

Travel Is...

Essential  
Absolutely Necessary  
Extremely Important



Destination Promotion  
Is...

Essential  
Absolutely Necessary  
Extremely Important



Destination  
Professionals are..

Essential  
Absolutely Necessary  
Extremely Important



Concept #1:

**Travel** is essential,  
necessary, and  
extremely  
important.

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We travel for our need of  
food, water and fresh air.

We travel for our need for  
companionship and  
community.

And we travel to stimulate  
our brains and answer  
questions.





Concept #2:

**Travel promotion** is  
essential,  
necessary, and  
extremely  
important.

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What is the  
Community  
Need?



What are  
the  
Solutions?



Why are  
We the  
Solution?



Who are  
We  
Helping?

# What is the Community Need?

We would argue that in today's globalized, networked world, every community must compete with every other for its share of the world's visibility — its share of attention and respect.

Every community must compete for their share of the world's tourists, their share of consumers and their share of available talent.

Every community must compete for their share of the world's businesses and their share of the available capital and investments. Those communities who fail to compete will lose ground. They will be left behind.



# What are the Solutions?

The community needs infrastructure, public space, transportation, capacity and residents. But those alone are not enough

Destinations International argues that for a community to compete, people need to be made aware of that destination, they need to hear about it, and they need to be able to find it when searching. People must have a clear and positive image of the destination's brand.

This will create a desire for people to visit the destination, to experience the people for themselves and ultimately, share their experience with others.



# Why are We the Solution?

We bring strategies to achieve awareness and positive impressions; brand development, management and communication; promotion, marketing, sales and visitor engagement.

Sound familiar? Destination organizations are the experts. They have the tools, knowledge and relationships to provide the solutions. And most of all, they have something that no outside person will bring to the table: They have a love of their community to see it through.



# Who are We Helping?

Destination promotion is for the benefit and wellbeing of every person in a community. It is an essential investment to develop opportunities and build quality of life to benefit the people of a destination.

What is our industry always pointing to? How many jobs are created, how much local spending is generated, how much local tax revenue is generated and how much economic activity is generated. So, who is helped by this? Who is our customer? It is the residents of the community.



# The Cornerstone Statement

*Every community must compete with every other community for their share of the world's attention, customers, and investment.*

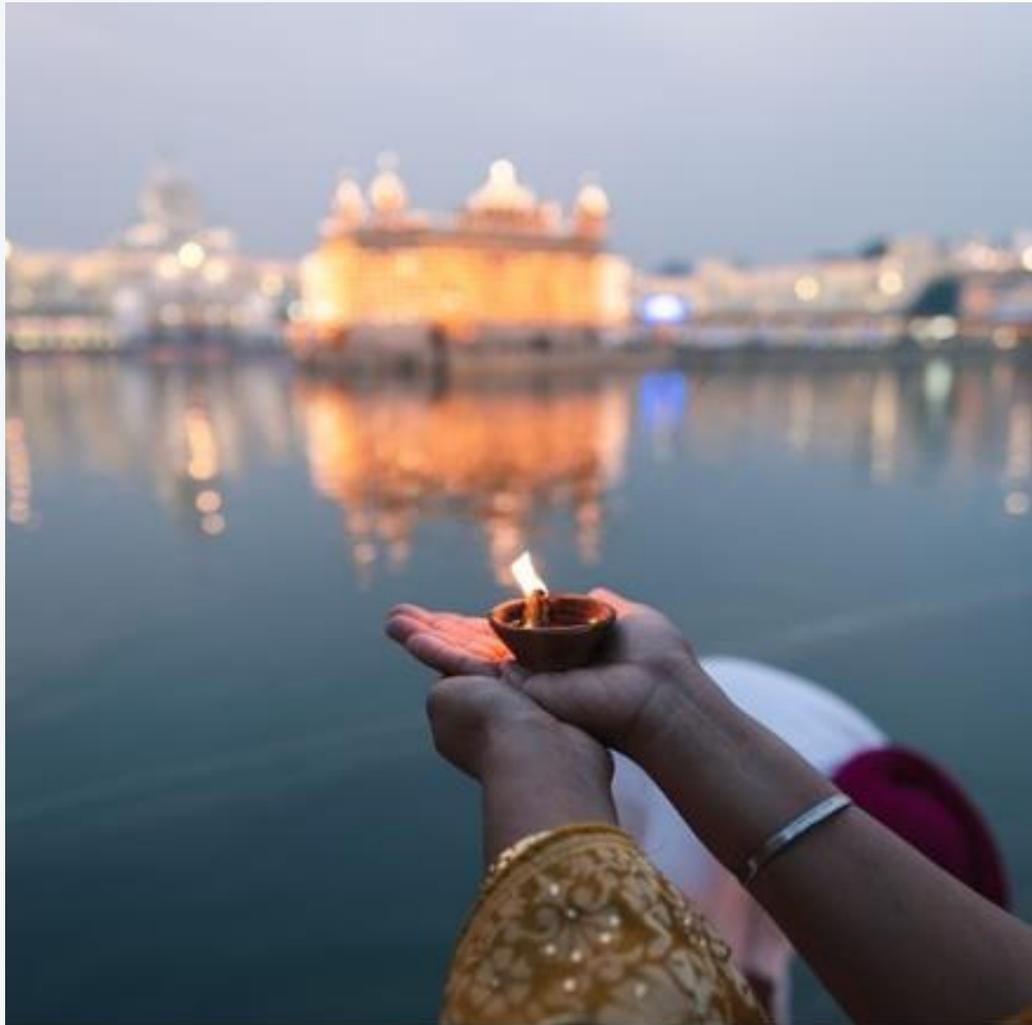
*To compete, people need to be aware of a community, have a positive impression, and want to visit to experience the community and meet its people.*

*This is achieved through clearly developing, articulating and managing the community's brand. Efforts must be made to promote, market, sell, and engage potential visitors. And all of this must be reinforced again and again. Destination organizations are uniquely positioned to do this.*

*Addressing this need for destination promotion is for the benefit and well-being of every person in a community. It is a common good. It is an essential investment to develop opportunities and build quality of life to benefit all the residents of a community.*



It is not about heads  
in beds,  
seats in seats or  
return on investment.



A destination organization's purpose is to help the community achieve its goals by leveraging the power of destination promotion.

And We Do This  
Through...



Passion  
Awareness  
Transparency  
Inclusion  
Engagement  
Collaboration  
Innovation  
Stewardship  
Relevance

Concept #3:

**Travel professionals** are essential, necessary, and extremely important.

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# Why are We the Solution?

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# If You Build A Place...

“If you build a place where people want to visit, you’ll build a place where people want to live. If you build a place where people want to live, you’ll build a place where people want to work. If you build a place where people want to work, you’ll build a place where business wants to be. And, if you build a place where business wants to be, we’ll be back to building a place where people want to visit. It all starts with the visit and that visit doesn’t happen without us.”

~ Maura Gast



# THE WORK OF A DESTINATION ORGANIZATION

## 1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

## 2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.



## 4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

## 3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.

Travel professionals are essential for brand management.

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And if you built a place where people want to work, then you have built a place where business and residents will invest.

Travel professionals are essential by acting as a destination steward and driving destination investment.

## THE WORK OF A DESTINATION ORGANIZATION

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### 4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

### 3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.

Travel professionals are essential for promoting and selling a destination.

## THE WORK OF A DESTINATION ORGANIZATION

### 1. VISIT

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And if you built a place where people want to live, then you have built a place where people want to work.



### 4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

### 3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.

Travel professionals are essential for keeping the wheel moving – not too fast and not too slow.

## THE WORK OF A DESTINATION ORGANIZATION

### 1. VISIT

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### 2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.



### 4. INVEST

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Destination Promotion is **essential** to the **quality of place** in our **community**.



**You work** is to tell your **community's** story, defend your brand and drive **investment** and **opportunity** in your destination.



You put **people** in our  
**community** to **work**  
everyday.



We are essential,  
absolutely necessary,  
and very important.

And we are going to  
show it. Prove it.  
Measure it. And tell  
everyone about it.

# Thank You For Your Attention

Jack Johnson  
jjohnson@destinationsinternational.org

