

# The 10 As of Destination

Source: <https://www.linkedin.com/pulse/10-successful-tourism-destinations-alastair-m-morrison-ph-d-/>

## **1. Awareness**

Is there a high level of awareness of the destination among potential tourists?

## **2. Attractiveness**

Does the destination offer a diversity of attractions that are appealing to tourists?

## **3. Availability**

Can bookings and reservations for the destination be made through a variety of distribution channels?

## **4. Access:**

Is there convenient transportation to, from and within the destination?

## **5. Appreciation**

Do tourists feel welcome and receive good service in the destination?

## **6. Assurance**

Is the destination clean, safe, and secure?

## **7. Activities**

Does the destination offer a wide range of activities in which tourists want to engage?

## **8. Appearance**

Does the destination make a good first impression? And a positive and lasting impression?

## **9. Action**

Is the tourism development and marketing in the destination well planned?

## **10. Accountability**

Is the DMO measuring the effectiveness of its performance?