

STUDY #10 - SYNDICATED VISITOR WEBSITE STUDY January through December 2023

In this age of uncertainty, marketing firms, cities, and chambers that operate Convention and Visitor Bureaus are spending a significant amount of money developing and maintaining their visitor websites. But how do you evaluate your effort to ensure continued public funding and support? Now, more than ever, you need to know:

How was website traffic impacted by COVID-19?

Who is visiting (demographics) your website?

Why do they visit your website and how do they discover your site?

Will web visitors become actual visitors (economic impact)?

What website elements are most important for generating web visitors to visit your area?

10TH ANNIVERSARY STUDY - OREGON'S LONGEST RUNNING DMO STUDY

Since 2012, more than a dozen DMOs have discovered insights into visitors to their websites. More than 12,000 surveys have been collected, resulting in an overall study margin of error of +/-3%.

Originally developed for Travel Southern Oregon by the Dennett Consulting Group (DCG Research), this exclusive system collects data from visitor websites using a secure cloud based system.

SOME CURRENT AND PAST RESEARCH PARTICIPANTS

Adventure Coast (Coos Bay/North Bend/Charleston)

Ashland Chamber of Commerce

Bandon Chamber of Commerce

Visit Corvallis

City of Gold Beach

City of Seaside

Discover Klamath Visitors and Convention Bureau

Roseburg Area Chamber of Commerce

Tillamook County

Travel Lane County

Travel Medford

"This study went far beyond Google Analytics and was an excellent and useful tool for making our website more powerful for generating visitors to our area."

HOW DOES IT WORK?



Each participating research partner is provided with a research instrument (survey) that has been time-tested and developed in cooperation with all participants.

Website participants are provided a graphic/visual link for their website that allows any visitor to go to a secured site (DCG Research) to complete a short survey to qualify for an incentive. Currently we are using a \$500 vacation cash incentive, which is awarded annually.

When visitors click on the online survey, they go to a landing page designed specifically for each DMO partner (sample below). Once the survey is completed, website visitors automatically return to the DMO website.



WIN \$500 Vacation Cash!
By just answering a few questions

This brief survey will help destination marketing organizations develop better visitor websites for your needs. Thank you for your time. Please make sure to enter our drawing for \$500 in vacation cash at the end of the survey. It is just a small token of appreciation for your help.

If you have any questions concerning the survey, please contact DCG Research President Mark Dennett (Mark@dennettgroup.com).

Click Here to Take the Survey
AND ENTER THE DRAWING

YOUR PRIVACY IS IMPORTANT TO US: Your email address, phone and name WILL NOT BE SHARED. The only reason we request personal data is to notify winners. If you have any questions, don't hesitate to contact: Mark@dennettgroup.com.

TIMELINE AND DELIVERABLES

DCG Research is responsible for:

- Developing the survey instrument and online survey website;
- Creating a graphic/visual link for all participants to place on their website;
- Creating a landing page survey link for your destination with your input;
- Processing and evaluating all research data;
- Selecting winners and handling the awarding of the incentive;
- Preparing an individual report and emailing them (PDF) to participants;
- Maintaining security of individual client data sets. These will not be shared with other participants. Data shared will only be non-identifiable industry data reviews.

Participants are responsible for:

- Placing the survey instrument on the home page of their website;
- Funding the incentive (shared expense).

COST OF PARTICIPATION

Cost is \$150 per month for the website study. Research study participation requires a one-year (12-month) commitment. Fees can be billed annually or quarterly. All participants will share in the actual (net) cost of the incentive. There is a one-time \$250 set up fee for new participants. Fee recap:

- One-time set up fee (waived for former participants) - \$250
- Monthly fee for website study - \$150 per month (\$1,800 annually)
- Cost of \$500 incentive shared equally by all participants.

CONTACT DCG TO SEE A PREVIEW OF THE 2023 SURVEY

DCG RESEARCH – VISITOR RESEARCH EXPERIENCE YOU CAN TRUST

DCG Research, a service of the Dennett Consulting Group, is an experienced research firm that has handled dozens of visitor industry studies since 1997. Under the direction of Dr. Nicholas Lougee, head of research, DCG Research regularly competes and wins research assignments against larger and more well-known research firms because of its unique approach, teaming an academically trained social science researcher with an experienced marketer. These unique skill sets guarantee that your results will not only be scientifically solid, but DCG shows you how to apply these results immediately to improve your marketing.

CALL NOW – STUDY #10 BEGINS JANUARY 2023

Call (1-541-488-4925) or email Mark Dennett Mark@dennettgroup.com
and sign up with an e-letter of agreement.