



Rough Guide: Destination Management

- What is a tourism destination?

What is a tourism destination?

- Basic unit of analysis in tourism
- Distinctly recognisable area where tourists visit/stay
- Where tourism revenue is significant, or potentially significant, to the economy
- Serviced by both private and public sectors
- A whole country (e.g. Wales), a region (such as Snowdonia), a village, town or city, or a self contained centre or attractions (e.g. Bluestone)

- **What is Destination Management?**
- **What does it involve?**

What is destination management?

Co-ordinating all the activities and services which impact on the visitor and their enjoyment of a destination

What does destination management involve?

A clear direction: vision and leadership delivered in partnership

Business support, training and networking

Relating tourism to land use planning and development control

Product knowledge and data gathering

Public realm – management and maintenance

Investment promotion

Local information provision

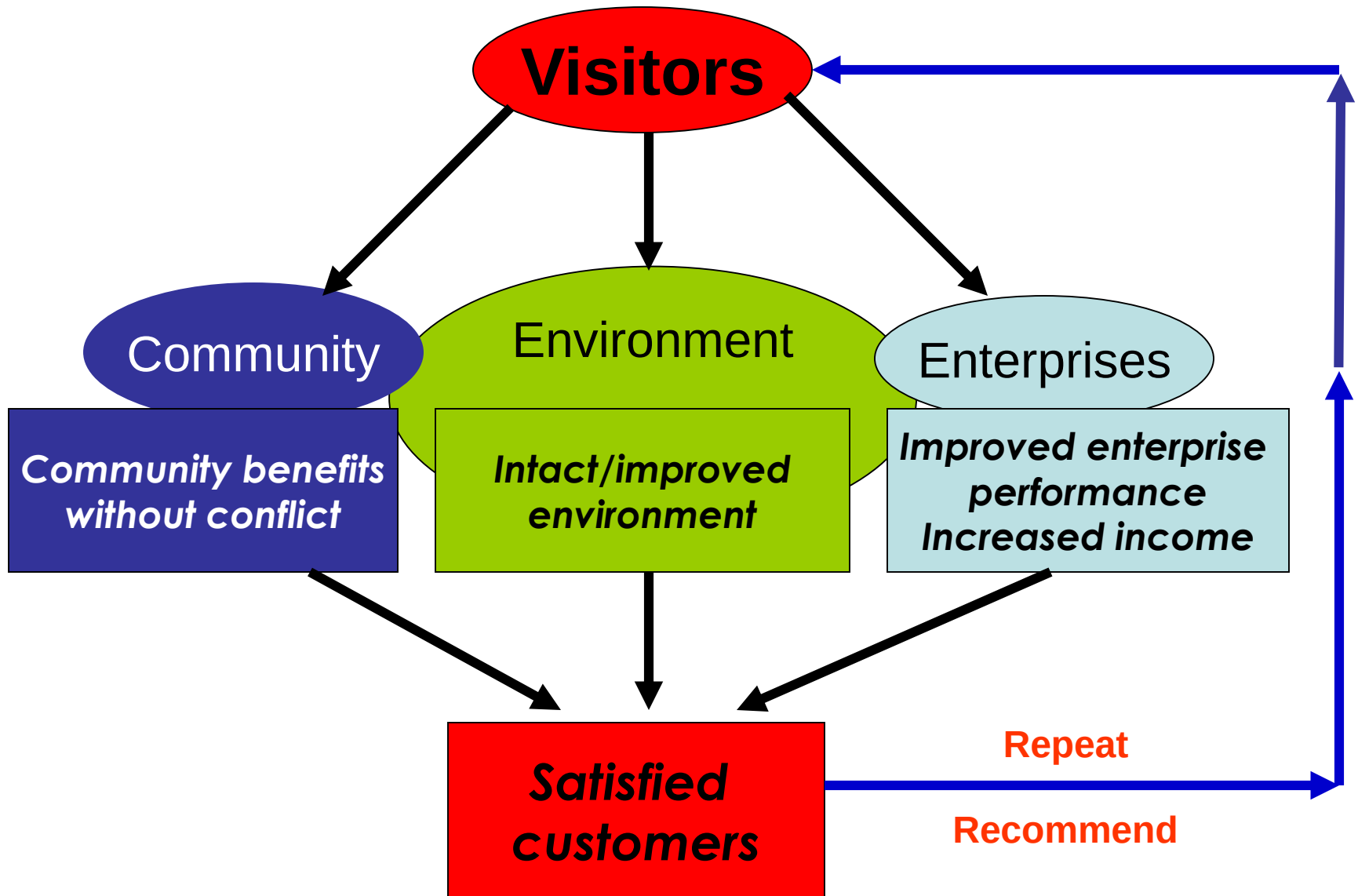
Destination marketing/promotion

Infrastructure, transport, access, signposting and other services

Community liaison and engagement

Research and monitoring

Aim: Sustainable growth



- What are the challenges of Destination Mgt?

A key Challenge

- How can we improve the **quality** of the visitor experience at our destinations to achieve higher levels of 'word of mouth' recommendation – the most **powerful** marketing tool at our disposal/

At a time when

- Budgets are declining
- Competition is increasing
- No hiding place for mediocrity

Work in partnership



Destination Partnership



Organic Development

- Needs, expectations and anticipated benefits vary greatly from one destination to the next.
- No 'ONE SIZE FITS ALL'
- **Regional Partnerships** – key coordinating role in facilitating the effective adoption of the destination partnership approach.



Destination Mgt Examples in WALES

www.dmwales.com

dmwales.com - Microsoft Internet Explorer provided by Welsh Government

File Edit View Favorites Tools Help

Back Forward Stop Home Favorites Reload Print Mail Stop Send To Search

Address <http://www.dmwales.com/> Go

 **Wales Cymru** Destination Management Wales

Search this site: Search

Home The Buzz Destination Management Who's Who Toolbox Sustainable Tourism COE Community Tourism



Welcome to Destination Management Wales

The online portal for all those involved in the development of tourism destinations and the delivery of the visitor experience at those destinations. So that's just about everyone in Wales, one way or another!

You will find on this site information about why your role in creating a successful destination is so vitally important to the tourism industry, who else is involved and where they fit in, plus lots of links to useful sites and some sample destination management tools you might find helpful.

Languages
English ▾

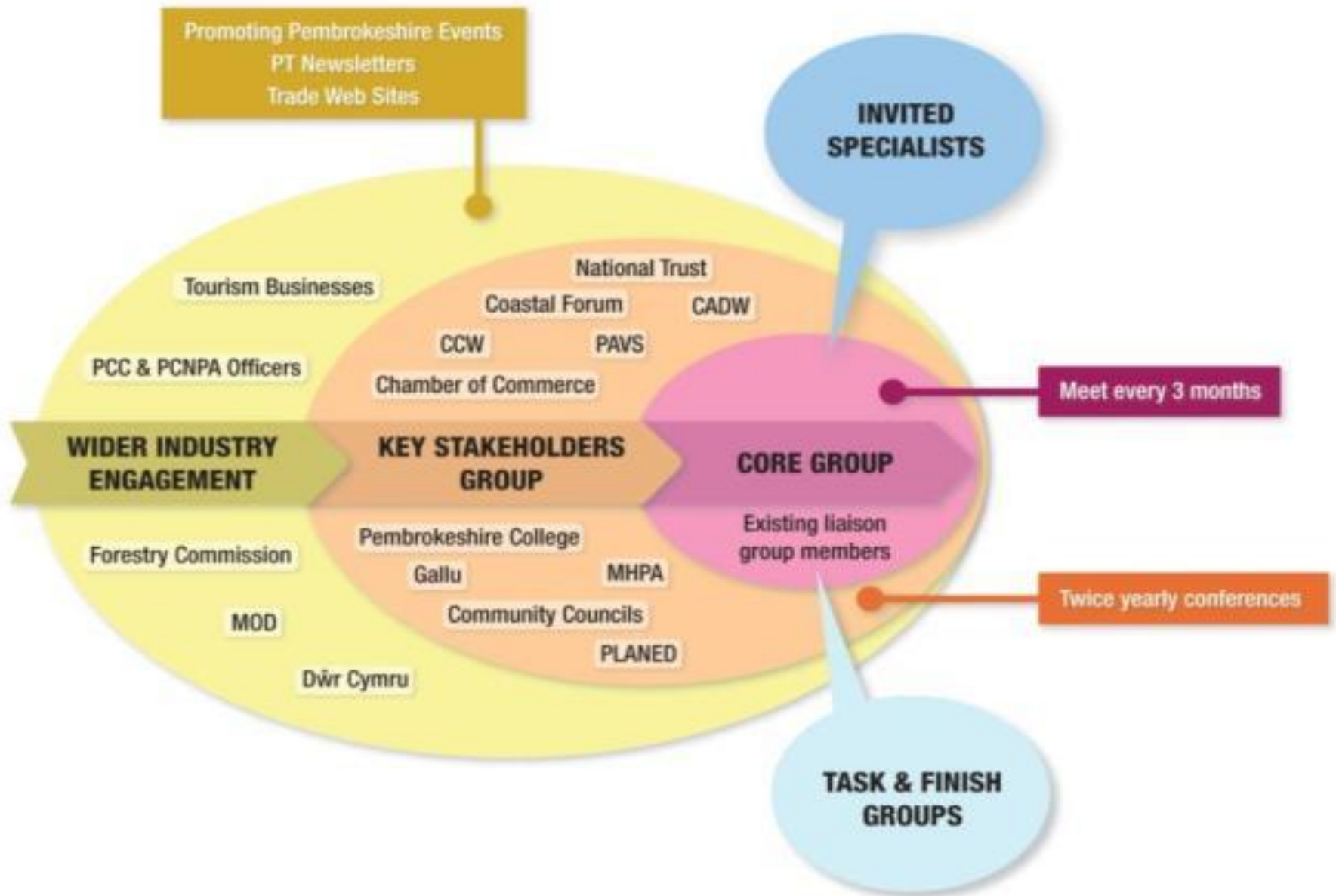
User login
Username:

Start 6 Citrix ICA Client Engi... dmwales.com - Micro... Internet 13:09

Destination Management Online Toolkit

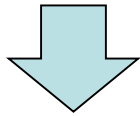
- Toolkit for all those involved in the development of tourism destinations and the delivery of the visitor experience
- Provide stakeholders with the tools to develop:-
 - Destination Partnerships
 - Destination Audits
 - Destination Management Plans
- Platform for destination partnership and other thematic groups to share information

Progress to date (Pembs / West)



Progress To Date

- EG:



- Swansea Bay - Partnership model well established - $\frac{1}{4}$ meetings between CCS, NPTCBC, TSB and SWWTP

E4G Centres of Excellence



TISS Destination Management Scheme offers made

AMENITY UPGRADE

- 1 PEMBREY
Beach Toilets - Upgrade toilet block
- 2 TENBY
Upgrading Tenby Public Convenience
- 3 PONTNEDDFECHAN
Sense of Arrival (landscaping), Additional and improved parking, upgrading toilet facilities
- 4 CONWY, LLANDUDNO, BETWS-Y-COED
Selection of Projects across Conwy

INFRASTRUCTURE

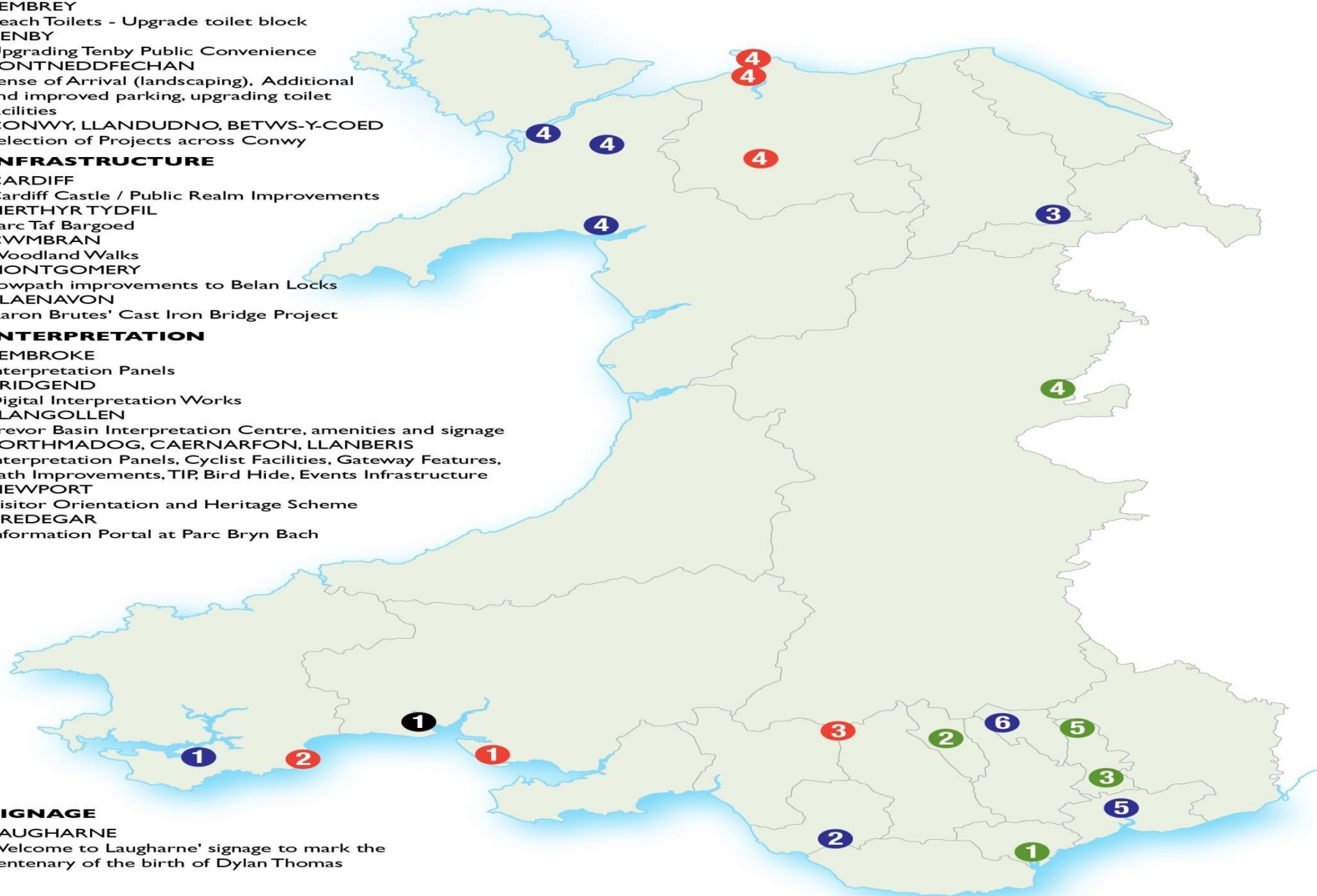
- 1 CARDIFF
Cardiff Castle / Public Realm Improvements
- 2 MERTHYR TYDFIL
Parc Taf Bargoed
- 3 CWMBRAN
Woodland Walks
- 4 MONTGOMERY
Towpath improvements to Belan Locks
- 5 BLAENAVON
Aaron Brutes' Cast Iron Bridge Project

INTERPRETATION

- 1 PEMBROKE
Interpretation Panels
- 2 BRIDGEND
Digital Interpretation Works
- 3 LLANGOLLEN
Trevor Basin Interpretation Centre, amenities and signage
- 4 PORTHMADOG, CAERNARFON, LLANBERIS
Interpretation Panels, Cyclist Facilities, Gateway Features, Path Improvements, TIR, Bird Hide, Events Infrastructure
- 5 NEWPORT
Visitor Orientation and Heritage Scheme
- 6 TREDEGAR
Information Portal at Parc Bryn Bach

SIGNAGE

- 1 LAUGHARNE
Welcome to Laugharne' signage to mark the centenary of the birth of Dylan Thomas



Destination Management

Plans: A compass not a map

- Should be developed via the **destination partnership**
- Address identified weaknesses through a **destination audit**
- Lead to an improvement in the visitor experience as a result of action to tackle the weaknesses
- It is a document for the whole destination **agreed by all stakeholders**
- Used as evidence for funding applications





