destinations over the next decade

DestinationNEXT Key Findings

- What's **good for residents** is good for tourism (but not always vice versa)
- Destination development must align around **economic, social and environmental sustainability**
- Long-term success requires a **shared vision for the future** that is developed through a collaborative, iterative process

MAJOR NATIONAL TRENDS



Municipal deficits pose a threat to tourism funding



Lack of industry knowledge fuels negative sentiment



Issues of social justice have come to the forefront

A close-up photograph of a pair of hands, likely belonging to a person of African descent, gently cupping a small green seedling. The seedling has three leaves and a thin stem, growing out of a small mound of dark soil held in the palms. The background is blurred, showing more of the hands and a light-colored surface.

Destination Stewardship Organization: A New Model for a Sustainable Future

LOS ANGELES TOURISM

OLD MODEL: MISSION STATEMENT

The mission of the Los Angeles Tourism & Convention Board is to advance the prosperity of L.A.'s visitor economy and the livelihoods that depend on it. This is achieved by sales and marketing to the principal segments of both the domestic and international travel trade and consumer. In particular, LA Tourism represents the destination to the meetings and conventions industry nationwide; the international travel trade and traveler; the cruise passenger and cruise lines; the domestic leisure traveler; as well as the worldwide travel media.



LOS ANGELES TOURISM

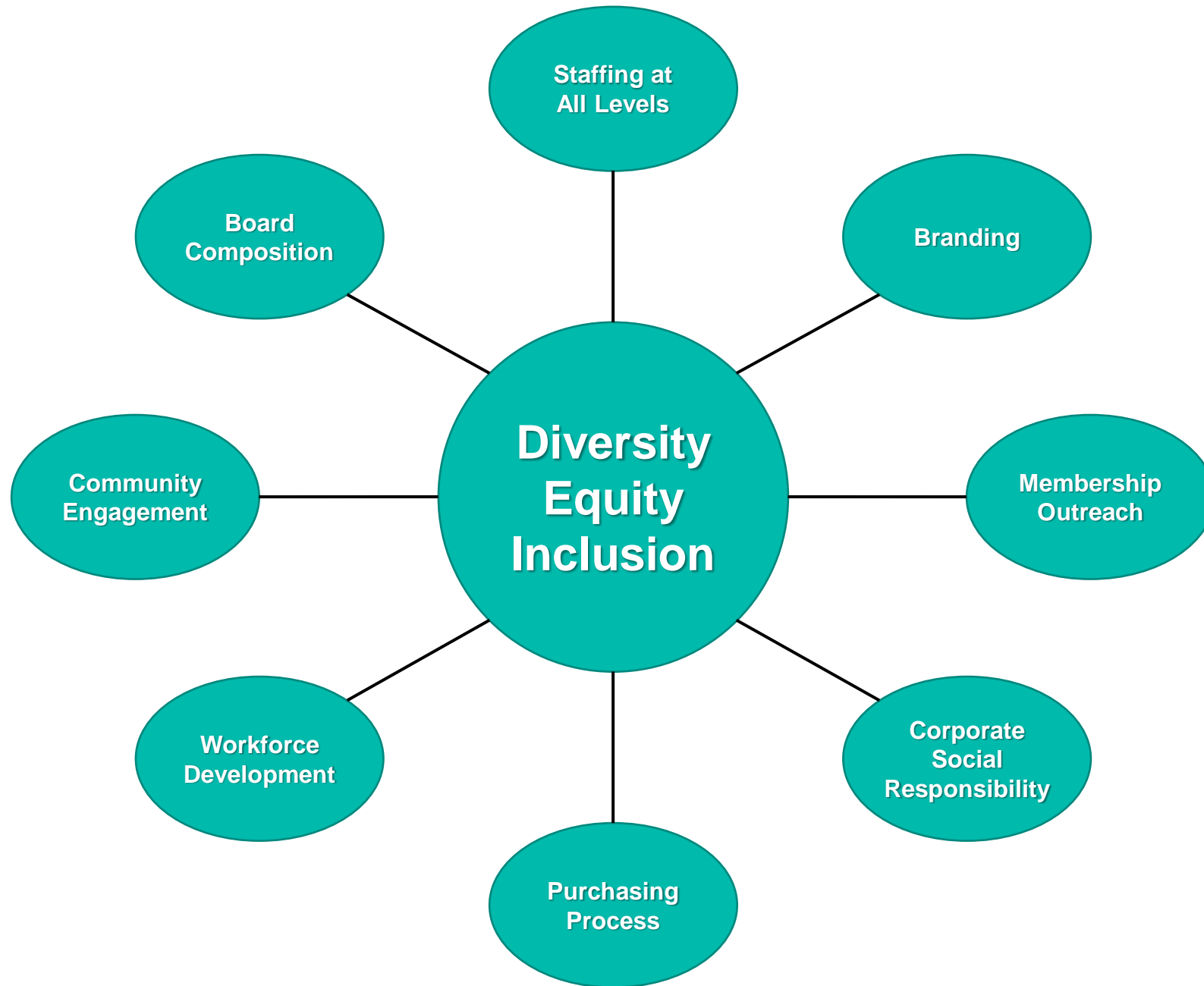
NEW MODEL: MISSION STATEMENT

Improve the quality of life for all Angelenos through the economic and community benefits of tourism.



EVERYONE IS WELCOME







CORE COMMUNITY ENGAGEMENT PILLARS

1

**SUPPORT FOR
UNHOUSED
ANGELENOS**

2

**INDUSTRY
WORKFORCE
DEVELOPMENT**

3

**COMMUNITY
EDUCATION &
OUTREACH**



HOMEKEY 

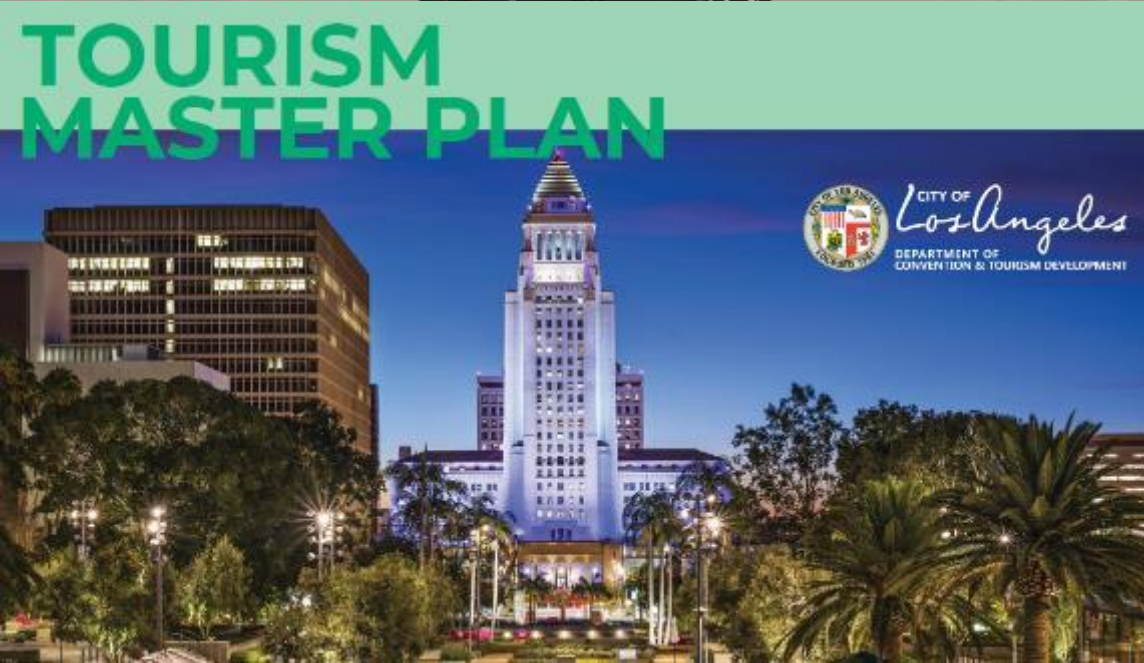



SKID ROW
RUNNING CLUB



Los Angeles
CONVENTION CENTER







DEFINING “SUSTAINABILITY”

**Natural
Resources**

**Funding
Models**

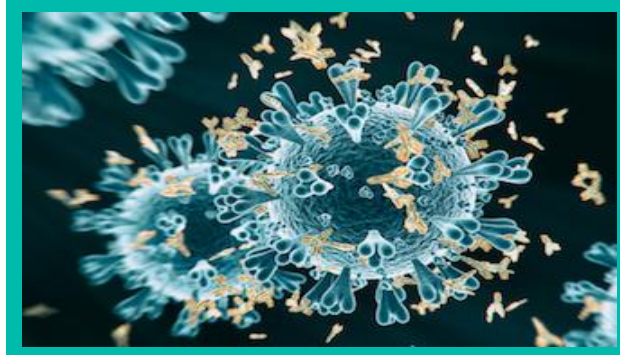
**Mobility
Solutions**

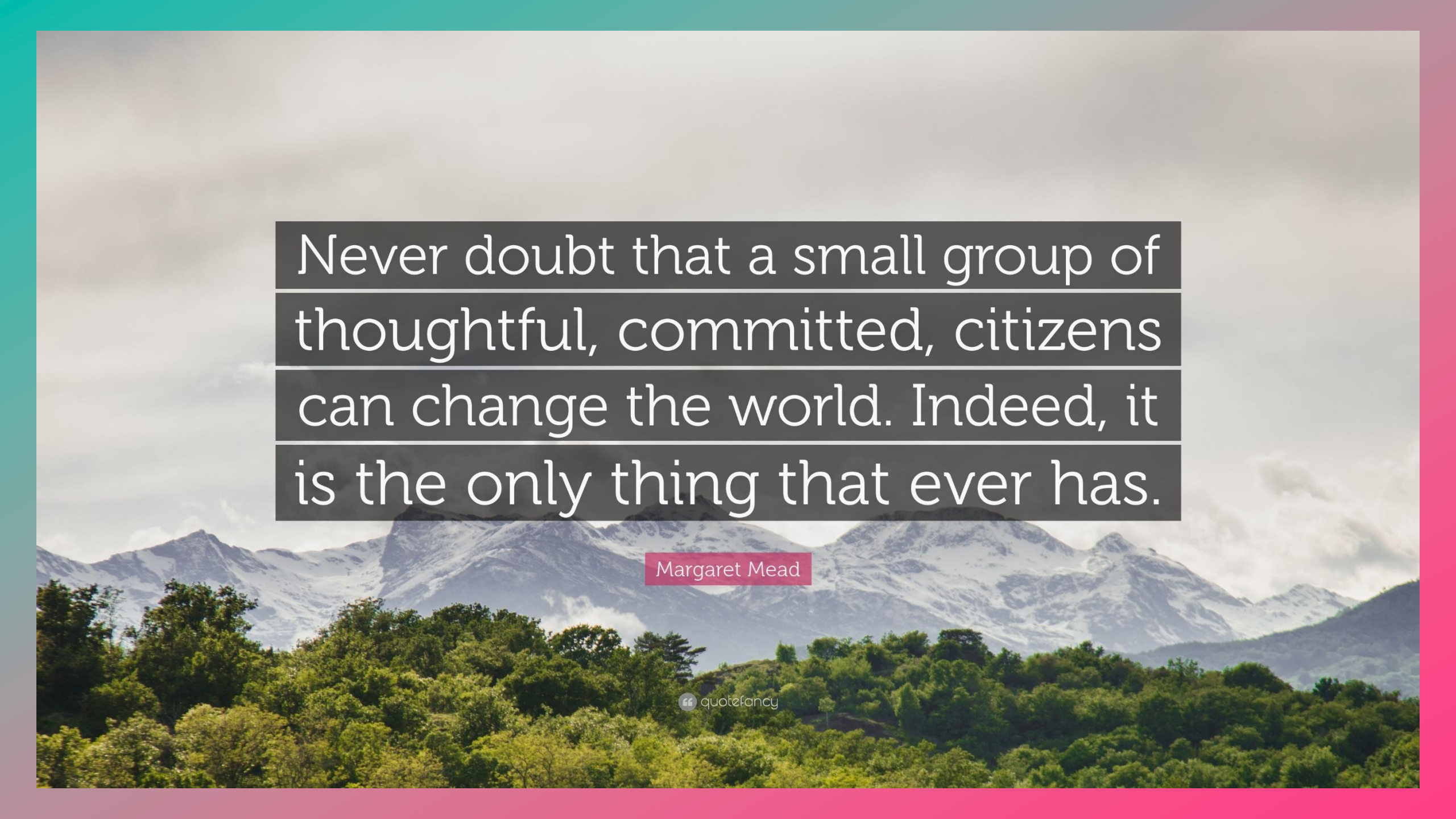
**Workforce
Development**

**Resident
Sentiment**

**Business
Disruptions**

DISRUPT OR BE DISRUPTED





Never doubt that a small group of
thoughtful, committed, citizens
can change the world. Indeed, it
is the only thing that ever has.

Margaret Mead

“ quote fancy

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