



Destination Marketing Services

## ***What is a DMC - Destination Management Company?***

A DMC is a specialised company that has a full understanding of the incentive and conference markets; an intimate knowledge of a destination; and is able to organise all aspects of incentive and conference and group travel.

Their services are tailor-made to suit the individual needs of each of their clients, and their up-to-date knowledge of the local scene and professional expertise will assist the client in exploiting the resources of the destination in the most effective way.

Their services involve not only basic ground arrangements such as transfers, but also special arrangements such as dinners at private homes, private ballet performances, dinners at museums, entry to private golf courses, etc.

## ***Why use a DMC rather than go direct?***

The advantage of using a DMC is that they are there to coordinate an entire program and make sure that all the pieces of the puzzle fit together. They offer:

- Local knowledge
- Expertise
- Buying power
- Logistical arrangements
- Contingency plans
- Site inspections
- Value for money
- Tailored programs
- Connections with venues
- Individualised travel
- Personalised service
- Delivery and quality control
- Technical visits
- Flexibility in their programs

## ***What should you look for in a DMC?***

- Buying power
- Creative thinking
- Local knowledge
- Understanding
- Reputation in the industry
- Calibre of clients
- Creative sample itineraries
- Prompt communication
- Access to private venues
- Flexibility in their programs

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### **DMS Destination Marketing Services**

✉ Level 1, Westfield Towers, 100 William Street, Sydney NSW 2011

📧 info@dms-dms.com.au 📞 61 2 9368 1811 📠 61 2 9358 5305

ABN: 38 056 200 965