



DESTINATIONS
TEXAS

INTRODUCING

DMO 101

THE ESSENTIAL DESTINATION
OPERATIONS BLUEPRINT

A new Destinations Texas
training program

NEW TO THE DMO WORLD? START HERE.

DMO 101 is designed to give destination professionals a practical understanding of how a DMO operates. From funding and governance to marketing, sales and day-to-day operations.



DESTINATIONS
TEXAS

WHO IS IT FOR?

DMO 101 IS IDEAL FOR:



New DMO professionals



Early-career team members



Staff looking for a
structured refresher



Anyone wanting to better
understand how all the pieces of
a DMO work together

SIX CORE MODULES

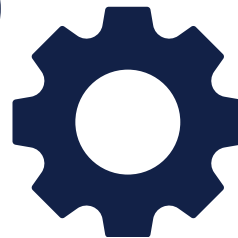
COVERING THE FULL DMO LANDSCAPE

1



Finance

2



Operations

3



**Marketing/
PR / Research**

4



**External
Affairs**

5



**Sales &
Sports**

6



**Governance &
Administration**

LEARN IT YOUR WAY



FULL-DAY DMO 101

Complete program
offered in person
at selected events



INDIVIDUAL MODULES

One-hour virtual
sessions throughout
the year



COMING IN 2027

More details and registration
information coming soon!

We can't wait to bring this
new educational resource!