

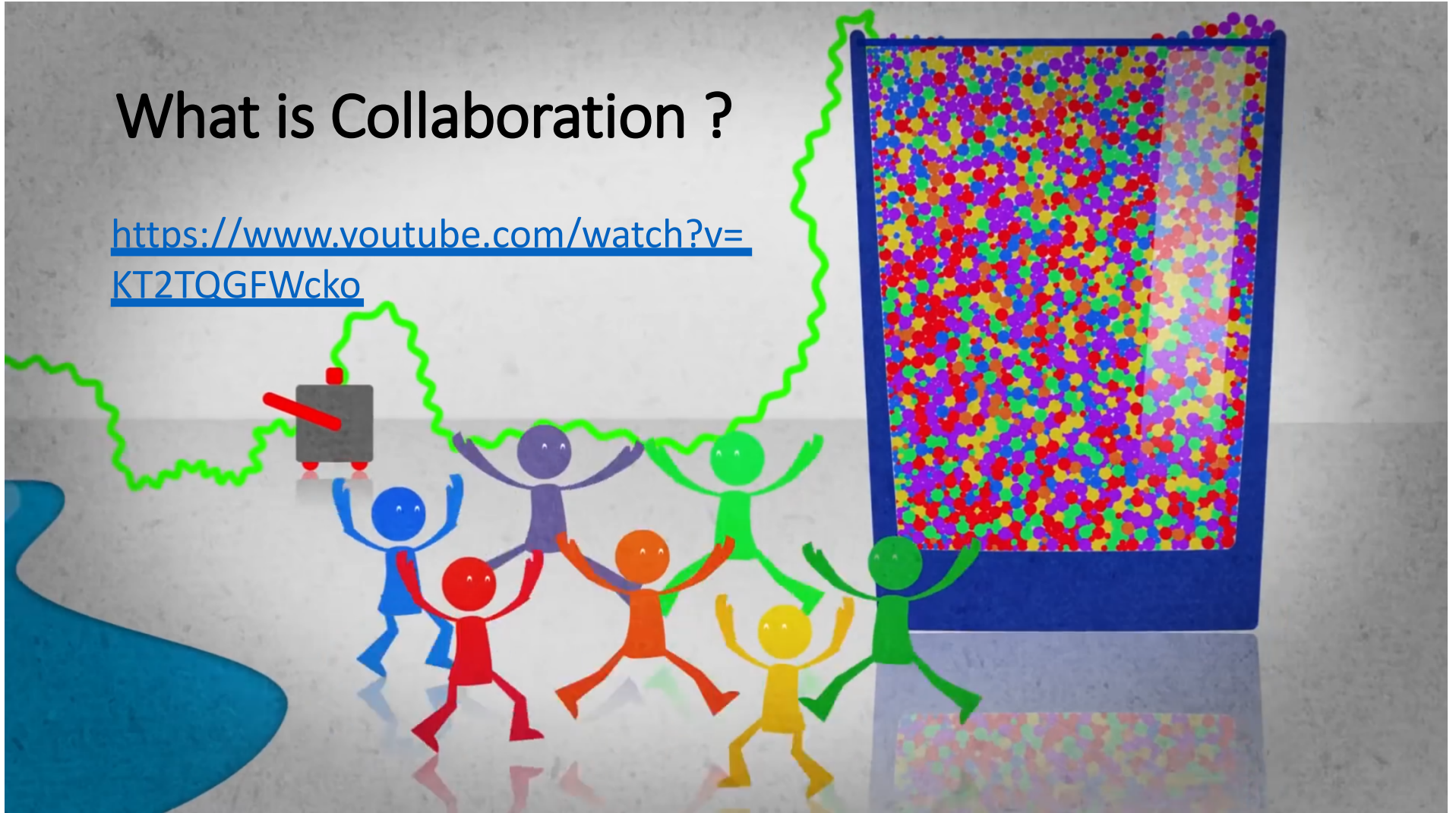
DMO COLLABORATION

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What is Collaboration ?

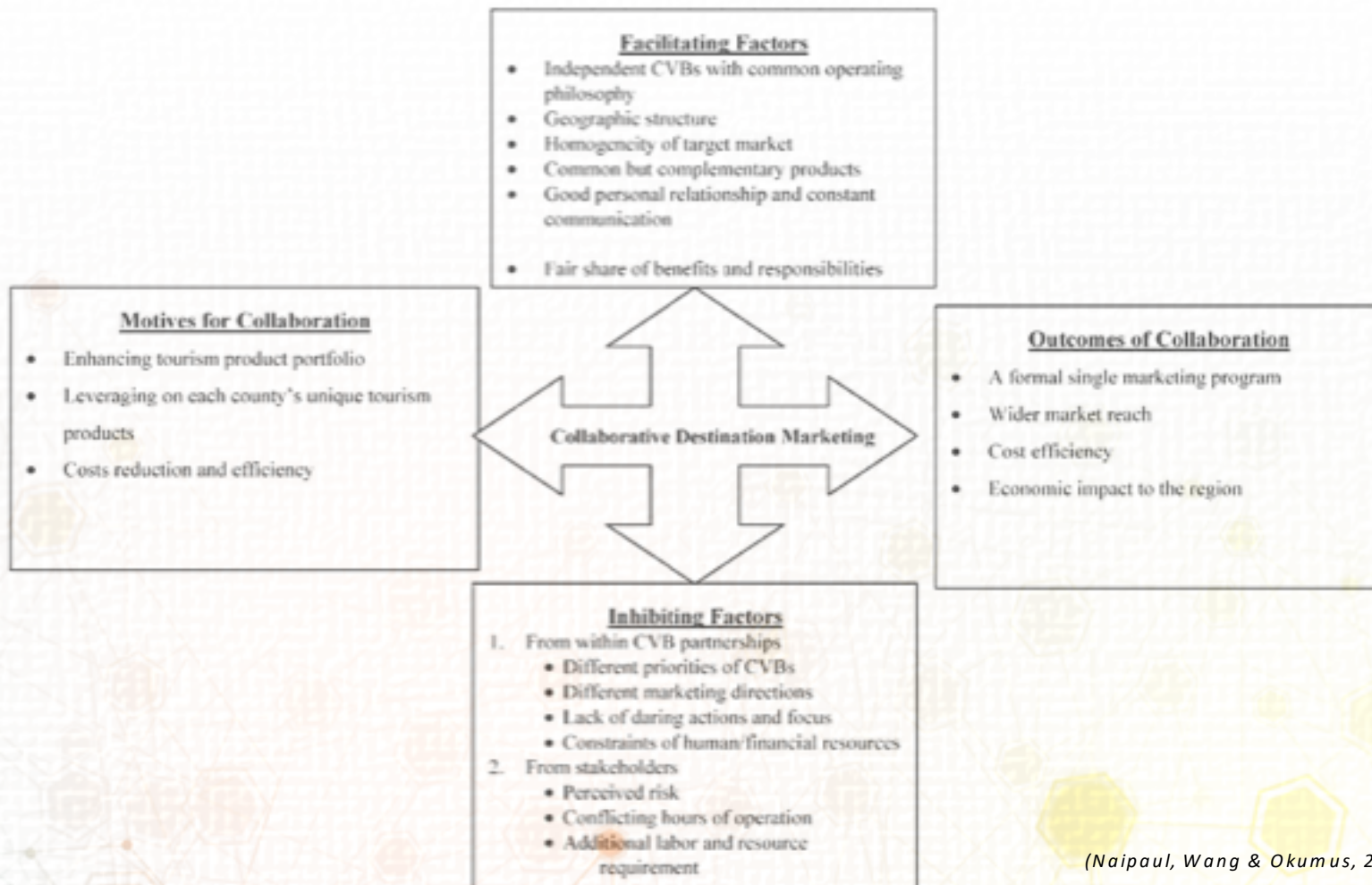
<https://www.youtube.com/watch?v=KT2TQGFwcko>



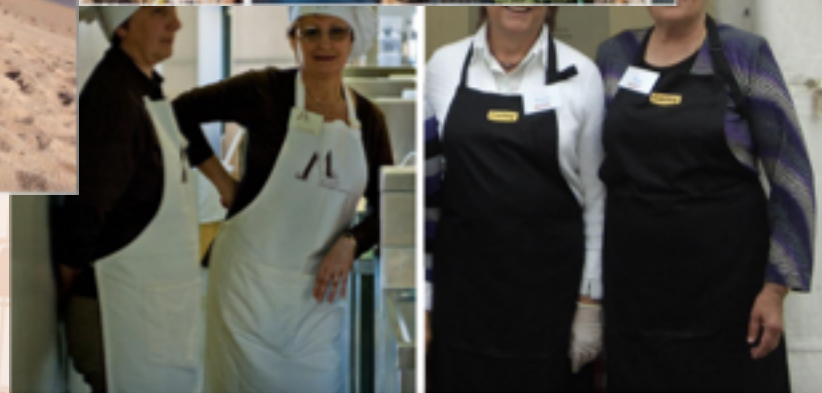
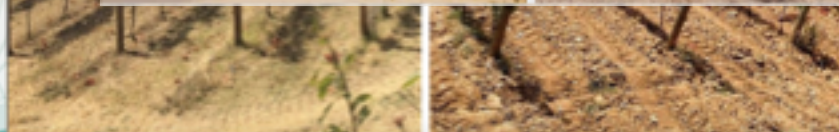
Collaboration between DMOs

- DMOs often consider other nearby destinations their competitors.
- According to Prideaux and Cooper, destinations in one region being over-competitive would affect tourism development of the whole region.
- A study to explore how small neighbouring destinations with limited tourism products and resources can collaborate in marketing their destinations
- Analyzing documents, a focus group interview and in-depth semi-structured interviews with senior executives from 3 convention and visitors bureaus (CVBs) in Lorain, Medina, and Wayne Counties in Ohio

(Naipaul, Wang & Okumus, 2009)



(Naipaul, Wang & Okumus, 2009)





EMILIA
ROMAGNA



COSTA
BRAVA

#toCostaBrava
#inEmiliaRomagna
#EuroFoodTrip

The results of #EuroFoodTrip

- 6 travel influencers from the iambassador network
- 6-day itinerary (started in Costa Brava & ended in Emilia Romagna)
- 25 blog posts, 50 HD photographs & 7 videos
- Official video with over 30,000 views & nomination for an award at the 2017 Cannes Tourism & Cultural Festival.
- 10,700 #EuroFoodTrip mentions on social channels
- 47.9 million OTS (Opportunities-To-See) on the different social media platforms
- AVE (by BrandsEye) +/- EUR 800,000

More Collaborations...

- City-To-City Partnership between Toronto and New York City in 2017 (supported by AirCanada)
- **#EuroCityTrip 2017** campaign in Graz and Ljubljana (partnered with iambassador)
#coolneighbours

The center of Ljubljana is closed for motorised traffic since 2007. It boasts rich historical heritage with Baroque, Art Nouveau and Plečnik's imprint.



The Historic city center of Graz - protected by UNESCO since 1999



Green suburbs of Ljubljana boast wealth of natural beauty, excellent cuisine and unique adventures.



The vineyards a short drive from Graz
Close to the border with Slovenia



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