

The Complete DAM Buying Checklist for Travel & Tourism

Your Strategic Guide to Selecting the
Right Digital Asset Management Platform



Introduction

Why Travel & Tourism Organizations Need Purpose-Built DAM

Travel and tourism organizations operate differently than other verticals. Your digital asset management platform needs to handle:

- **Seasonal and destination campaign cycles** with tight, non-negotiable launch deadlines
- **Organization-wide teams** coordinating across destination marketing, content, media relations, trade, and partner channels
- **Massive visual libraries** with thousands of assets spanning destinations, properties, experiences, and campaigns
- **Complex rights management** for photographer contracts, talent releases, location permits, and media licensing agreements
- **Multi-channel distribution** from official destination websites and booking platforms to media, travel trade, and OTA partner environments
- **Real-time collaboration** between creative teams, destination managers, tourism boards, and hospitality and airline partners

This checklist will help you evaluate DAM platforms based on what actually matters for travel and tourism operations – not generic enterprise features that don't address your specific challenges.

How to Use This Checklist

As you evaluate DAM vendors:

- **Check each requirement** that applies to your institution
- **Star critical must-haves** that are non-negotiable
- **Take notes** on how each vendor addresses your specific needs
- **Compare responses** across platforms using this standardized framework

Scoring Guide:

- **Essential (Must-Have):** Platform cannot be considered without this
- **Important (Should-Have):** Strong preference, willing to compromise if other areas excel
- **Nice-to-Have:** Differentiator between otherwise equal platforms

Section 1

Travel & Tourism-Specific Asset Management

Destination & Campaign Organization

- ☐ **Organize assets by season, travel period, and campaign year** (Summer 2025, Peak Season 2026, etc.)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Hierarchical categorization** (Organization → Destination/Region → Experience Type → Campaign)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Link multiple assets to a single destination or campaign** (destination photography, property imagery, experience video, influencer content, awareness materials)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Messaging and branding variant management** across destinations, markets, and seasonal campaigns

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Archive past campaigns and seasonal content** while maintaining full searchability

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Support** for on-location shoot documentation, property photography, and behind-the-scenes content

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Travel & Tourism-Specific Metadata

- ☐ **Custom metadata fields** for destination-specific attributes:

- Destination, region, and country
- Property, attraction, or experience name
- Season and travel period
- Campaign name and launch date
- Experience category (adventure, luxury, culinary, cultural, etc.)
- Market and audience segment
- Photographer, talent, and location permit status
- Usage rights and channel restrictions

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Controlled vocabularies** for consistent naming (e.g., “Adventure Travel” vs. “Outdoor Experiences”)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Talent, model, and location release tracking** (name, consent status, usage terms, territory restrictions)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Photographer and content creator credit management**

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Influencer and user-generated content tagging** for social-facing and campaign assets

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Visual Search & Discovery

- ☐ **Visual similarity search** (find similar destination moments, landscapes, or compositions)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Color-based search** and filtering (brand colors, seasonal palette variants, destination mood)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Advanced filtering** by multiple attributes simultaneously (destination + experience type + season + rights status)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Saved searches** for frequently used queries (e.g., “Coastal Summer 2025 Luxury Approved”)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Section 2

Workflow & Collaboration

Multi-Department Coordination

- ☐ **Role-based access control** for different teams:
 - Creative and content (upload/edit capabilities)
 - Legal and compliance (view/approve)
 - Destination and trade marketing (approved assets only)
 - Media and PR (press-ready assets)
 - Partner and OTA teams (co-branded and co-op assets)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Destination-level permissions** (give regional teams access to relevant destination assets)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Asset approval workflows** with multi-level review (creative → destination manager → legal)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Comments and annotation tools** directly on assets

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Version control** to track asset iterations (raw edit, retouched, campaign-specific, market variants)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Campaign Launches & Seasonal Deadlines

- ☐ **Project-based asset organization** (Summer Campaign, Peak Season Launch, Trade Show, Media FAM Trip, Annual Report)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Scheduled publishing** for embargo releases (press, trade, OTA, and consumer-facing content)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Deadline tracking** and reminders for asset deliverables

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Task assignment** for retouching, localization, and market-specific adaptation

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Multi-Market & Partner Team Support

- ☐ **Multi-language interface** for international collections, lending partners, and global audiences

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Market or region-specific asset variations** (different messaging and imagery by source market or territory)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Institutional brand consistency tools** (approved logos, fonts, and color palettes accessible to all partners and co-op partners)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Section 3

Digital Channel Integration

Website & Booking Platform Integration

☐ **Integrations with travel and tourism platforms:**

- Booking.com / Expedia / OTA partner APIs
- Salesforce Travel & Hospitality
- Simpleview CRM (for DMOs)
- Custom platforms via API

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **Multiple image variants per destination or property** (thumbnail, hero, gallery, social, print)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **Automated image resizing** and optimization for different digital channels

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **Synchronization** with property, attraction, and experience databases

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Social Media & Content Marketing

☐ **Direct publishing** to social platforms or integration with social management tools

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **Influencer, ambassador, and UGC content management**

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

CMS & Digital Humanities Integration

☐ **Content management system integration** (WordPress, Contentful, Adobe Experience Manager, etc.)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

☐ **CRM and marketing automation platform integration** (Salesforce, HubSpot, Marketo, etc.)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Section 4

Rights Management & Legal Compliance

Photographer, Talent & Location Contracts

- ☐ **Contract attachment** to assets (photographer agreements, model and talent releases, location permits)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Usage rights tracking** (territory, channel, time limit, exclusivity restrictions)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Expiration date alerts** for time-limited usage rights and talent agreements
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Automatic watermarking** for non-approved or rights-restricted assets
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Brand & Compliance Protection

- ☐ **Unauthorized use prevention** (secure access, download tracking)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Territory and channel restriction enforcement** (assets cleared for one market not accessible to others)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Embargo management** for pre-launch campaign content and new destination announcements
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Asset download auditing** (who downloaded what, when)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **External portal** for controlled sharing with media, travel trade, OTA partners, and tourism operators
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Section 5

Technical Requirements

File Format & Quality Support

- ☐ **RAW file support** (CR2, NEF, ARW, etc.) for original destination and property photography

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **High-resolution image handling** (100MB+ files)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Video format support** (MP4, MOV, ProRes for destination, experience, and campaign footage)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Design file support** (PSD, AI, INDD for campaign, trade, and print materials)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **3D/AR file storage** (GLB, USDZ for virtual destination previews and immersive travel experiences)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Performance & Scale

- ☐ **Storage capacity** for your asset volume

- Current needs: _____ TB
- 3-year projection: _____ TB

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Upload speed** for large batch imports (post-shoot or FAM trip content)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Search performance** with thousands of destination and campaign assets

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Concurrent user support** (how many team members can work simultaneously?)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Security & Compliance

- ☐ **Encryption** (in transit and at rest)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **SOC 2 compliance**
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **GDPR compliance** for international markets and operations
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Two-factor authentication**
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Single sign-on (SSO) support**
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Regular security audits** and penetration testing
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Backup & Disaster Recovery

- ☐ **Automated backup** schedule and retention
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Geographic redundancy** (multiple data center locations)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Disaster recovery SLA** (recovery time objective/recovery point objective)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Asset versioning** and recovery (restore previous versions)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Section 6

User Experience & Adoption

Interface & Usability

- ☐ **Intuitive interface** that non-technical marketing and destination staff can navigate

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Mobile access** (responsive web or native app)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Bulk operations** (upload, tag, download, approve multiple assets at once)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Drag-and-drop** functionality for uploads and organization

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Customizable dashboards** by role/user

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Asset Sharing & Distribution

- ☐ **Shareable links** with expiration dates

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Password protection** for sensitive or embargoed shares

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Branded portals** for external partners

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Lightbox/collection creation** for assembling destination and campaign asset

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

- ☐ **Download format options** (original, optimized, print-quality, web and social-specific dimensions)

Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Training & Support

- ☐ **Onboarding program** for implementation
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **User training** (live sessions, recorded tutorials, documentation)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Customer support hours** and response time SLA
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Dedicated account manager** or customer success contact
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Regular platform updates** and feature releases
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Section 7

Analytics & Reporting

Statistics System

- ☐ **Asset download and usage reports** by destination, campaign, market, and partner
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **User activity reports** (who's accessing what, when)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Asset lifecycle tracking** (from shoot through campaign and archive)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Section 8

Cost & Business Model

Pricing Structure

- ☐ **Transparent pricing** (no hidden fees)
 - Base platform cost: _____
 - Per-user fees: _____
 - Storage costs: _____
- ☐ **Scalability of pricing** as your destination portfolio and partner network grow
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Contract flexibility** (annual vs. multi-year, exit terms)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Implementation & Migration

- ☐ **Implementation timeline** (how long to go live?)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Migration support** from existing systems
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Data migration tools** (automated vs. manual)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Metadata preservation** during migration
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Total Cost of Ownership

- ☐ **Initial setup costs**
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Ongoing maintenance** requirements and costs
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Additional fees** (overage charges, add-on features)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Internal resource requirements** (IT support needed?)
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Section 9

Vendor Evaluation

References & Case Studies

- ☐ **Travel and tourism references** at similar scale and destination scope
 - Requested references: _____
- ☐ **Case studies** demonstrating travel and tourism sector success
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have
- ☐ **Peer reviews** and industry recognition
Priority: ☐ Essential ☐ Important ☐ Nice-to-Have

Decision Matrix

Category	Weight (%)	Vendor A (1-10)	Vendor B (1-10)	Vendor C (1-10)
Destination-Specific Features	%			
Workflow & Collaboration	%			
Digital Channel Integration	%			
Rights Management	%			
Technical Requirements	%			
User Experience	%			
Analytics & Reporting	%			
Cost & Value	%			
Vendor Stability	%			
TOTAL WEIGHTED SCORE	100%			

Next Steps

After completing this checklist:

1. **Schedule demos** with your top 3 vendors
2. **Request live walkthroughs** of travel and tourism-specific features, including collections management integration
3. **Talk to reference customers** in the destination marketing and hospitality sector
4. **Negotiate a trial period** to test with your actual destination workflows
5. **Involve key stakeholders** from creative, destination marketing, media relations, trade, legal, and IT
6. **Calculate total cost of ownership** over 3-5 years
7. **Review contracts** carefully (exit terms, data ownership, SLAs)

About NetX

NetX provides enterprise digital asset management solutions trusted by leading destination marketing organizations, tourism boards, hospitality brands, and travel companies worldwide. Our platform is built to handle the unique demands of travel and tourism operations: seasonal campaign cycles, global destination teams, expansive visual libraries, complex talent and location rights management, and seamless partner and booking platform integration.

Ready to see NetX in action?

Ready to see NetX in action? Schedule a personalized demo focused on your specific destination workflows and challenges.

This checklist is provided as a strategic resource for travel and tourism organizations evaluating DAM platforms. For more information about how NetX addresses these requirements, contact our team.