



Experience Dedicated® Destination (EDD) Overview

Launch Date: June 1, 2016

Project Managers:

Shanna Smith
Chief of Staff
San Antonio Convention & Visitors Bureau
shannasmith@visitsanantonio.com
210-207-6737

Eva Aivaliotis
Brand Manager
San Antonio Convention & Visitors Bureau
evaivaliotis@visitsanantonio.com
210-207-6920

The SACVB is participating in a new research and consumer standards-based program called *Experience Dedicated® Destination* (EDD, pronounced “Ed”), which is destination accreditation from The EXPERIENCE Institute®, also the creator of the CTA program. EDD will help us find out how we are doing in the eyes of our visitors – now and over time. *Why? A Quality Experience = More Visitors, More Spending, and Return Intention*

San Antonio is the fourth EDD city in the U.S. Other cities are Columbus, OH, Rochester, MN and San Jose, CA.

How EDD works:

Information is gathered from visitors via a quick, one-minute online survey taken on a mobile device or desktop at MySanAntonioExperience.com.

Ongoing Commitment to Strengthening Tourism for Our Destination:

As part of this important program, you will help our city obtain valuable year-over-year visitor satisfaction data from which we can collectively take action on ‘Things That Matter’ to visitors.

1. **Encourage Visitors to Take Mobile Surveys at MySanAntonioExperience.com.** Signage files, website ‘buttons’ and more are available at the EDD online toolkit at <http://partners.visitsanantonio.com/english/EDD>.
2. **Link to CVB Website on Your Website:** Include a link on your website to the CVB website to help visitors see the great things our destination offers: VisitSanAntonio.com
3. **Maintain accurate, timely information on your website;** to give visitors the info they need to plan their stay and, hopefully, do more things while they’re here!

Benefits to Your Business: This ongoing capture of visitor input means your business can gain validated, third party data and marketing “intel” you can’t get on your own. You’ll learn how lodging, restaurants, local government/civic organizations, transportation, attractions and facilities are doing overall, where there is growth, trends in recommend intentions and repeat visitors, overall visitor satisfaction as well as areas where we need improvement.