



DMO Designation Documents FAQs

What is a Destination Marketing Organization (DMO)?

AOT defines a DMO as a not-for-profit organization or governmental unit that is responsible for the tourism promotion and marketing of a destination on a year-round basis. DMOs must have and present to AOT annual proof of 1) a dedicated tourism marketing budget; 2) a website/microsite and 3) social media presence.

Who designates a DMO?

AOT does not designate DMOs. It is the responsibility of the municipality or county to designate either themselves or another organization if they intend to participate in AOT's programs.

Example: City of Arizona designates themselves as the Destination Management Organization (DMO) for the City of Arizona. OR City of Arizona designates Explore Arizona as the Destination Marketing Organization for the City of Arizona. *There can be many variations of this example.

Who needs to fill out a DMO Designation documents?

If your community participates in AOT's programs (Rural Co-op, Prop 302, FAM Trips, Trade & Media Missions, etc.) you will need to submit a DMO Affidavit with your application and/or paperwork.

When are the DMO Designation documents due?

Your community's DMO Designation documents are due before you submit an application to participate in an AOT program. If you have already submitted your community's FY23 Prop 302 Application you have until September 1, 2022 to submit your DMO Designation documents. If you are planning on submitting a FY23 Rural Co-op Application or interest form - your community DMO Designation documents are due September 1, 2022.

Why is AOT requesting DMO Designation documents?

Historically, AOT has requested an affidavit certifying DMO status for each AOT program participant (Rural Co-op, Prop 302, etc.) Due to the number of programs and opportunities available throughout the year, AOT implemented a DMO Affidavit process in FY22 as a best practice. This policy helps protect DMO status for communities, and ensure that AOT is working with the appropriate entity on destination marketing for that community.

Does my community need to renew DMO designation annually?

No, the FY23 DMO designation will be viable for the determined time the municipality or county sets. It could be viable indefinitely.

****AOT is happy to review any draft resolutions, ordinances, contracts or other official actions prior to enactment.***