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Objectives of Business Plan

Operational objectives 2009-2010

DEMA's operational objectives for the coming year are presented below against each of the four roles:

Informing

- To build a comprehensive picture of Edinburgh's target audiences for high value visitors, investors and talent, and its competitive position in these markets.
- To develop processes for continuously sharing customer, audience and market intelligence with all stakeholders.

Managing

- To develop a shared destination promotion strategy for Edinburgh and get sign off and support for collective delivery of it from key stakeholders.
- To continue to increase traffic to the <http://www.edinburgh-inspiringcapital.com/> website – from 72,000 unique users in 2008-9 to 184,000 in 2009 -10.
- To generate 10 high quality, positive messages/case studies about Edinburgh per week and place them on the website and in other media.
- To transform Capital Review into a promotional tool for inward investment and integrate it with the Edinburgh Inspiring Capital Brand. Aim to grow international readership by 10% in 12 months.
- To generate £73.5m of economic benefit from conferences through funding the work of the Edinburgh Convention Bureau.

Influencing

- To sign up all publicly-funded stakeholders as supporters of the brand and the shared destination promotion strategy.
- To persuade all key stakeholders to develop a DEMA engagement plan, setting out what they will do to help implement the shared destination promotion strategy.
- To increase the number of registered brand adopters from 1,000 to 1,500 by March 2010.

Facilitating



Find out more...

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- ▶ [People behind DEMA](#)

Register now...

Sign up to receive regular updates and communications about the Brand.

- To facilitate at least 2 x visit and 1 x inward investment collaborative marketing campaigns, co-funded by stakeholders and seeking to maximise the cross selling messaging opportunities.