



What is a DMO ???



Definition:

A Destination Marketing Organization (DMO) or Convention & Visitors Bureau (CVB) is responsible for promoting a specific destination, such as a city, region, or country, to attract visitors and boost tourism. Their primary goal is to increase visitor numbers and enhance the economic impact of tourism in the area.

Role:

Works in partnership with local government, businesses, and the community to improve the attractiveness and competitiveness of the destination.



WHY ARE DMOS IMPORTANT?

DMOs inform travelers and potential visitors about the area's offerings, attractions, businesses, recreational opportunities, etc.

With intimate knowledge about the location, DMOs help tourists understand what makes the area special and unique.



HOW WE DO IT

- Promote our Destination's Unique Potential (Harriet Tubman's Chosen Hometown)
- Conduct Market Research (resident satisfaction survey)
- Conduct Targeted Campaigns (Sweet Treat Trail, Cayuga Cuisine...)
- Drive Economic Growth in a Sustainable Way
- Bring together organizations that serve all aspects of the visitor experience – from lodging providers, attractions operators, restaurants, wineries, museums, and retailers – so that they can share insights into what makes their community stand out as a tourist destination. (World Cafe, FAM Trips)

