

# SOCIAL RESPONSIBILITY

**DMOs must advocate a realistic balance in the social responsibility conversation, promoting intelligent trade-offs and synergistic solutions combining a rewarding travel experience with sustainable economic development.**

- Position DMAI as the central clearinghouse of knowledge by utilizing *myDMAI* or a similar tool and include best practices guide, benchmarks, discussions groups and conduct new research where gaps are identified;
- Gather data on what end users value from DMOs in supporting corporate social responsibility; and
- Initiate Partnership Strategy with other organizations and corporations.



*Integrate into research the role social responsibility plays in site selection process for meeting planners and leisure travelers to help DMO's build their bottom line and be better prepared to attract this growing consumer market.*