

Oceania Edition

TIME FOR

DEMOCRACY

A Global Study of Best Practices for Partnering
with Local Residents and Tourism Businesses

*An overview for cities and other destinations
interested in participating.*



in association with



WHAT:

Time for DMOcracy is the largest ever international study to define and share global best practices on how destination marketing and management organisations (DMOs) and regional tourism organisations (RTOs) engage successfully with local residents and tourism businesses.

WHO:

Time for DMOcracy will include dozens of leading cities and destinations from around the world, with the North American and Oceania studies run by Miles Partnership in association with our global partners: Group NAO, Global Destination Sustainability Movement, TCI Research and the Travel Foundation.

WHY:

The COVID-19 pandemic has only amplified the critical importance of destinations of all types effectively communicating and consulting with their local resident and business communities in the recovery and development of tourism.

For more information and to indicate your interest in participating, please contact Maria Rial:
maria.rial@milespartnership.com

The Time for DMOcracy study deliverables will include:

1. **Participant survey and interviews:** In-depth consultation with participating DMOs to understand how each destination engages with their local residents and industry partners
2. **Global research summary:** An international review and summary of the latest research, models, and processes in local resident and business engagement
3. **Resident and industry sentiment research:** A summary of global best practices and research options in surveying your local residents and business community
4. **How to building meaningful relationships with Indigenous communities:** Training, tips and resources on how to engage, communicate and build long-lasting relationships with Indigenous community groups and business owners
5. **Media sentiment and best practices:** Sentiment analysis of how tourism in your destination is covered in media with expert advice on helping monitor and influence both traditional and digital media coverage and content
6. **Community engagement tools and platforms:** A global survey and recommendations of the best digital tools and platforms for engaging and consulting with local residents and tourism businesses
7. **In-depth case studies:** Example summaries of leading resident and industry engagement programs and processes from other cities and destinations across the globe
8. **Learning labs:** Participants will collaborate and learn from experts in resident and industry engagement, plus the insights and lessons shared by other national and international DMOs
9. **Global DMO networking:** Opportunities to connect and learn from other international destinations with similar issues, challenges and opportunities
10. **Reporting and event for participants:** All participants will receive a final white paper with a library of resources and specific recommendations for your destination. This will be shared and discussed with all

* A public summary of some topline insights from the overall research will be made available to all DMOs as a resource to the industry.

**Privacy – non-public, proprietary information shared by you, including your survey results, will be confidential and will only be used at an aggregated, anonymized basis with other participants except for specific case study examples where permission will be sought.

PROJECT STEPS

May - November 2022

STATE OF DMOCRACY

①

Survey and one-on-one interviews to map current issues, challenges and opportunities in resident and industry engagement

FRAMEWORKS OF PARTICIPATION

②

③

④

Global review summarizing best practices and resources in resident and industry engagement

MEDIA & DIGITAL PLATFORMS/TOOLS

⑤

⑥

Analysis and insights on managing media coverage, digital platforms and tools for facilitating engagement

METHODS OF ACTIVATION

⑦

⑧

Insights, case studies and experts from around the world sharing best practices, methods and tools

PROJECT COMMUNICATION

⑨

⑩

Learning Labs, networking and sharing insights with global DMOs, reporting and forum for participants

CURIOUS QUESTIONS & COMMUNITY CHALLENGE



WHITE PAPER, MODELS & METHODS OF DMOCRACY

MEET MILES PARTNERSHIP

Enriching lives through travel

Miles is the trusted strategy and delivery partner for the travel and tourism sector. We directly support hundreds of destinations and hospitality businesses with expertise from destination marketing through to destination management.

We offer the best of global and local (g'local) expertise with more than 250 tourism experts in the United States, Europe and South Pacific.

Miles currently works across DMOs in 15+ nations - and we are closely connected to Oceania and the South Pacific.

We've undertaken projects in the South Pacific since 2008, starting with a Social Media strategy for the Pacific Tourism Organisation (SPTO). Since that time we have worked with organisations in Australia, Papua New Guinea, Vanuatu, Samoa, Fiji and across New Zealand.

We bridge the connection between places, people and passions.

65

years loving
what we do

12

years
developing
partnerships
across the South
Pacific

250

plus destination
marketing
experts in nine
global offices

8

years, the length
of our average
client
relationship

750

thousand dollars
invested in
tourism
research every
year

Oceania Edition

TIME FOR DMOCRACY

Time for DMOCRacy Oceania edition is being led by Miles Partnership in association with our global agency partners in this study: Group NAO, Global Destination Sustainability Movement, TCI Research and the Travel Foundation.

The Oceania Edition of this global study will run in parallel with the European and North American Edition with 20+ cities and destinations already committed including Los Angeles, San Francisco, Anaheim, New Orleans, Vancouver, Toronto, Amsterdam, Athens, Barcelona, Copenhagen, Stockholm, and Zurich.

Timeline:

April to November 2022 with a forum planned for November 2022*

*The forum to present and discuss the final report will be online but may include an in-person event in November 2022 with participant meetings and learning sessions potentially held around one or two key industry events during 2022.

Expression of Interest:

Limited spots are available.

To discuss the project in more detail please contact:

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