

# strategic recovery for destination organizations

The purpose of OrganizationNEXT is to determine key strategies for destination organizations to guide recovery planning over the next 6-18 months. This ambitious global initiative consists of two foundational elements – the OrganizationNEXT Study and Recovery Planning Workshops.

## ABOUT

### OrganizationNEXT Study

MMGY NextFactor and Tourism Economics have completed an in-depth piece of research to guide strategic decisions for destination organizations in 2020 and beyond.

This important research has three main objectives:

- + Identify key potential strategies for destination organizations and other community groups to adopt in recovery efforts
- + Outline potential recovery scenarios for the hospitality industry and major factors affecting timing and extent of recovery
- + Demonstrate the evolving roles of destination organizations that make them even more critical in their communities

## GLOBAL SURVEY

Our findings and recommendations are based on a survey of more than 350 organizations in 20 countries around the world.

We've been engaging hundreds of destination leaders during the last four months to understand and evaluate their specific strategies in three major focus areas:



MMGY NextFactor is a leading consulting firm specializing in travel and tourism. Transforming destinations is more than just a line – it is at the core of everything we do. Our team of experts has worked with destinations across the globe to deliver sustainable growth to their visitor economies and build stronger communities. We are part of a global network of companies within MMGY Global, with a knack for finding uncharted territory and blazing new trails.



Our singular focus – combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 300 leading companies, associations, and destinations work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions.

## DISCOVER

# Recovery Planning Workshops

Recovery Planning Workshops are being conducted for destination organizations to guide their recovery planning with management teams, board of directors, and/or stakeholders. Our team combines unique experience in developing recovery strategies for destinations with expertise in global travel forecasting and quantitative analysis.

Workshops will be customized for each client and can include any/all of the following elements:

- + Presentation on OrganizationNEXT Study results
- + Presentation on the value of tourism and destination organizations
- + Detailed outlook and recovery scenarios for the travel industry
- + Case studies of effective response and recovery strategies (NEXTPractices)
- + Digital facilitation to build consensus on strategic priorities

Workshops, typically run from 2.5 to 3 hours long and can be delivered virtually (or in-person when possible).

Following the workshop, a summary of the proceedings along with a detailed strategy map will be prepared to guide recovery efforts.

## Pricing

\*Flexible billing terms are available upon request

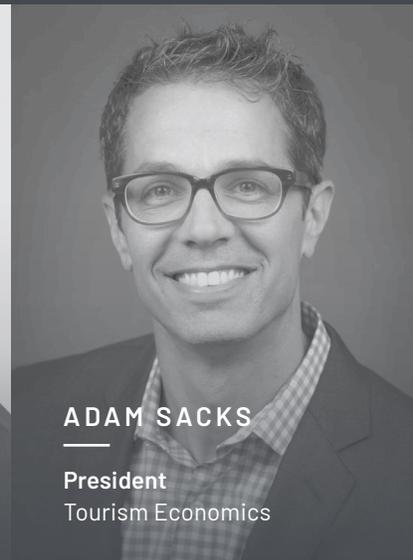
**\$4,950\***

VIRTUAL WORKSHOP WITH  
MMGY NEXTFACTOR

**\$6,950\***

VIRTUAL WORKSHOP WITH  
MMGY NEXTFACTOR  
& TOURISM ECONOMICS

## Our Presenters



## Contact Us

Please call or email Cheryl Girard to book your OrganizationNEXT Workshop at [cgirard@nextfactorinc.com](mailto:cgirard@nextfactorinc.com) or **778-233-9316**.