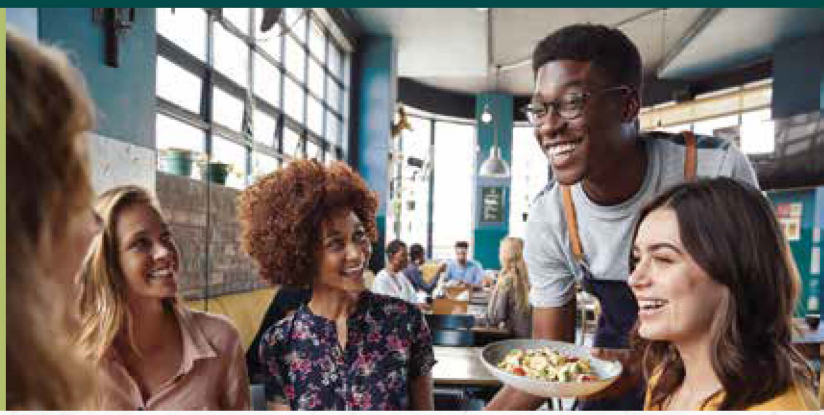
OPTIONS *for* SMALLER DESTINATIONS

Nina B. Winston
CONSULTING

Partnership Refresh and Development

Nina B. Winston Consulting offers new solutions for Destination Marketing Organizations (DMOs), regional and state tourism associations seeking to create, broaden or increase their partnership base. Providing innovative strategies that build community is at the heart of our work.



DMOs with Existing Partnership Program

01 Interviews for insight into the organization, department, and current Partnership Program
02 Auditing of Partnership Program benefits and services
03 Analyze current revenue model
04 Evaluating the current onboarding and engagement components
05 Audit/review all marketing/comms platforms and tools
06 Conduct one-on-one interviews with partners
07 Provide a comparative analysis fitting the destination
08 Conduct a SWOT analysis for the current partnership program
09 Interface with other key committees and groups as appropriate
10 Presentation(s) to team, leadership, board (as necessary)

Approximate duration: Six months

Partnership Program: Feasibility Study

01 Interview for insight into organization and departments
02 Conduct feasibility analysis for establishing a Partnership Program
- Auditing of potential tourism-related businesses and individual partners
- Analyze the current revenue model
- Model partnership revenue scenarios
- Evaluate the current engagement components with tourism-facing entities
- Audit/review all marketing/comms platforms and tools
- Provide a Comparative Analysis fitting the destination
- Interface with other key committees and groups as appropriate

03 Conduct external interviews with potential partners across the tourism sector/region
04 Provide recommendations on a potential Partnership Program
05 Presentation(s) to team, leadership, board (as necessary)

Approximate duration: Up to three months

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Add-Ons

- Conduct an analysis of existing or potential visitor center(s)
- Create a strategy for corporate partnerships
- Participate in strategic planning

Let's work together.

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