

# *The Evolving Role of the DMO*

*Destinations Florida Marketing Summit  
May 13, 2026*



**THE PALM BEACHES**  
FLORIDA

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President & CEO  
The Palm Beaches*



# *Evolving Our Role - Promotion to Stewardship*



Focus: Marketing & Sales  
Role: Promoter  
Audience: Visitors, Industry Partners



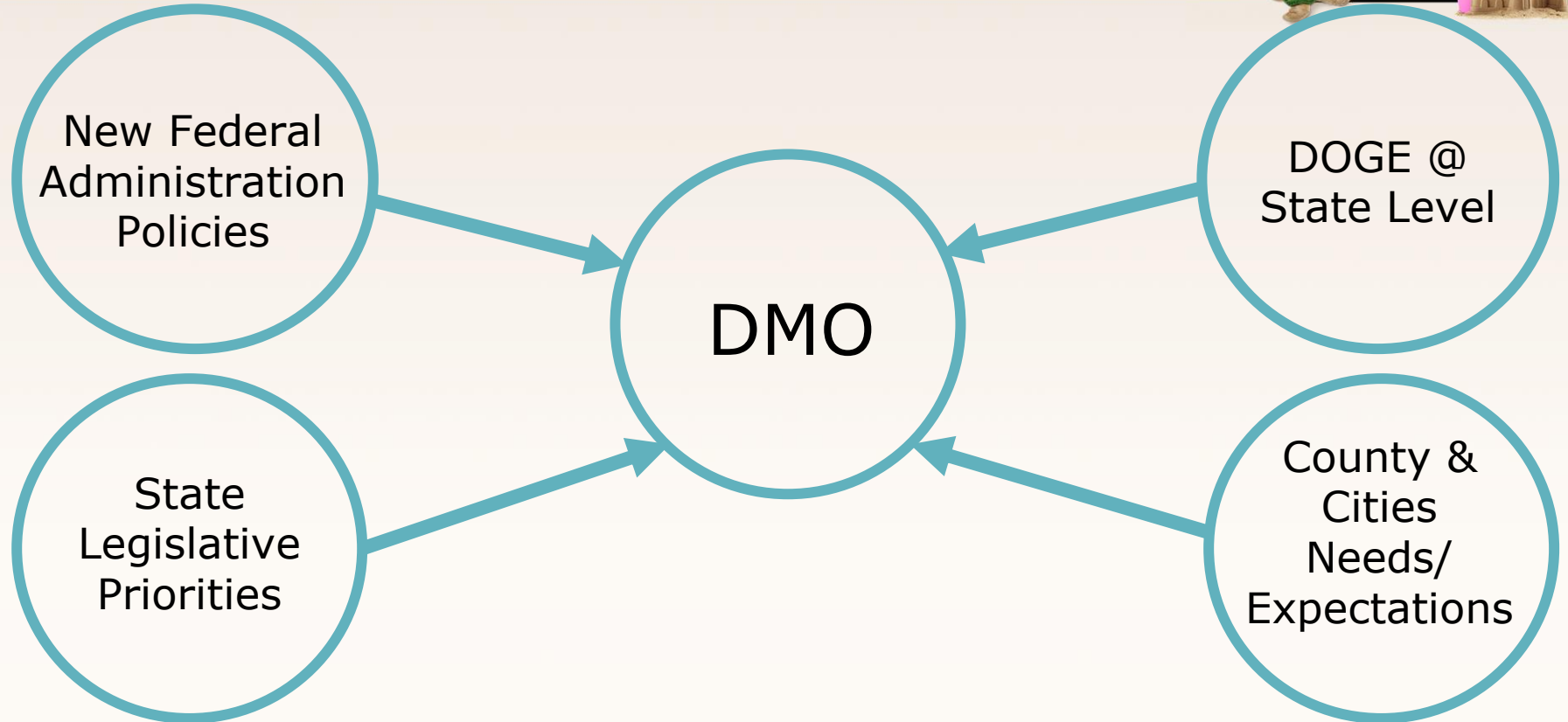
Focus: Partnership Building, Marketing & Sales  
Role: Connector  
Audience: Visitors, Industry, Public Sector



Focus: Destination Stewardship  
Role: Collaborator, Steward, Strategist  
Audience: Residents, Visitors, Industry Governments, NGO's



# *“Pressure Cooker Effect”*



# *Managing Expectations of your “Core Cast”*



Industry Stakeholders	Community & Business Leaders	Team Members
Visitors	Residents	Board of Directors
Clients	Elected Officials	

- Values & Principles
- Reputation & Credibility
- Destination Performance and Business Continuity
- Organization’s Sustainability and Funding Model
- Political Capital

# *Win the Crowd*

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- TALK TO EVERYONE
- EXPLAIN TOURISM IS VITAL, INTEGRATED
- PROVE YOU'RE A GOOD INVESTMENT
- DEFINE TOURISM IN NEW WAYS





*Advanced Destination  
Promotion &  
Sustainability (ADPS)*

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# A New Tech Platform Driving The Promotional Model & Sustainability Practices For DMOs:

*“This initiative revolutionizes destination marketing by centering on a comprehensive technology platform that optimizes dynamic forecasting and digital engagement for DMOs. Rather than relying on static models, the strategy leverages real-time technologies and predictive analytics to maximize the return on investment in marketing and ensure agile, future-proof destination management”.*



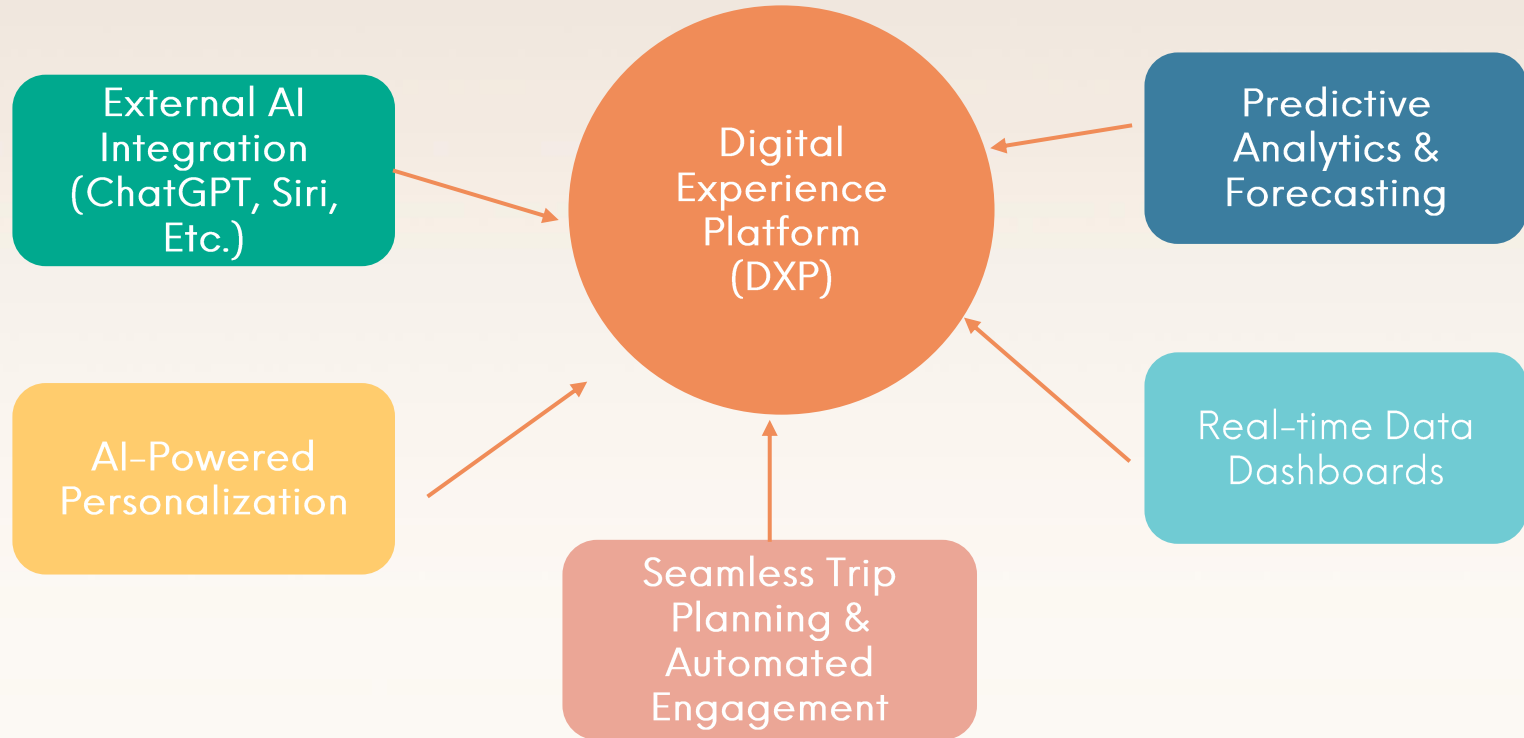
# *Driving Sustainable Growth through Innovation & Engagement*

- 1. Smarter Promotion:** AI-driven, immersive, targeted
- 2. Sustainable Funding:** Diversified revenue, ROI-based
- 3. Community & Stakeholder Focus:** Resident-integrated decision-making
- 4. Accountable Execution:** Performance-tracked marketing



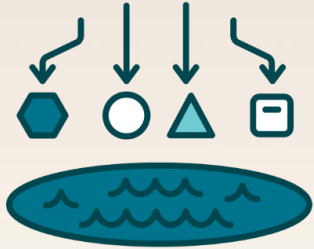
# The Innovation Engine

*Our Tech Platform Powers Everything: Built to be modular, intelligent, and always on.*



# Core Projects Completed

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## Data Lake

Spine of technology infrastructure across marketing, sales, BI, and customer data.



## Data Clean Room

Enables secure data sharing with the tourism community.



## Customer Data Platform

Enrich first party data with deterministic attributes for segmentation & activation across paid media & email



## Privacy Compliance

Aligns with consumer expectations & privacy laws across all touchpoints.

# *Smarter Promotion, Measurable Impact*



## FEATURE

Targeted AI campaigns

Influencer & media strategy

Real-time campaign optimization

ROI tracking (Marketing Mix Modeling)

## IMPACT

Higher-value visitors

Greater reach & trust

Improved conversion rates

Financial transparency

*Modern Marketing with Tangible ROI: From exposure to direct bookings: marketing now earns*

# *Base Structure and Evolution*

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- Performance Reporting to Performance Forecasting
- Organizational Attribution to Tactical Attribution
- Audience Profiling to Audience Building
- Core KPI Dashboards to Customized Reporting
- Data Visualizations to LLM integrations
- Real-time scenario planning tools





# *Organization Sustainability and Growth*



- Tallahassee and Palm Beach County public policy decisions
- We must create new ways to compete for our dollars and generate new revenue streams

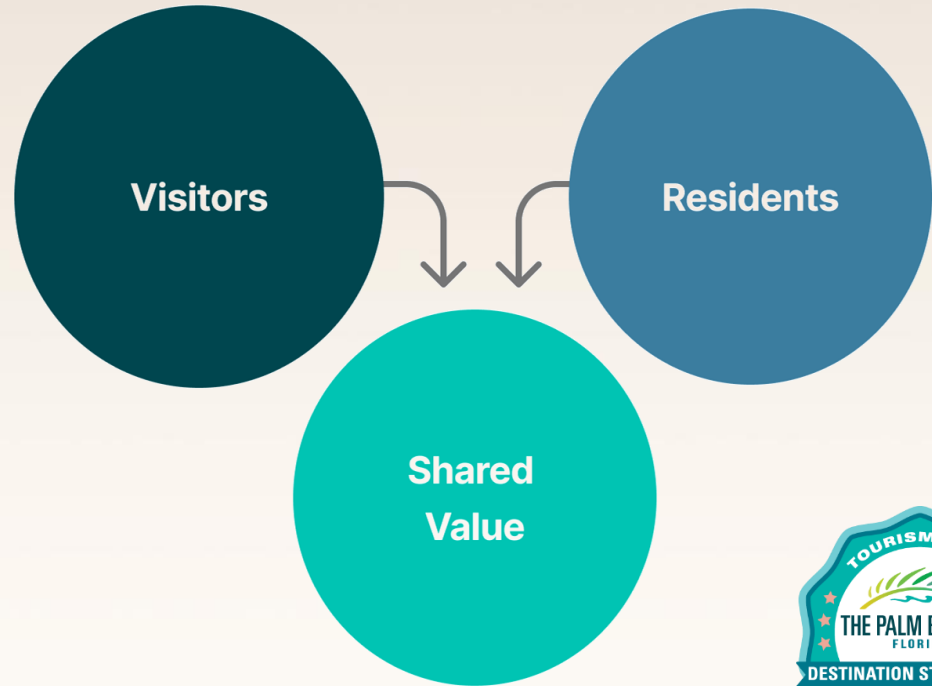
## Options:

- DTPB Foundation
- Destination Demand™ Expansion
- Tourism Improvement Districts (TID's)
- Expansion and re-imagining of traditional sources: Membership, Coop's, Sponsorships/Partnerships
- Event Review



# *Tourism as a Catalyst for Community Well-Being*

Our destination's strength lies in maintaining a balanced ecosystem where residents and visitors both benefit. Shared value drives sustainable balanced growth and ensures the long-term vitality of The Palm Beaches.



# *Elevating Residents & Stewardship in Strategy*

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## Our Role:

- Tourism Master Plan – Balanced Approach
- Resident Sentiment – Ensuring Sustainability & Brand Awareness
- Workforce & Career Development – Creating Opportunity
- Policy Influence – Supporting initiatives that are important to our community
- Balanced Success Metrics – Quality of place and quality of life



# *Civic Engagement Integration & Long-Term Value*

Residents aren't just spectators — they help shape the destination

Digital Civic Tools: Polling, forums, feedback loops



Transparency Dashboards: Real-time sentiment + actions



Local Collaboration: Shared events, planning, benefits



# Destination Stewardship & Sustainability



Year-Round Resident Engagement



Launch-Event Partnerships



Co-Op Media Opportunities



Scavenger Hunt & Local Perks



Regenerative Tourism with ERM, Parks & Rec



Wildlife & Waterway Wellness



Launch "Sea Turtle Capital"



Introduce Mascot:

**Flora the Roseate Spoonbill**



# Tourism Shines Campaign



*Tourism  
Shines in  
The Palm Beaches*

Keeps Restaurants &  
Small Businesses Thriving

*Love*  
THE PALM BEACHES  
FLORIDA



*Tourism  
Shines in  
The Palm Beaches*

Visitors Benefit Our  
Local Community

*Love*  
THE PALM BEACHES  
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# Marketing Mix Model



Nielsen

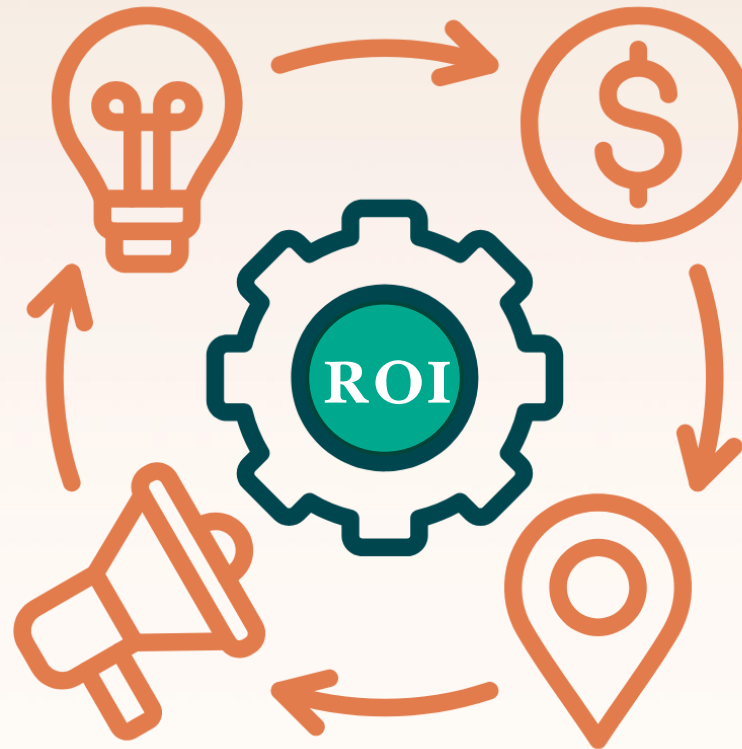


## Quantifies Marketing Results

Ensures a comprehensive view of campaign effectiveness to drive web traffic and guides data-driven decision-making

## Marketing Spend Data

The amount spent on various activities including advertising and promotions



## Channel Mix

Considers the various elements of our media plan, including channels and placements

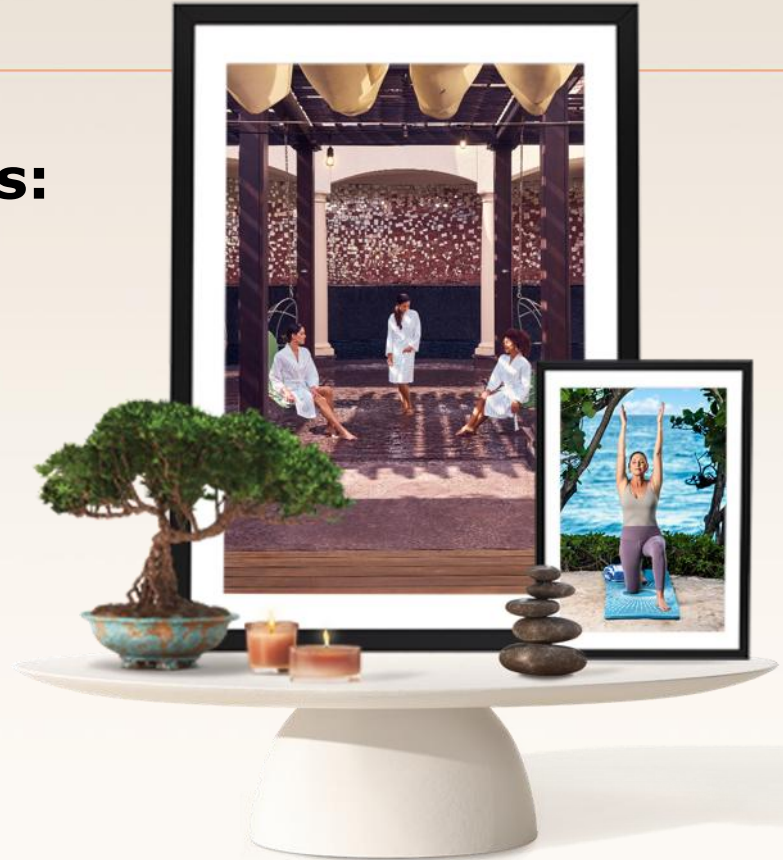
## Market & Consumer Data

Data on demographics and behaviors, as well as market trends & conditions

# *Attribution Results*

## **\$1 in Media Investment Delivers:**

- ➔ \$3.55 in Bed Taxes
- ➔ \$133 in Visitor Spending
- ➔ \$193 in Total Economic Impact
- ➔ \$9.31 in Sales Tax





USA  
POLO TEAM



# PROJECT FUTURIS



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# *Organization of the Future... a Moving Target*



Talent  
Development  
&  
Organizational  
Culture

Tech  
Development

Organizational  
Sustainability  
& Growth

## *Destination Technology Purpose*

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Central business unit that provides products and tools that increase efficiencies and effectiveness across all organizational functions, tourism related businesses and community organizations.



# *Destination Technology Core Functions*

## Technology Infrastructure and Enablement

- Data Ingestion, Management and Maintenance
  - Data warehouse, CDP, CRM, Website
  - Data collaboration, Privacy & compliance
- Dashboards, Visualizations & AI Integrations
- Process flows & Upskilling

## Advanced & Predictive Analytics

- Forecasting
  - High Frequency Forecasting
  - Long-term Forecasting
  - Business Level Forecasting
- Attribution (MMM)
- Audience Building, Engagement and Targeting

# *Tourism Master Plan Items*

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- Support Artificial Intelligence-Driven Visitor Services
- Enhance Data Collection, Monitoring, and Decision-Making
- Enhance and Expand Dynamic Visitor Flow Management Tools
- Create a Destination Experience Quality Index (DXQI)



# Advancements & Impact

Our data infrastructure has been transformed, eliminating key inefficiencies and unlocking new capabilities that will drive more effective marketing and business intelligence.



Attract More Visitors | Maximize Economic Impact | Fuel Industry-Wide Growth

Owned &  
Sustainable  
Data  
Infrastructure

Streamlined  
Technology  
Ecosystem

Unified,  
Actionable Data  
Reduces Manual  
Efforts & Increases  
Efficiency

Automated  
Business  
Intelligence

Enhanced  
Performance  
Measurement

Data Driven  
Audience  
Engagement &  
Personalization

Smarter  
Targeting with  
Comprehensive  
Consumer  
Profiles

Integration of  
Generative AI at  
Scale Across  
Content &  
Reporting

Centralized  
Campaign  
Planning &  
Deeper  
Collaboration

# *Human Resources & Talent Development*

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## ***AS AN ORGANIZATION***

WE PROVIDE CLARITY, CONFIDENCE, GUIDANCE AND STRUCTURE TO OUR TEAM

***PLUS***

***AS LEADERS,***

WE PREPARE THEM TO COMPETE, GROW, FLOURISH AND SUCCEED

***LEADERSHIP FOCUS:***

UP-SKILLING VS RE-SKILLING

RE-SCALING VS UP-GRADING

*Thank You*

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