

DESTINATION



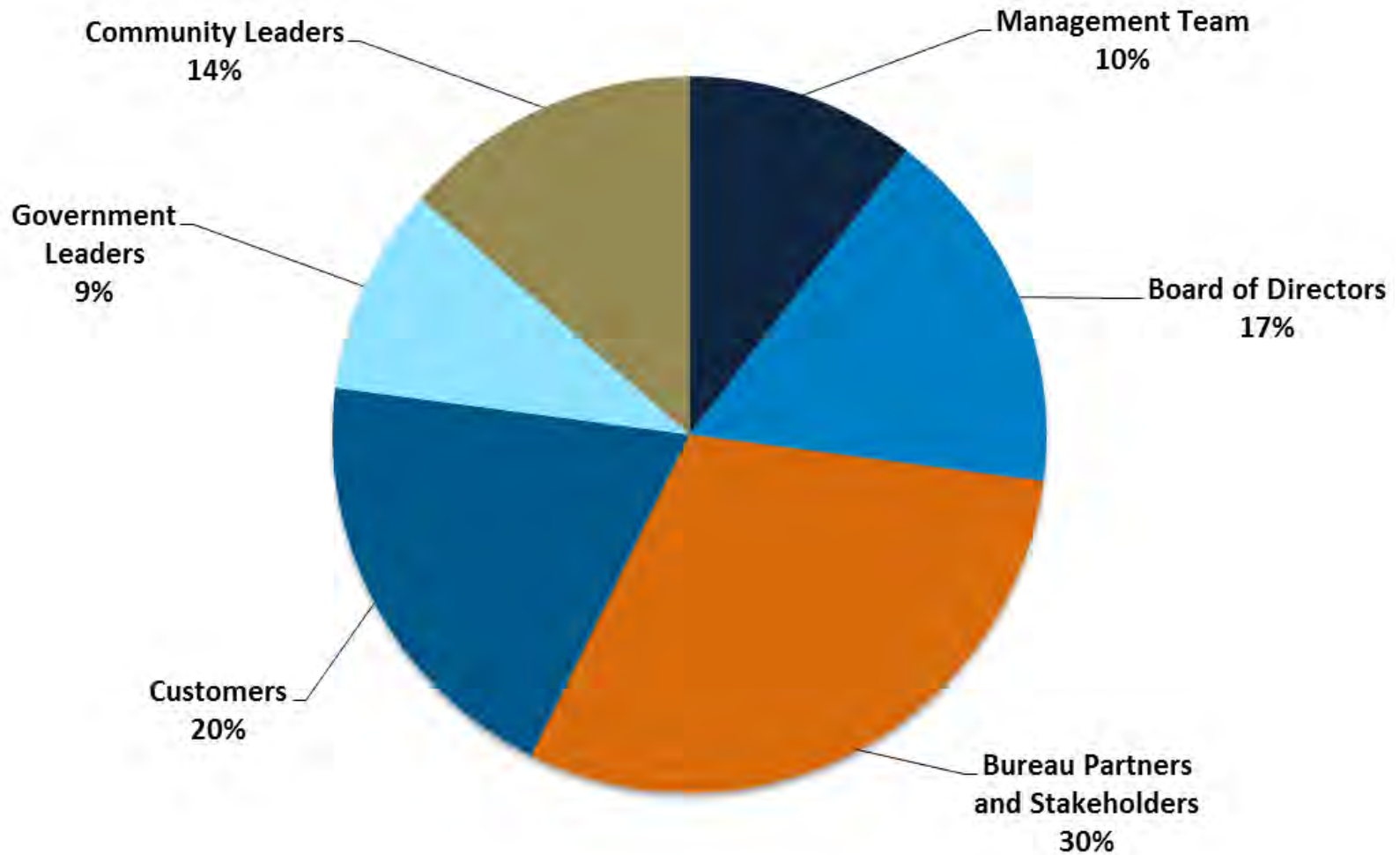
Multi-User Online Diagnostic Tool Results:
Fox Cities

Pam Seidl

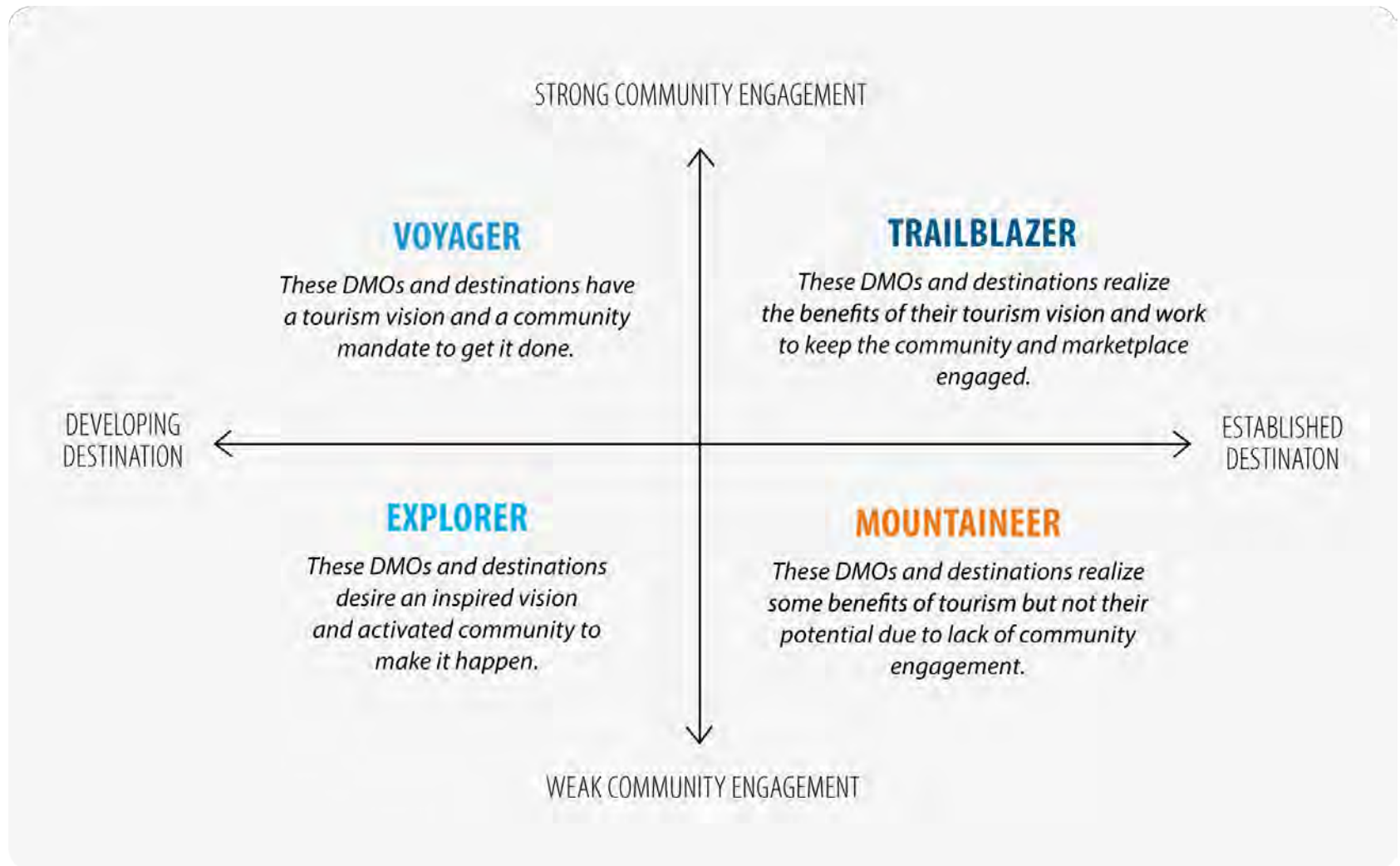
Executive Director

Fox Cities Convention & Visitors Bureau

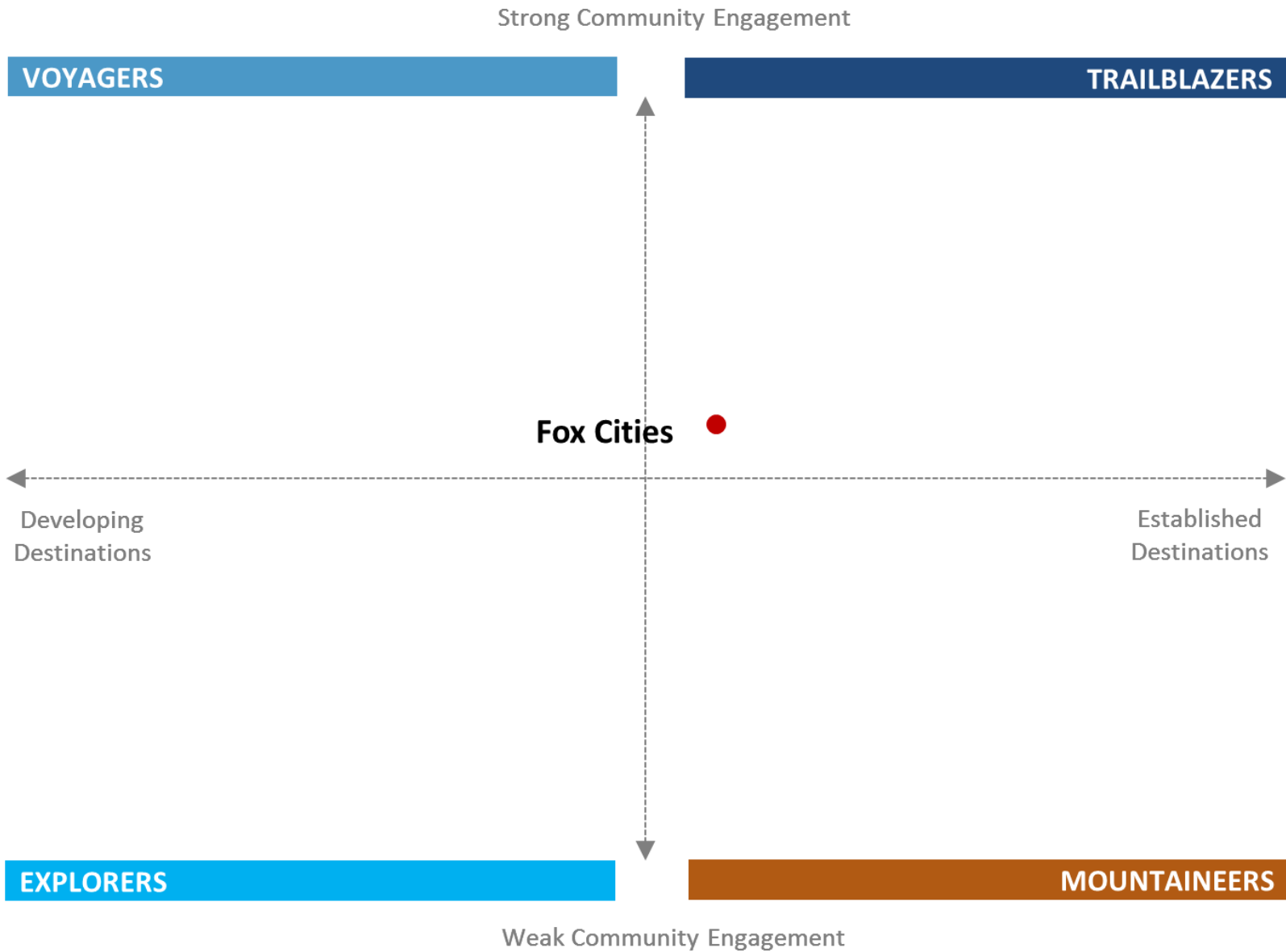
96 Responses



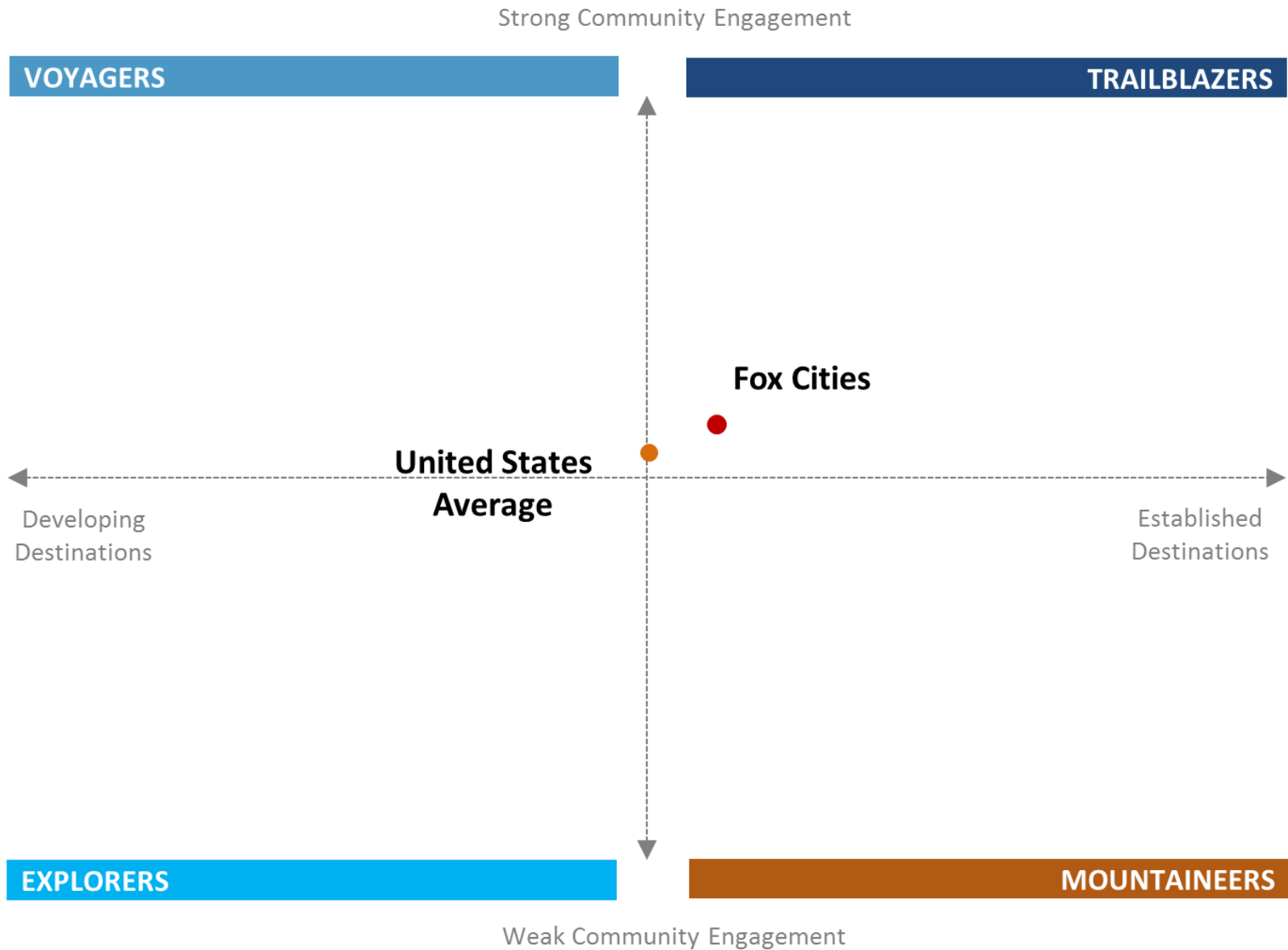
Definitions



Fox Cities Overall Assessment - Industry



Fox Cities Overall Assessment - USA



Trailblazers

These DMO's and destinations realize the benefits of their tourism vision and work to keep the community and marketplace engagement fresh and relevant.

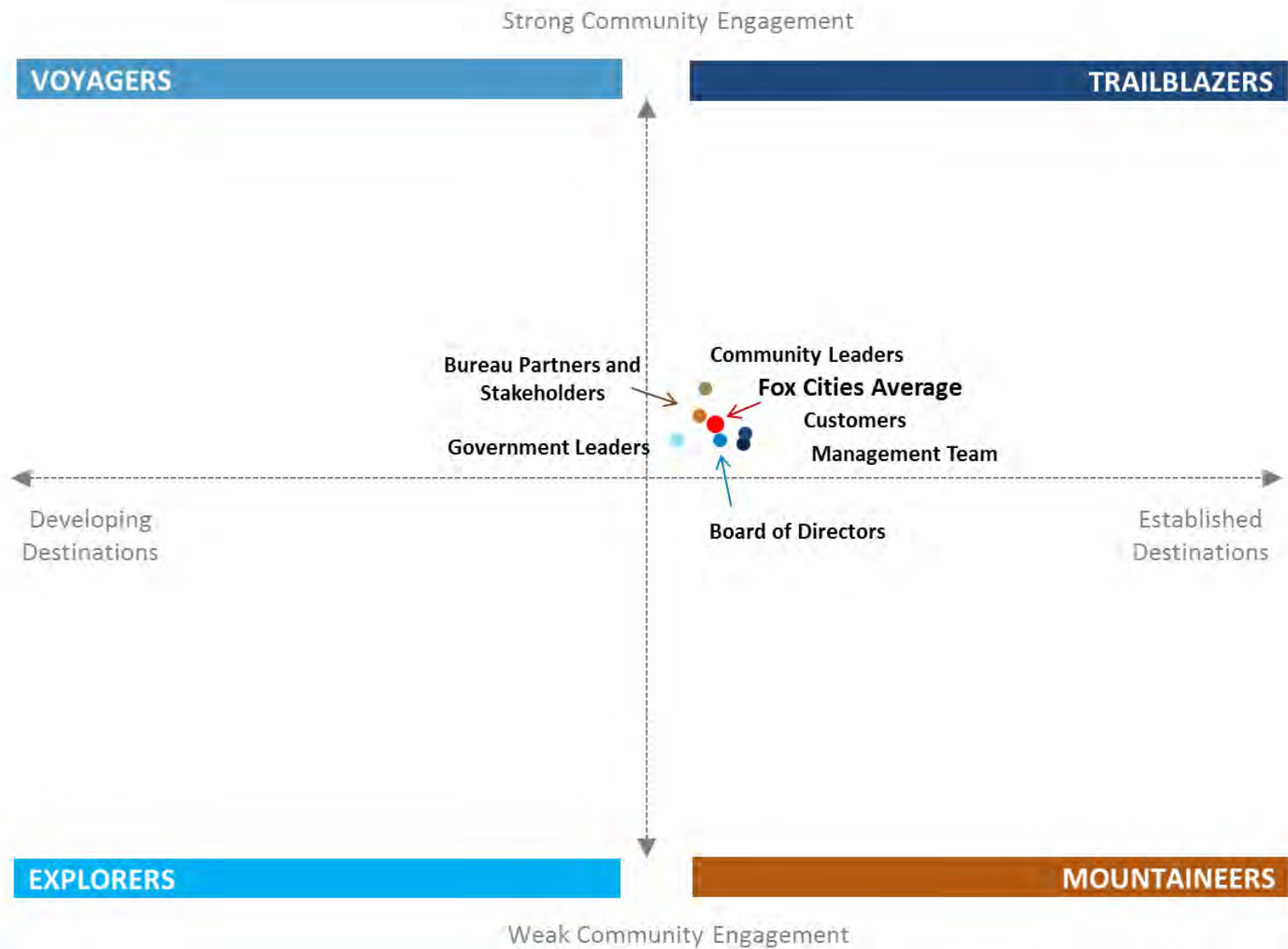
Key Strategic Challenges

- Avoiding complacency
- Continuing to evolve the destination that delivers a compelling and authentic marketplace experience
- Keeping your eye on the ball

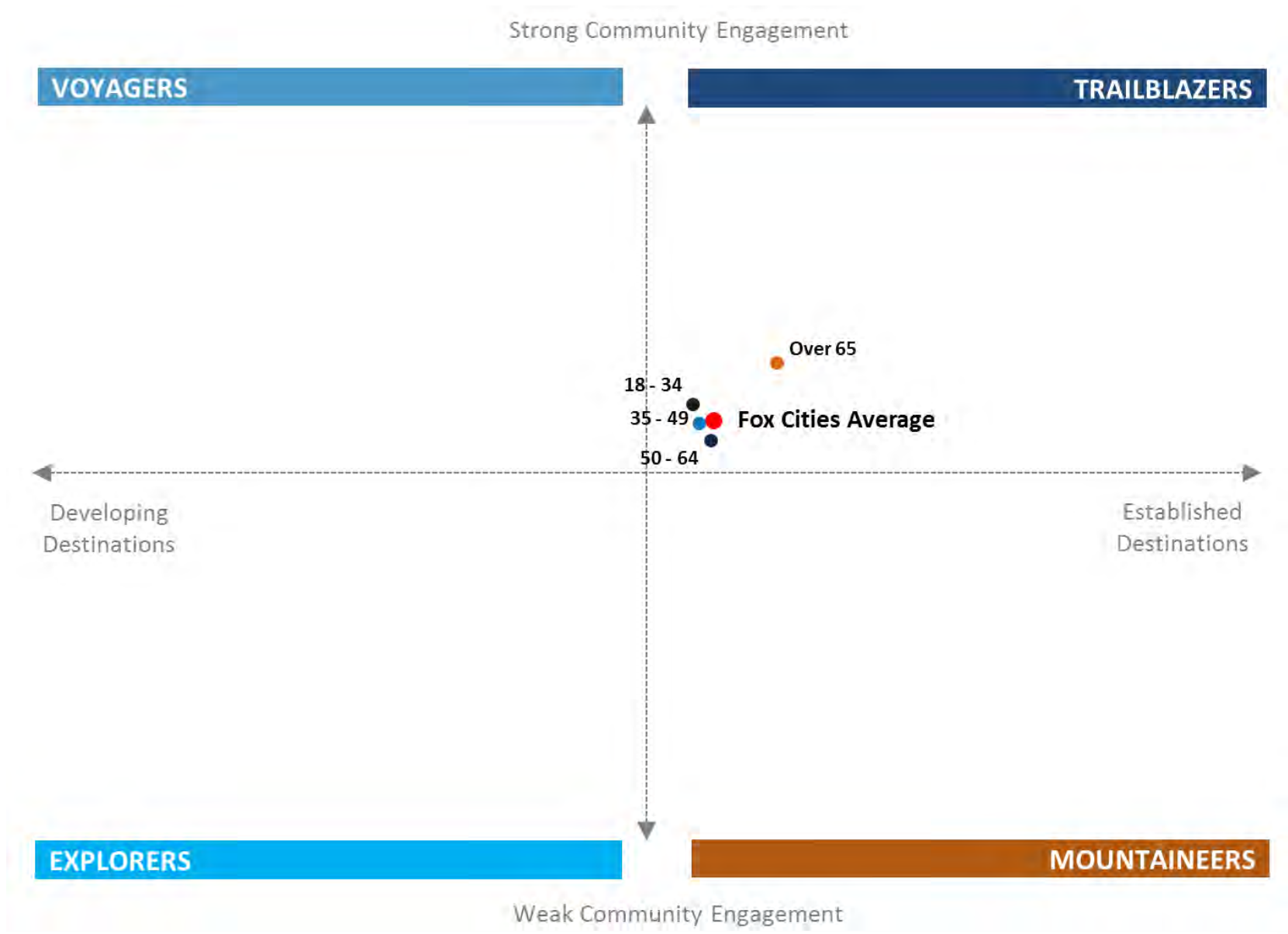
Strong Community Engagement



Fox Cities Overall Assessment - Stakeholders




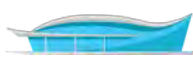


Fox Cities Overall Assessment – Age Group



Destination Strength Ranking – Fox Cities



	Attractions & Entertainment	1 st	2 nd
	Accommodation	2 nd	4 th
	Events	3 rd	3 rd
	Convention & Meeting Facilities	4 th	9 th

This shows the top 4 Destination Strength ranked variables for Fox Cities based on their relative importance score.

Destination Strength: Relative Importance

This report card shows the relative importance of each variable starting with those that are perceived to have the greatest importance to the destination. The results of Fox Cities are then compared to the industry average.

Variable	Relative Importance (0-100%)		
	Industry Average	Fox Cities Average	Standard Deviation
Attractions & Entertainment	12%	10.7%	1%
Accommodation	12%	10.2%	2%
Events	9%	10.1%	1%
Convention & Meeting Facilities	10%	10.1%	2%
Destination Performance	12%	10.0%	2%
Sports & Recreation Facilities	9%	10.0%	2%
Brand	13%	9.8%	2%
Mobility & Access	7%	9.8%	2%
Communication & Internet Infrastructure	7%	9.8%	2%
Air Access	9%	9.6%	2%

Destination Strength: Report Card

This is the overall report card that shows the performance of Fox Cities' Destination Strength variables compared to the industry average.

Variable	Relative Importance (0-100%)			Perceived Performance (1-5 scale)		
	Industry Average	Fox Cities Average	Standard Deviation	Industry Average	Fox Cities Average	Standard Deviation
Attractions & Entertainment	12%	10.7%	1%	3.68	3.94	0.56
Accommodation	12%	10.2%	2%	3.42	3.91	0.66
Events	9%	10.1%	1%	3.73	3.93	0.55
Convention & Meeting Facilities	10%	10.1%	2%	3.12	3.38	0.58
Destination Performance	12%	10.0%	2%	3.83	4.15	0.61
Sports & Recreation Facilities	9%	10.0%	2%	3.32	3.55	0.72
Brand	13%	9.8%	2%	3.21	3.79	0.60
Mobility & Access	7%	9.8%	2%	3.04	3.48	0.62
Communication & Internet Infrastructure	7%	9.8%	2%	3.32	3.51	0.62
Air Access	9%	9.6%	2%	2.90	3.32	0.74
DESTINATION STRENGTH - Fox Cities						3.71
INDUSTRY AVERAGE DESTINATION STRENGTH						3.49

RESULTING SCENARIO **TRAILBLAZERS**

Note: **Green** shading signifies that the destination **outperformed** the industry average by greater than 0.2.
Yellow shading signifies that the destination **underperformed** the industry average by greater than 0.2 but less than 0.4.
Red shading signifies that the destination **underperformed** the industry average by greater than 0.4.

Destination Strength: Report Card – Stakeholder Group

This report card shows a breakdown of each stakeholder group’s average when compared to the destination average for each variable.

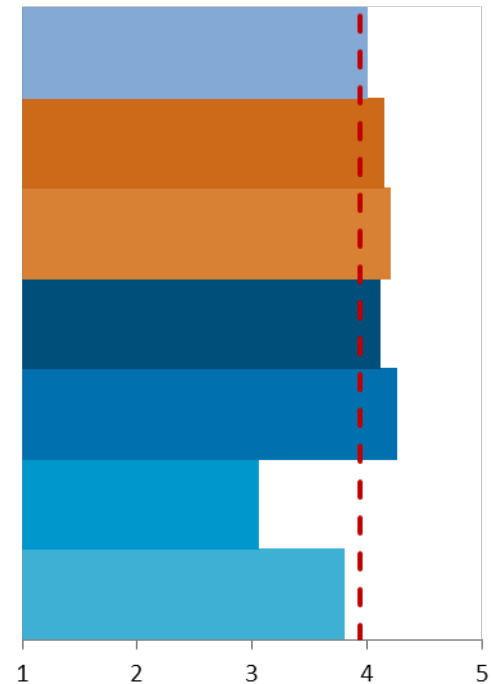
Variable	Perceived Performance (1-5 scale)						
	Fox Cities Average	Management Team	Board of Directors	Bureau Partners and Stakeholders	Customers	Government Leaders	Community Leaders
Attractions & Entertainment	3.94	4.06	4.03	3.88	3.93	3.78	4.01
Accommodation	3.91	4.20	4.02	3.93	3.83	3.92	3.60
Events	3.93	3.86	3.98	3.95	4.06	3.84	3.72
Convention & Meeting Facilities	3.38	3.40	3.34	3.25	3.56	3.50	3.37
Destination Performance	4.15	4.54	4.45	3.87	4.12	3.88	4.31
Sports & Recreation Facilities	3.55	3.47	3.14	3.82	3.65	3.22	3.59
Brand	3.79	3.84	3.84	3.69	3.84	3.62	3.97
Mobility & Access	3.48	3.60	3.47	3.37	3.75	3.43	3.27
Communication & Internet Infrastructure	3.51	3.60	3.47	3.55	3.72	3.22	3.31
Air Access	3.32	3.19	3.29	3.25	3.36	3.44	3.46
# of Participants		10	16	29	19	9	13
DESTINATION STRENGTH							3.71
INDUSTRY AVERAGE DESTINATION STRENGTH							3.49

RESULTING SCENARIO **TRAILBLAZERS**

Note: **Green** shading signifies that the stakeholder group **outperformed** the destination average by greater than 0.2.
Yellow shading signifies that the stakeholder group **underperformed** the destination average by greater than 0.2 but less than 0.4. 13
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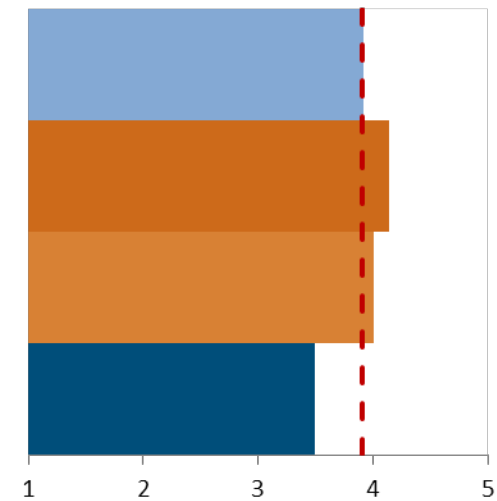
Attractions & Entertainment

- Authentic and unique attractions and entertainment opportunities
- The Fox Cities offers diverse and high-quality shopping opportunities
- Unique and high-quality dining options
- High-quality and wide-ranging arts and cultural attractions
- Wide diversity of parks and bike trails
- Large, famous attractions that cause people to stay
- Unique and vibrant neighborhoods



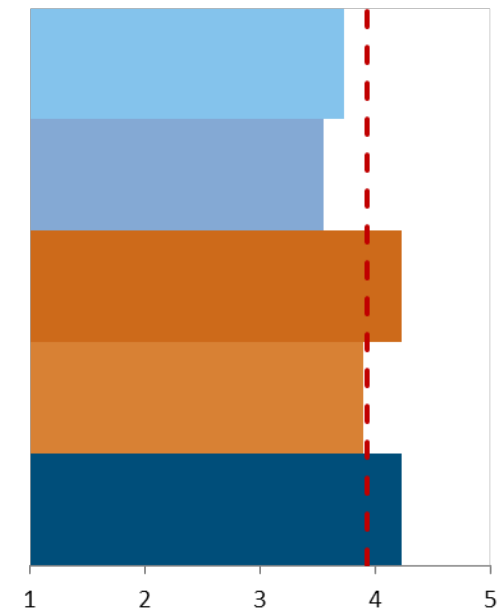
Accommodation

- Adequate accommodations capacity
- Diversity of accommodation price options
- Location of accommodation options meets visitor needs
- Sufficient number of large, headquarter hotels



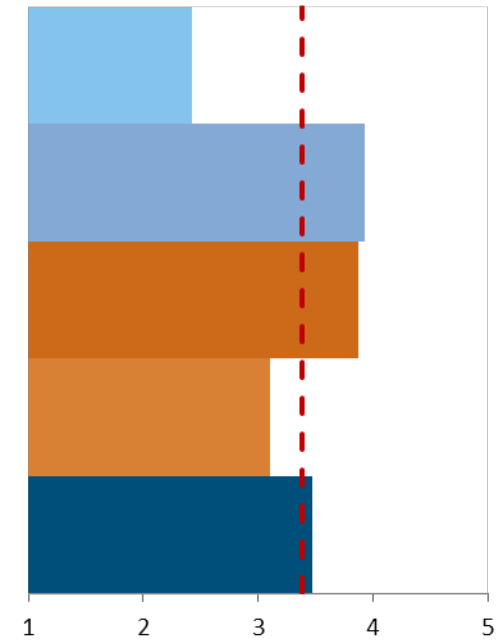
Events

- Offers a year-long series of major events that drive economic impact
- Diverse facilities/venues with capacity and availability
- Abundance of parks and outdoor spaces for handling special events
- County and municipal government is cooperative and supportive
- Citizens are supportive of hosting major national or international events



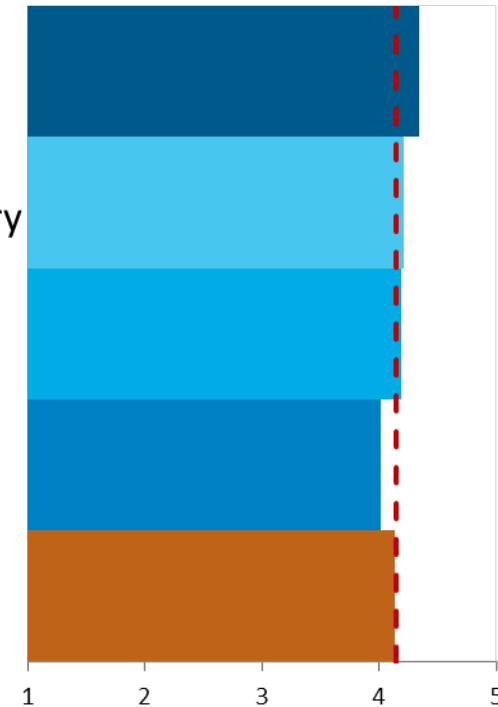
Convention & Meeting Facilities

- Necessary facilities to compete today
- Necessary facilities to compete for the next 25 years
- Good, unique off-site venues for special events
- Hotels/meeting venues take full advantage of the views
- Abundance of professional and experienced convention services suppliers



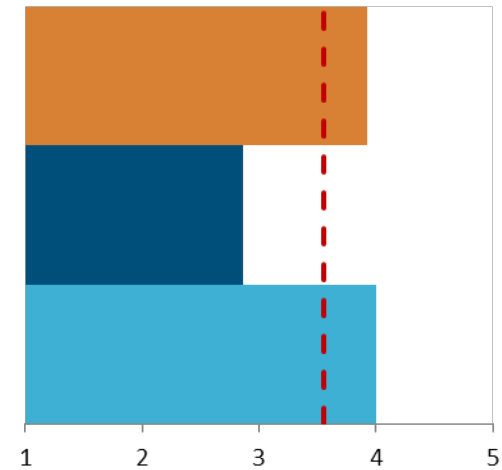
Destination Performance

- Adequately measures and tracks the performance of our tourism industry
- Communicating the performance and economic impact of our tourism industry
- Positive growth in overnight visitation
- Successfully converting leads for meetings and conventions
- Hotels are performing well (e.g. Occupancy, RevPAR)



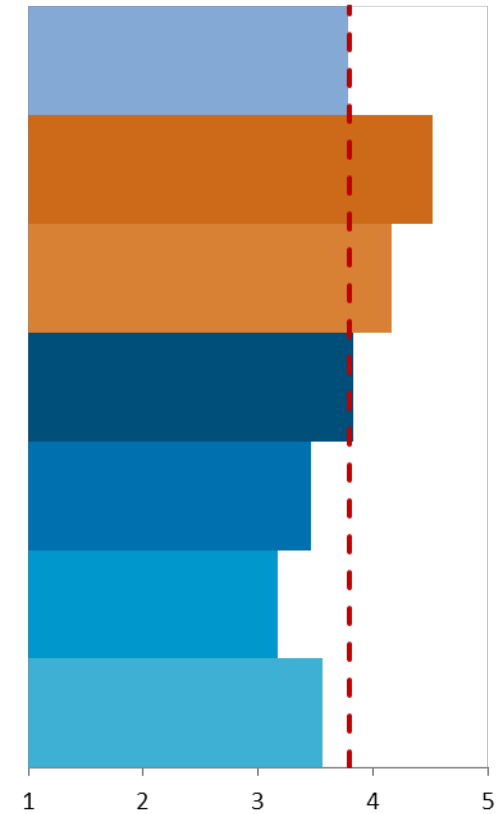
Sports & Recreation Facilities

- Sports fields to host major amateur and collegiate sporting events
- Venues to host major professional sporting events
- Local sports leadership are engaged in pursuing sporting events



Brand

- Established brand that is simple, memorable, and market-tested
- Known for being safe, clean, and secure for visitors
- Known as being healthy and an outdoor, active city
- Known for having a lot of things to see and do
- Known as an environmentally conscious and sustainable destination
- Known as a high-tech, innovative city
- Appeals to a wide range of visitors



In your opinion, what is the main icon image for Fox Cities?



1st Ranked Icon Image

Fox River Mall

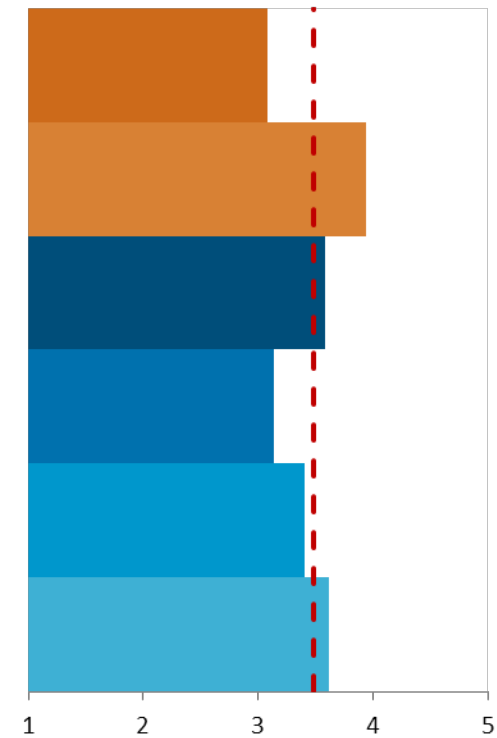


2nd Ranked Icon Image

Fox River

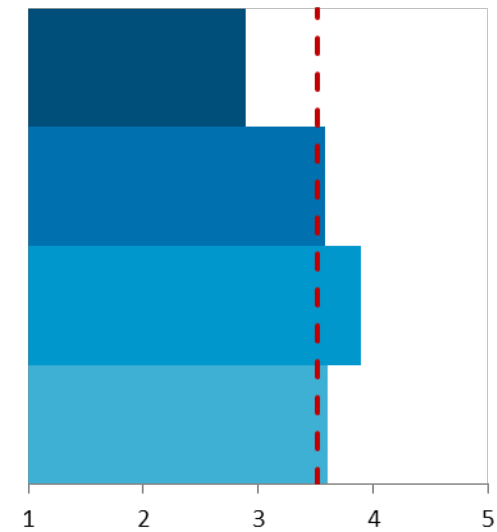
Mobility & Access

- Adequate public transportation
- Great directional signage and wayfinding
- Good quality roads that can easily handle traffic
- Bicycle-friendly city with easy, well-marked bike routes
- Good access and services for those with disabilities
- Known as a walkable city



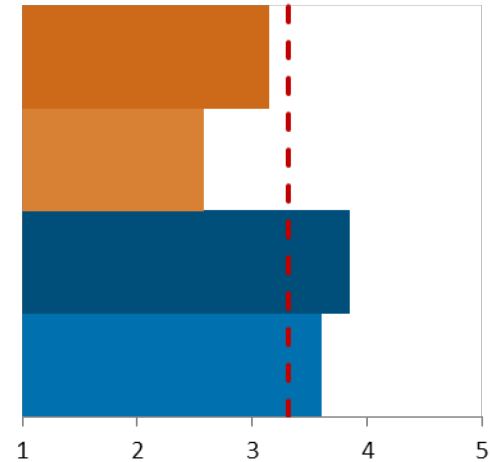
Communication & Internet Infrastructure

- Wi-Fi in outdoor/public areas with high visitor traffic
- Substantial Wi-Fi access in Meeting/convention facilities
- Industry uses and leverages social media to support the brand
- Mobile and Internet coverage/availability







Air Access

- Domestic air access in terms of number of flights and capacity
- International air access in terms of number of flights and capacity
- Airport is a state-of-the-art facility with capacity to grow
- Airport offers a true destination "sense of place"



Community Support & Engagement Ranking – Fox Cities



	Relative Importance	Perceived Performance
 Economic Development	1 st	4 th
 Funding Support & Certainty	2 nd	7 th
 Effective Advocacy Program	3 rd	6 th
 Workforce	4 th	8 th

This shows the top 4 Community Support & Engagement ranked variables for Fox Cities based on their relative importance score.

Community Support & Engagement: Relative Importance

This report card shows the relative importance of each variable starting with those that are perceived to have the greatest importance to the destination. The results of Fox Cities are then compared to the industry average.

Variable	Relative Importance (0-100%)		
	Industry Average	Fox Cities Average	Standard Deviation
Economic Development	9%	12.8%	1%
Funding Support & Certainty	13%	12.7%	1%
Effective Advocacy Program	9%	12.6%	2%
Workforce	9%	12.5%	1%
Industry Support	12%	12.5%	1%
Local Community Support	11%	12.3%	2%
Regional Cooperation	9%	12.3%	1%
Hospitality Culture	10%	12.3%	2%

Community Support & Engagement: Report Card

This is the overall report card that shows the performance of Fox Cities' Community Support & Engagement variables compared to the industry average.

Variable	Relative Importance (0-100%)			Perceived Performance (1-5 scale)		
	Industry Average	Fox Cities Average	Standard Deviation	Industry Average	Fox Cities Average	Standard Deviation
Economic Development	9%	12.8%	1%	3.91	4.01	0.63
Funding Support & Certainty	13%	12.7%	1%	3.06	3.66	0.80
Effective Advocacy Program	9%	12.6%	2%	3.39	3.82	0.68
Workforce	9%	12.5%	1%	3.16	3.42	0.75
Industry Support	12%	12.5%	1%	3.70	4.08	0.72
Local Community Support	11%	12.3%	2%	3.60	3.84	0.58
Regional Cooperation	9%	12.3%	1%	3.58	4.04	0.74
Hospitality Culture	10%	12.3%	2%	3.55	4.18	0.57
COMMUNITY SUPPORT & ENGAGEMENT - Fox Cities						3.88
INDUSTRY AVERAGE COMMUNITY SUPPORT & ENGAGEMENT						3.60

RESULTING SCENARIO

TRAILBLAZERS

Note: **Green** shading signifies that the destination **outperformed** the industry average by greater than 0.2.
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Community Support & Engagement: Report Card – Stakeholder Group

This report card shows a breakdown of each stakeholder group’s average when compared to the destination average for each variable.

Perceived Performance (1-5 scale)							
Variable	Fox Cities Average	Management Team	Board of Directors	Bureau Partners and Stakeholders	Customers	Government Leaders	Community Leaders
Economic Development	4.01	4.12	4.02	3.94	4.08	3.82	4.10
Funding Support & Certainty	3.66	3.50	3.56	3.86	3.32	3.67	3.92
Effective Advocacy Program	3.82	3.83	3.75	3.95	3.63	3.74	3.90
Workforce	3.42	3.25	3.31	3.52	3.29	3.39	3.69
Industry Support	4.08	4.00	4.03	3.98	4.13	4.06	4.35
Local Community Support	3.84	3.72	3.75	3.84	3.91	3.59	4.12
Regional Cooperation	4.04	4.05	3.81	4.00	4.26	3.83	4.19
Hospitality Culture	4.18	3.80	4.25	4.28	4.08	4.28	4.23
# of Participants		10	16	29	19	9	13
COMMUNITY SUPPORT & ENGAGEMENT							3.88
INDUSTRY AVERAGE COMMUNITY SUPPORT & ENGAGEMENT							3.60

RESULTING SCENARIO

TRAILBLAZERS

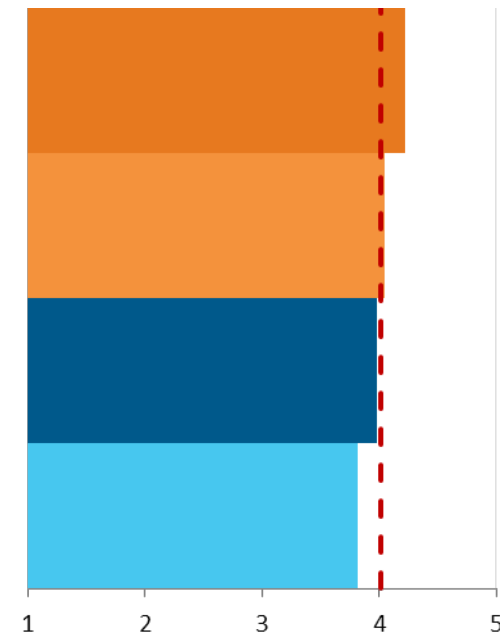
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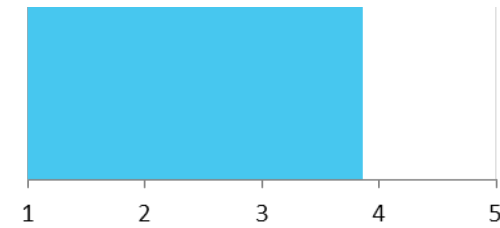
Economic Development

- CVB/Tourism industry is vital in our community's economic strategies
- CVB has a good working relationship with local chambers
- Tourism and the meetings industry are identified as key economic drivers
- Tourism master plan for Fox Cities



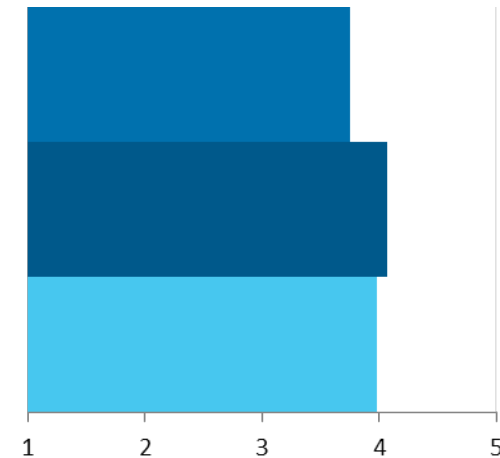
Funding Support & Certainty

■ Stable & sufficient revenue sources to fund their strategies



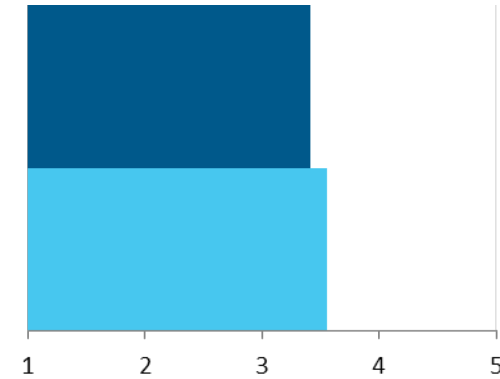
Effective Advocacy Program

- Advocacy program is successful in educating government
- Local government is supportive of CVB programs and the tourism industry
- Local government relies on CVB for input on destination management



Workforce

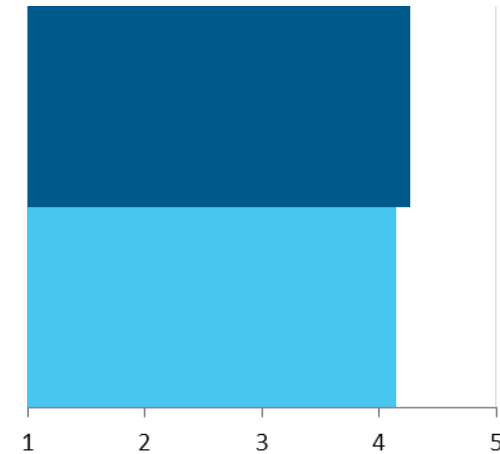
- Hospitality industry is able to attract and retain a high-quality workforce
- Workforce is stable and has a positive labor relations environment



Industry & Stakeholder Support

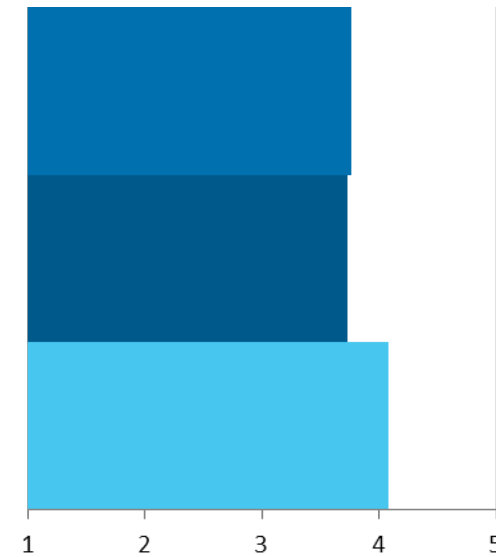
■ CVB is seen as a leader in the state and regional tourism industry

■ Industry leaders/stakeholders are supportive of the direction of CVB



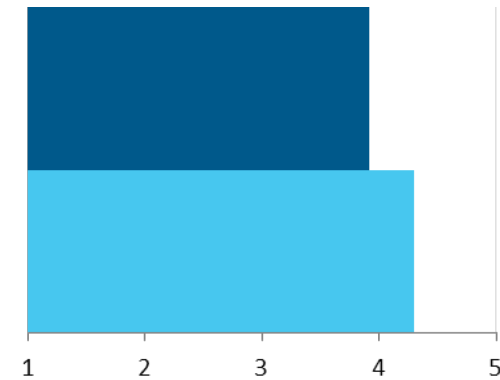
Local Community Support

- Locals have a general understanding/positive perception of tourism
- CVB has great corporate support
- Tourism industry gets positive media coverage locally



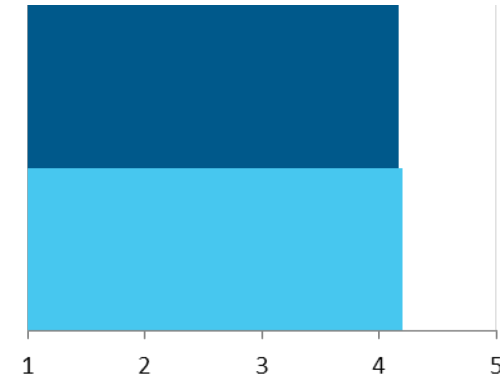
Regional Cooperation

- There is broad collaboration and coordination among tourism partners
- CVB marketing efforts have broad economic benefits across the region



Hospitality Culture

- Hospitality culture that welcomes visitors and improves their experience
- Reputation for offering high-quality customer service



Key Takeaways

- Stakeholders closely aligned on perceptions about destination
- Currently in the Trailblazer scenario, with above average destination strength and community support & engagement
- No significant issues were found in the Community Support & Engagement variables



Destination Strength Opportunities for Improvement

- Large, famous attractions
- Large headquarter hotel
- Necessary facilities to compete today
- Venues to host professional sporting events
- To be known as a high-tech & innovative city
- Need for adequate public transportation
- To be bicycle friendly
- Public Wi-Fi
- A need for more domestic and international air access

Thank you

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