

RELEVANCY

DMOs are losing valuable and vital funding because stakeholders do not understand the critically important role of the DMO.

THE QUEST
FOR RELEVANCE



- In the recent Futures Study, participants listed the greatest perceived threat as the *“Competition for DM funds”* and the most critical success factor as *“Reliable Sources of Funding.”*
- DMAI will provide the tools DMOs need to maintain critical levels of funding by helping stakeholders understand the role DMOs play in promoting destinations.
- Each DMO needs facts at their fingertips to illustrate the accurate results that DMOs are able to generate and quickly validate the return on the investment each community receives through the work of DMOs.
- DMAI must help DMOs create a compelling story and a credible concept of their contribution to their destinations.