

# 1. WHAT DO YOU SEE AS THE ROLE OF DOSE IN 2020 & BEYOND?

- Encourage & facilitate business collaboration.
- Bring together data & insights to define area's target market
- An imperative function to facilitate & drive tourism, collaboration and success.
- Grass roots level, promotion + marketing + supporting growth, sector development.
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- DOs must be able to provide content and ideas to support national marketing campaigns.
- A strong and representative local voice as to the priorities for businesses and local people;
- DMOs need access to reliable and real time data on visitor numbers & profiles.
- Data sharing
- DOs need to act locally to achieve globally! We need to together & learn from each other.
- Create link between communities businesses and visitors – developing a mutually beneficial perspective on developing the destination, creating visitor experiences and communications (primarily social media)

- Coordinate, support and promote the delivery of high quality authentic visitor experiences – throughout Scotland.

## 2. WHAT DO WE NEED TO THINK ABOUT NOW TO MAKE DOS FIT FOR PURPOSE IN 2020 & BEYOND?

- DOs need to be represented and have input at national level through SE HIE, VS and Scot Gov.
- Capacity building + networking + support for DMOs.
- Share good practice + avoid duplication's.
- Improve data collection & understanding
- We need sustainable budgets, good people and embrace technology.

- Focus on co-creation of the visitor experience with communities, businesses and visitors – based on real-time visitor data interpreted and easily presented by the DMOs
- Some leadership on what Scotland needs in terms of size and scale of SDMOs

- Some key principles of what a DMO should do and what it should look like.