

VACVB DMO Benchmark Survey – Executive Summary

Commissioned July 2016

Answers received August – September 2016



The VACVB leadership commissioned a member survey during the summer of 2016 to assist destination marketing organization (DMO) members with benchmarking their operation and marketing budgets. The questions were reviewed by the VACVB membership at the July 2016 summer meeting. A survey questionnaire was put online and 32 DMO members, representing 71% of our membership, completed the survey. To incentivize participation only those members participating in the survey would receive the detailed analysis. The specific DMOs participating are not to be identified.

Below are the high-level results from that survey. Cross tabulation analysis and results within budget size and staff size will be presented in the detail report. The detail report will also have transiency occupancy tax detail.

DMO Member Organization Type

1. County or Municipal Government Division	18
2. County or Municipal Economic Development	7
3. Regional Partnership	2
4. Non-Profit	4
5. Regional Membership Organization	<u>1</u>

Total 32 Members

DMO Advisory Governing Board(s)

Yes – 17 members

No- 15 members

If “Yes”, Average Size - 13 people

Number of Full-Time Staff

Average- 4.6 people

Median – 3 people

Number of Part-Time Staff

Average- 5.3 people

Median – 4 people

Total number of staff hours per week

Average- 202 hours

Median – 156 hours

DMO Budget

Average DMO Budget - \$872,770

Median DMO Budget - \$457,000

DMO Marketing Budget

Average DMO Marketing Budget - \$380,475

Median DMO Marketing Budget - \$85,000

Sources of DMO Funding

Dedicated TOT revenue – 18 members

Local Government General Fund – 18 members

Local Assessments – 2 members

Membership/Dues – 4 members

Grants – 10 members

Meals Tax – 2 members

Does your DMO Offer Advertising Services

No - 15 members

Yes - 17 members

If “Yes”, is a fee charged? - 7 members