

COLLABORATIVE MARKETING: CO-OP STRATEGIES TO GROW YOUR TOURISM BUSINESS

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THREE KINDS OF COOPERATION

1. Relational Resources

2. Packaged Products

3. Collaborative Campaigns

FOUR MODELS FOR SUCCESSFUL CO-OPS

- 1. Ad-Hoc Partnerships
- 2. Citywide Co-ops
- 3. Multi-Destination Co-ops
- 4. Ring Around an Anchor

QUESTION:

Who should I be collaborating with? Which model of co-op is the best fit for our destination or organizations?

WHAT YOU NEED TO SUCEED

Common Ground

Common Objectives

Creativity

• A Ringleader

Group Buy-In

• Trust

Some Spare Time

Some Spare Cash

Consistent Effort

Patience

QUESTION:

Which of these areas is my community strong in? Where do we need to improve?

MAXIMIZE IMPACT, MINIMIZE COST

Host Experiences

Cross-Promote

Host an Influencer

Host a FAM Tour

Try a Sales Mission

• Run Ads Together

Co-op on Events

• Start a Non-Profit

QUESTION:

Which of these techniques is the easiest place to start? Which could have the biggest impact on my destination or organization?



MAGAZINES



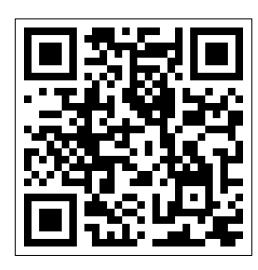
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