

# Multi-Year Business Development, FAM Tour Coordination & In-Market Event Execution

### Client Type:

Destination Marketing Organization (DMO)

### Industry Focus:

Tourism, Hospitality, and Business Events

### Project Duration:

Q3 2023 - Q4 2025

## Overview

### Situation

A mid-sized Destination Marketing Organization (DMO) engaged **Total Hospitality Solutions (THS)** to provide comprehensive, multi-year support encompassing CRM account clean-up, proactive prospecting, and the coordination of both familiarization (FAM) tours and in-market client events.

In **Q3 2023**, THS initiated **Phase 1** of the engagement: a large-scale CRM clean-up effort focused on **3,757 accounts** identified by the DMO. This phase spanned approximately **six months** and required a detailed review of each account to:

- Confirm the organization was still active
- Validate and update organizational details
- Obtain current and accurate contact information

## Project Phases

### Phase 1

CRM Account Cleaning (Q3 2023 – Q1 2024)

THS systematically reviewed all **3,757 tagged accounts** within the DMO's CRM. Each account was evaluated for relevance, accuracy, and future sales potential.

Approximately **50% of the accounts “survived” the cleaning process**, meaning they were still in business and deemed viable prospects for the destination.

### Phase 2

Prospecting & Funnel Development (Q4 2023 – Q4 2025)

During this phase, THS conducted proactive, outbound prospecting to the accounts that survived the initial clean-up. Outreach focused on determining:

- Whether the organization could meet in the destination
- The next open year with potential
- When the organization's RFP would be disseminated

Over the course of this phase:

- **2,790+ prospecting calls** were completed
- **27 total RFPs** were secured
- All intelligence gathered was documented directly in the CRM
- Follow-up traces were created to ensure long-term pipeline continuity

By the end of Phase 2, THS had successfully built the DMO a **fully active and documented sales funnel**.

## Phase 3

Live Events & FAM Tours  
(Q1 2024 – Q2 2025)

The “live event” portion of the engagement launched in **Q1 2024** and included both in-market client engagement and hosted destination experiences.

Key initiatives included:

- **In-Market Client Events**
  - Q1 2024: One “Lunch & Learn” event in Central Indiana
  - Q2 2024: Two similar events in the Chicago market
- **FAM Tours**
  - One destination FAM tour in **Q3 2024**
  - One destination FAM tour in **Q2 2025**

For each event and FAM tour, THS was responsible for:

- Curating invite lists (in collaboration with the DMO)
- Disseminating invitations
- Managing RSVPs
- Coordinating logistics and on-site execution

## Challenges

### Challenge 1

Volume of Cold Accounts

A significant number of the accounts tagged for cleaning had not been touched in **10+ years**, requiring extensive verification and requalification.

### Challenge 2

Incomplete CRM Documentation

Key sales notes and historical lead details were stored in Outlook and personal email files rather than the CRM, resulting in limited visibility and data gaps.

### Challenge 3

Lean Sales Team Capacity

Post-COVID staffing constraints left the DMO’s sales team stretched thin while still attending **10+ tradeshow** **annually**, limiting their ability to proactively prospect and nurture leads.

## Solutions

Over the course of this **two-plus-year engagement**, THS deployed experienced destination sales professionals to serve as an extension of the DMO's team - handling both proactive sales development and live-event execution.

### **Solution 1** **Quarterly Prospecting Strategy**

Each quarter, THS proactively prospected a **minimum of 300 cleaned and qualified accounts**, ensuring consistent pipeline growth and ongoing CRM engagement.

THS further qualified each account by identifying:

- Destination fit
- Timing and booking windows
- RFP release timelines

### **Solution 2** **RFP Tracking & Follow-Through**

THS remained engaged with accounts through the full sales lifecycle - tracking each opportunity until an RFP was issued and ensuring all intelligence was captured within the CRM.

## Results

- **3,757 accounts** fully cleaned within a six-month period
- **2,790+ prospecting calls** completed between Q4 2023 - Q4 2025
- 27 total RFPs generated
- 3 in-market client events executed
- 2 destination FAM tours coordinated
- A fully built and active sales funnel delivered to the DMO

## Conclusion

By serving as a seamless extension of the DMO's sales team, **Total Hospitality Solutions** transformed an outdated CRM into a strategic asset and delivered a sustainable, multi-year sales pipeline. Through disciplined prospecting, data-driven CRM management, and high-touch client engagement, THS positioned the destination for long-term booking success.