

# Becoming a Tourism Magnet: 4 Tips for Success

## #1 Align Your Resources

All city leaders should be working together toward one common goal: increasing the number of visitors. Retail and economic development leaders should especially work together with the area's convention and visitors bureau given the important role that shopping and dining plays in attracting visitors. Bottom line: have a common vision and goal.

## #2 Know What You Have to Offer

Have a clear picture of who you are as a community and what your community has to offer visitors. Identify your unique differentiators and go beyond simple attributes like "we have a lake." What is it about your lake that makes visitors choose to visit your community rather than the neighboring town that has a lake?

## #3 Gather Your Data to Discover Insights

Analyzing data helps you answer critical questions that will ultimately shape your tourism development strategy, such as:

- Why do people visit my community?
- What activities do visitors like?
- Where do visitors spend money?
- Where do visitors come from?
- Which markets should be prioritized for marketing initiatives?

Resources that will help you answer these questions include convention and visitors bureaus, state-level tourism agencies, the U.S. Travel Association, and analytics firms like Buxton.

## #4 Make Sure Your Marketing Fits Your Target

Finally, it's important to make sure that your tourism marketing message fits the profile of your target market. But don't stop there - it's also important to distribute the message through the right channels. Pay close attention to your advertising budget and media buys to make sure you are reaching the right audience with the right message.

