

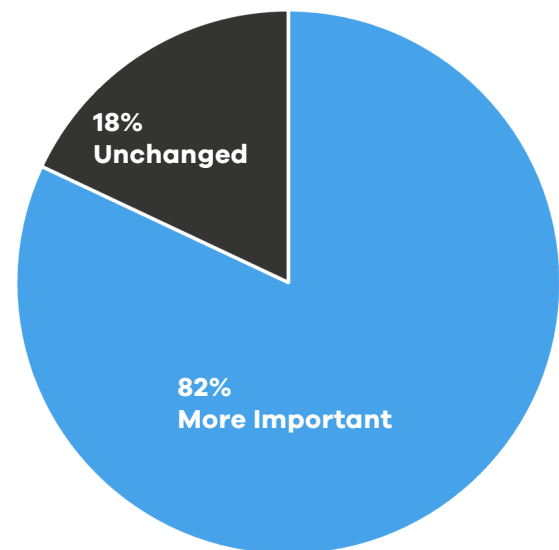
2021 / WAVE 1

# Destination Marketing Technology Survey

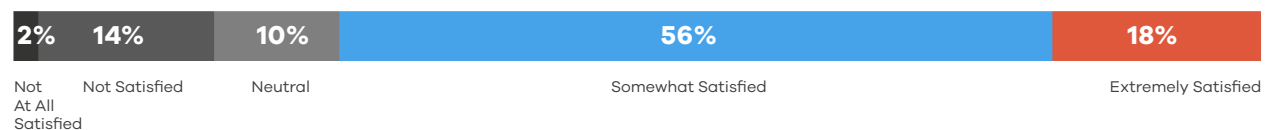
The Destination Marketing Technology Survey was born out of an industry need to better understand the current perceptions and attitudes of destination marketers toward the use of marketing technology. In its third year, the survey focuses on understanding the impact of the pandemic within these owned media channels and to deliver the results to the industry in the quickest possible fashion.

This report is compiled from the first wave of survey responses from over 175 destination marketers who have provided their input in order to capture the most up-to-date outlook on marketing technology's role and importance in destination marketing.

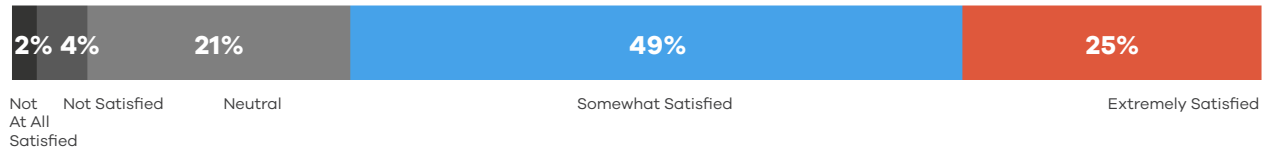
/ How has your organization's view of its website changed since the pandemic?



/ How satisfied are you with your organization's website?



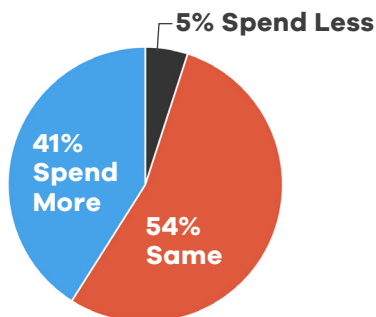
/ How satisfied are you with your organization's CMS?



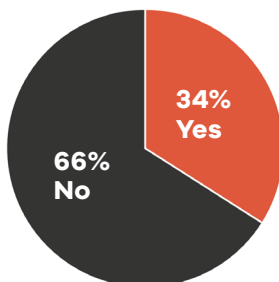
### Top Content Management Systems Used

1. Simpleview
2. WordPress
3. Drupal

/ How much do you intend to spend on your website in the next 12 months?

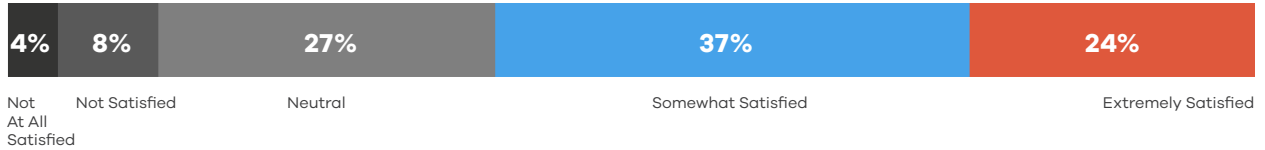


/ Are you currently monetizing your website?

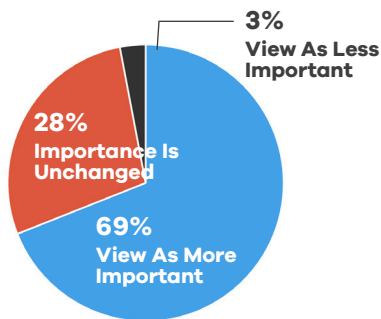


**User Experience**  
Is The Number  
One Thing DMOs  
Would Improve  
About Their  
Website.

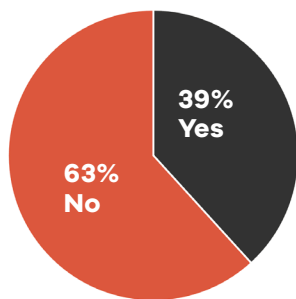
/ How satisfied are you with your organization's email marketing platform?



/ How has your organization's view of its email marketing changed since the pandemic?



/ Is your organization currently utilizing a marketing automation software for email marketing?

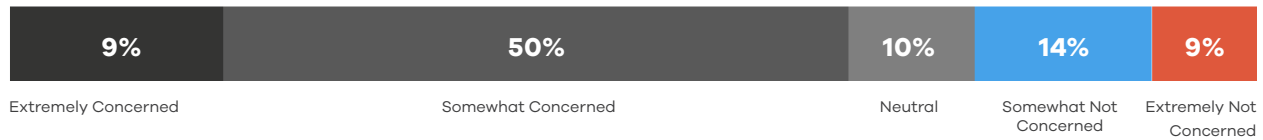


**If The DMO Could Improve One Thing About Their Email Marketing Platform It Would Be:**

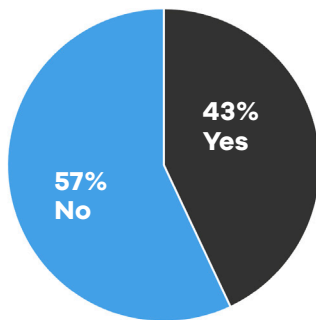
1. Segmentation Options
2. Ease of Use
3. Third-Party Integration

**36% of Respondents Named Act-On As Their DMO's Email Marketing Platform.**

/ How concerned are you about your organization's ability to conform to consumer data policies?



/ Is your organization currently investing in a digital visitation measurement tool such as Arrivalist or ADARA Impact?



**If budget, resources and the ability to successfully adopt a new technology were not an issue, what emerging technology would you select to market your destination?**

1. Augmented Reality
2. Consumer Data Platform
3. Virtual Reality
4. Voice Search/Smart Speakers
5. Chatbot

**Join us in August for Wave 2 of the survey, followed by a live panel discussion at eTourism Summit in Las Vegas this September.**

**eTOURISM SUMMIT**

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