100 Prompts to Help Your DMO

A comprehensive guide for Destination Marketing Organizations to enhance their marketing, operations, and development strategies.

Marketing & Branding

Campaign Development

1. Create a seasonal campaign slogan highlighting [destination]'s unique experiences.
2. Draft five social media posts promoting upcoming festivals.
3. Suggest Instagram reel ideas showcasing local food experiences.
4. Write ad copy for a Facebook carousel highlighting outdoor adventures.
5. Develop a month-long content calendar for promoting off-season travel.

Content Creation

1. Generate five storytelling angles about [destination]'s history.
2. Propose creative hashtags for a "Rediscover [destination]" campaign.
3. Create three variations of TikTok captions for an iconic landmark.
4. Suggest design themes for the next visitor guide.
5. Write an email subject line that drives sign-ups for a culinary event.

Communications & PR

Media Relations

1. Draft a press release announcing a new direct flight route to [destination].
2. Suggest five story pitches for national travel media.
3. Write a crisis communication holding statement for severe weather.
4. Summarize media coverage of [destination] in the past month.
5. Develop talking points for a radio interview with the DMO CEO.

Strategic Communications

1. Write a response template for journalists requesting high-resolution images.
2. Draft a Q&A sheet for stakeholders about a new campaign launch.
3. Suggest ideas for a media familiarization (FAM) trip itinerary.
4. Write a LinkedIn article positioning [destination] as a thought leader in sustainable tourism.
5. Develop a media list segmentation strategy.

Destination Development

Infrastructure & Planning

1. Write a grant proposal summary for funding trail expansion.
2. Suggest ways to engage local businesses in visitor readiness training.
3. Draft key benefits of implementing a visitor wayfinding program.
4. Write a proposal for public-private partnerships to enhance attractions.
5. Develop five strategies to spread visitor traffic beyond high-season hotspots.

Sustainable Growth

1. Write guidelines for inclusive tourism initiatives.
2. Suggest metrics to evaluate the success of destination development projects.
3. Draft a proposal for adding cycling-friendly infrastructure.
4. Write a one-pager explaining geotourism to stakeholders.
5. Suggest community engagement questions for a destination master plan workshop.

Operations & Administration

Human Resources

1. Draft a job posting for a destination marketing coordinator.
2. Write onboarding materials for new staff about the DMO mission.
3. Create a volunteer recruitment ad for an upcoming festival.
4. Write a professional out-of-office message for high-travel staff.
5. Draft a template for monthly board reports.

Organizational Efficiency

1. Suggest digital tools to improve staff collaboration.
2. Write a checklist for organizing stakeholder meetings.
3. Create a policy outline for staff using social media on behalf of the DMO.
4. Draft a staff recognition email template.
5. Suggest agenda items for a quarterly leadership meeting.

Meetings, Conventions & Events

Sales & Acquisition

1. Write an RFP response template for hosting conferences.
2. Draft promotional copy for attracting association events.
3. Suggest incentives for meeting planners to choose [destination].
4. Write a one-minute elevator pitch for convention sales staff.
5. Draft a landing page for the DMO's meeting and events services.

Relationship Building

1. Create a sales email template targeting corporate planners.
2. Suggest social media content for showcasing convention facilities.
3. Write a press release announcing a major conference win.
4. Draft key talking points for site tours with planners.
5. Propose event sustainability guidelines.

Travel Trade

Tour Operator Relations

1. Draft an itinerary for international tour operators.
2. Write an introductory email to new travel agent partners.
3. Suggest incentives for tour companies to promote [destination].
4. Write a brochure outline for group travel experiences.
5. Draft training content for travel advisors on [destination] highlights.

Partnership Development

1. Write a proposal for co-op marketing with tour operators.
2. Suggest five ways to improve relationships with receptive operators.
3. Write a LinkedIn post celebrating new trade partnerships.
4. Draft talking points for attending an international travel trade show.
5. Write a product sheet describing [destination]'s signature experiences.

Digital Marketing & SEO

Search Optimization

1. Generate SEO keywords for a "things to do in [destination]" landing page.
2. Write a blog outline for "Top 10 Hidden Gems in [destination]."
3. Suggest meta descriptions for new seasonal landing pages.
4. Draft YouTube video descriptions for local experience highlights.
5. Propose schema markup recommendations for events.

Content Strategy

1. Write FAQs for the DMO's main visitor page.
2. Suggest five backlink opportunities with local organizations.
3. Draft a keyword strategy for culinary tourism content.
4. Create alt-text descriptions for accessibility on social posts.
5. Write optimized copy for Google Business profiles.

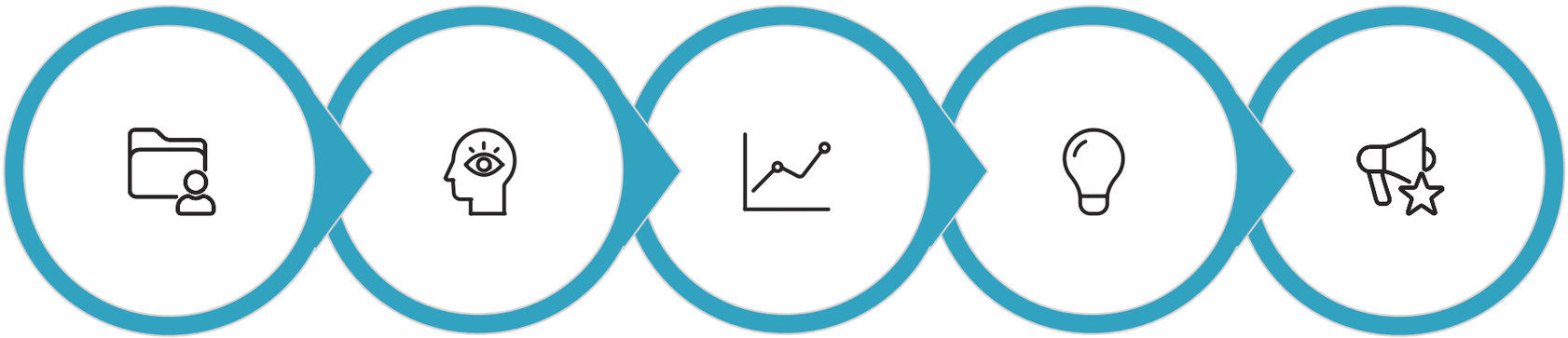
Research & Insights

Data Collection & Analysis

1. Suggest survey questions to measure visitor satisfaction.
2. Draft a report summary of seasonal visitor data.
3. Propose KPIs for measuring marketing ROI.
4. Write an executive summary of recent travel trends.
5. Suggest visualization ideas for presenting visitor spending data.

Strategic Intelligence

1. Draft a briefing note on generational travel preferences.
2. Write a one-page summary of global travel market shifts.
3. Suggest interview questions for stakeholder feedback sessions.
4. Draft a report introduction for a destination development study.
5. Create a dashboard outline for tracking marketing performance.



Stakeholder & Community Relations

Partner Engagement

1. Draft a monthly stakeholder newsletter template.
2. Suggest content ideas for board meeting updates.
3. Write a thank-you note for partners who supported an event.
4. Draft talking points for a town hall with local businesses.
5. Suggest ideas for a partner recognition program.

Community Impact

1. Write copy for a stakeholder annual report.
2. Draft a social post highlighting a local business success story.
3. Suggest engagement strategies for underrepresented tourism partners.
4. Write a briefing note for elected officials on tourism's economic impact.
5. Draft email templates for partner training sessions.

Sustainability & Accessibility

Inclusive Tourism

1. Draft website copy for an accessibility commitment page.
2. Suggest green certification programs for local businesses.
3. Write a campaign outline for encouraging sustainable travel.
4. Draft a code of conduct for visitors in sensitive ecosystems.
5. Suggest training modules on accessible tourism for front-line staff.

Environmental Stewardship

1. Write copy for signage encouraging waste reduction.
2. Draft grant application text for a sustainability initiative.
3. Propose ways to measure carbon reduction from tourism programs.
4. Write FAQs for visitors on sustainable travel in [destination].
5. Draft a pledge for the DMO to commit to inclusive and sustainable tourism.