

CASE STUDY:

DISCOVER DOMINICA AUTHORITY



SITUATION

Discover Dominica Authority (DDA) is the official destination marketing organization (DMO) for the Caribbean nation. Known as "The Nature Island", Dominica is famous for hiking and diving throughout the region. In addition to being a diver's paradise, Dominica's lush rainforests, cool rivers, abundant waterfalls and hot springs make it the perfect destination for soft adventure and eco-tourism. Interested in further leveraging its natural assets to healthy lifestyle travelers, DDA had one goal in mind, and that was to identify opportunities to successfully compete in the rapidly growing wellness tourism market,

SOLUTION

Wellness Tourism Worldwide's (WTW) Wellness Destination Assessment proved to be a critical launching point for creating a wellness destination strategy. A multi-prong approach was taken to gather and evaluate hundreds of data points and observations from travel partners, visitors, and thought leaders. The result of which culminated in nine key findings that helped showcase strengths, uncover barriers and identified current and future opportunities. Knowledge gaps from travel partners were identified as well as their preferred types of support, thus providing a clear roadmap for consensus building, education, and development.

SATISFACTION

“ The Wellness Destination Assessment provided a macro look at our country as well as an evaluation of the small details that contribute to the visitor experience. Camille provided clear direction to our marketing team to successfully complete several project milestones. Camille's overview was spot-on, giving us talking points and tools to hold critical discussions with our partners. ”

- Colin Piper, CEO, Discover Dominica Authority

