



Deciding What Research is Right for You

Strategic Issue	Measure	DMO
In which markets should we advertise? How do we optimize our market mix for maximum visitation, maximum ROI, etc?	Market Potential Model	Missouri Division of Tourism
Are our ads working? How much impact are they having? Should we continue to spend this much in these markets?	Ad Effectiveness/ROI	Visit Wichita
What travelers are our best prospects and how do I identify them to target ads to them?	Segmentation	Choose Chicago
Do local residents support tourism and recognize its benefits to the community? What concerns do they have around tourism?	Community Value & Resident Sentiment	Visit Indy
What is the long-term value of our ad/PR campaign?	Ad Effectiveness Tracking	Texas Tourism
How can we know ahead of time if our ads will resonate and be impactful with travelers?	Creative Testing Focus Groups	VisitDallas
If we build it, they will come. But what is "it" for our community?	Product Development	Hamilton County
Who are the travelers who visit us, why do they come, and how can I find more of them?	Visitor and Trip Profile	Minnesota
What do travelers think of our destination and what is the best way for us to position ourselves?	Brand & Image	Arkansas
When an environmental, political, or civic crisis happens in our destination, should the DMO address it? Do we keep advertising? How do we manage the situation?	Crisis Impact & Response	St. Louis