What Non-Destination Marketers Can Learn from Destination Marketers.

- There are many reasons why doing breakthrough creative work is hard for DMOs.

- But breaking through is critical to your success - there are too many choices for your potential visitors, and marketing that looks like a competitor (even though you may not view it as such) can too easily disappear in the morass of travel inspiration information available to visitors.

- Destination marketing is one of the purest and best forms of marketing, so much so that non-destination marketers are co-opting its principles and marketing their brands as "destinations," places to be for their consumers.

- What people want from brands - destination and non - is to provide solace, or community, to give you confidence, to allow you to recharge, re-energize, find courage, take refuge.

- Allow yourself to see non-destination brands in that light and it may open up new ways of thinking about the way you do what you do.

What Destination Marketers Can Learn from Non-Destination Marketers.

- There are three undeniable phenomena occurring
    1. Brands continue to spend more than ever to reach us, un-phased by our attempts to prevent that
    2. They continue to find ever-more-creatively compelling ways to reach us
    3. We continue to buy crap we don't need from said brands, thereby validating both their expenditures and their creativity

- So why aren't more destination brands doing truly breakthrough creative work, eliciting a "Why Didn't I Think If That?" reaction?

- Open yourself up to what's going on in the broader world of brands - those that have tried have seen great success:
    o Leveraging celebrity, like NYC&Co
    o Leveraging fashion, like Visit Houston
    o Leveraging big events, like Visit Seattle
    o Leveraging innovation, Like Palau
    o Leveraging sports, like Visit Florida
    o Leveraging "local," like SF Travel
    o Leveraging data, like Tennessee Tourism

- Some suggestions for arriving at breakthrough creativity:
    1. Be open to it
    2. Ask for it
    3. Trust it
    4. Execute it
    5. Measure it
    6. Amplify it
    7. Build on it

And also - look through the kaleidoscope frequently!