

BE A RESOURCE FOR SMOOTHER NAVIGATION



WHEN “EASE OF GETTING AROUND” - A KEY METRIC FOR VISITOR SATISFACTION - TRENDED DOWN, THE DESTINATIONS 12 EDD SECTOR LEADERS WERE ABLE TO TAKE ACTION. ARMED WITH DATA FROM 81,000+ VISITOR AND STAKEHOLDER SURVEYS, THE EDD FRAMEWORK FOR CONTINUOUS IMPROVEMENT ENABLED A SWIFT RESPONSE.

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Although metrics indicated “ease of getting around” was an issue, the Transportation Sector’s strategic conversations revealed awareness of ways to get around was the real problem.

With taxi regulators, taxi company owners, bike share, pedicabs, Uber, and Lyft sitting across the table, the consensus was to develop a resource for visitors. A self-designed two-page flyer - “How to Get Around Cbus” - was delivered to the CVB two weeks later.

Now, posted on the CVB and hundreds of websites throughout the county, the PDF guide is used by travelers and locals alike. And the resultant EDD metric for Ease of Getting Around has steadily risen.