



# ADVOCACY **2022** SUMMIT

*The Essential Elements of Community Shared Value*

October 26-28, 2022 | Bloomington, MN, USA

# 2022 Tourism Lexicon



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Destinations International

# Announcing Today



All countries  
released today.



One new  
country added.



New downloads  
and formats to  
easily share.

# **What is the Tourism Lexicon?**

**And how we got here today**

A tactical approach to the shifting political landscape and a tool to help address the need that destination promotion is for the well-being of every person in a community.



**‘Advocacy in The Face of Ideology’**

2017



**‘Find our Cornerstone’**

2018



**‘Becoming a Community Shared Value’**

2019



## Who are we *helping*?

*Who is our customer?*

**It's the residents of the  
community!**



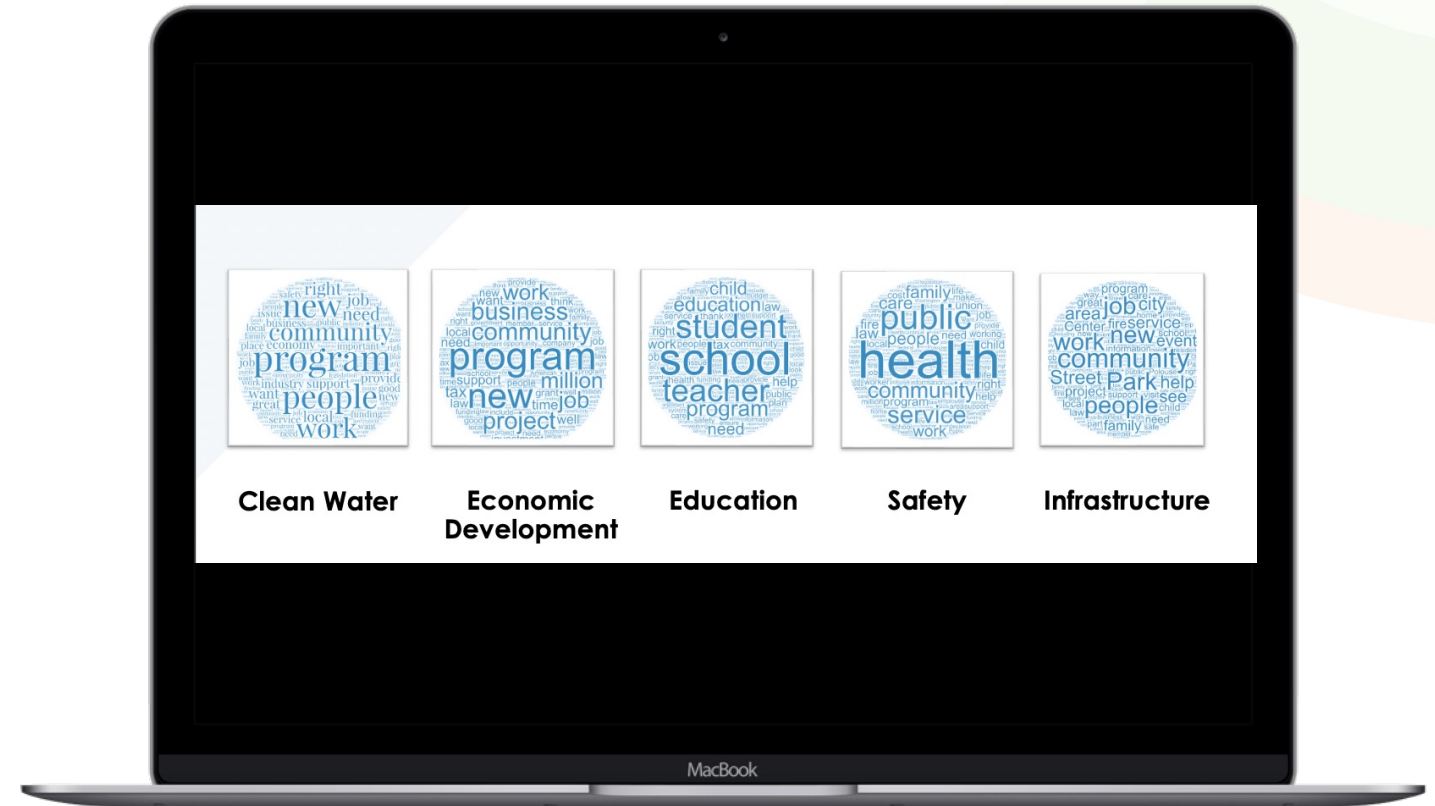
## Common Goods

*Clean Water, Education, Safety,  
Infrastructure*

**Valued (and funded) to advance  
a community**

In 2018, with our partners at *Quorum*, we tracked millions of publicly shared statements by politicians at the local and federal level.

Tracking how they discussed common goods such as clean water, Economic Development, Education, Safety, etc.



## Clean Water

- Program
- People
- Community
- Work
- Local
- Support
- Provide
- Opportunity
- Need
- Public

## Economic Development

- Program
- Community
- Work
- Support
- Local
- Need
- People
- Provide
- Opportunity

## Education

- Program
- Community
- Public
- Provide
- Work
- Support
- Local
- Need
- Opportunity

## Safety

- Public
- Community
- Program
- Work
- Provide
- Need
- Support
- Local

## Infrastructure

- Community
- People
- Work
- Program
- Need
- Support
- Local
- Public
- Provide



# New Tourism Lexicons



2018



2019



2020



2021

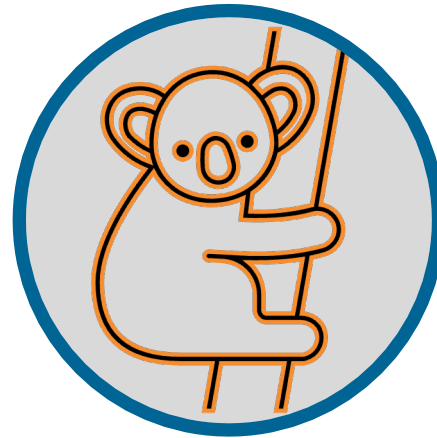
# New Tourism Lexicons



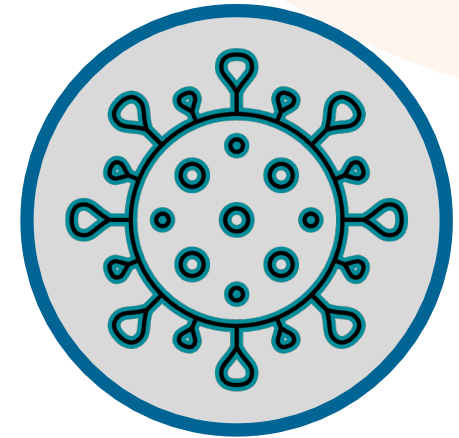
**Canada**



**Canada  
(français)**



**Australia**



**Pandemic**

# Refinement Along the Way

- 2m+ Statements from social media, newsletters, press releases.
- Eliminate articles and conjunctions; eliminate numbers, people, places, name, “shop talk.”
- Work with in-country experts to define what a common good means internationally.
- Expand with our communities, looking at civic, social, and equitable goods



# 2022 Tourism Lexicon

# Countries Available Today



**United States**



**Canada**



**Australia**



**United Kingdom**

## For each country:

- *Printable PDF*
  - *PowerPoint Slide*
  - *Graphic for Social*
- 
- To Share
  - To Train
  - To Teach





# United States

*(2018, 2019, 2020, 2021, 2022)*

# United States



## Community

- #1, Classic

## New

- #2, Returning

## Service

- #3, Returning, YoY Up

## Work or Worker

- #4, Classic, YoY Up

## Help

- #5, Returning, YoY Up

## Need

- #6, Classic

## Economic

- #7, **NEW**, **Unique**

## Program

- #8, Classic

## Health

- #9, Returning

## Support

- #10, Classic

## Provide

- #11, Classic, **Unique**

## Center

- #12, **NEW**, **Unique**

## Local

- #13, Classic

## Inclu/de/sive

- #14, Returning

## People

- #15, Classic

## Business

- #16, Returning

## Change

- #17, **NEW**

## Fairness

- #18, Returning

## Justice

- #19, **NEW**, **Unique**

## Future

- #20, **NEW**





# Canada

*(2020, 2021, 2022)*

\* français

# Canada



## Public

- #1, **NEW**

## Support

- #2, Returning, YoY Up

## Health

- #3, Returning

## Community

- #4, Returning

## New

- #5, Returning

## Help

- #6, Returning

## Work

- #7, Returning

## Change

- #8, **NEW**

## People

- #9, Returning

## Need

- #10, Returning

## Care

- #11, Returning, **Unique**

## Business

- #12, **NEW**

## Service

- #13, Returning

## Safe or Safety

- #14, Returning, **Unique**

## Growth

- #15, **NEW, Unique**

## Development

- #16, **NEW, Unique**

## Measure

- #17, **NEW, Unique**

## Investment

- #18, **NEW**

## Commitment

- #19, **NEW, Unique**

## Future

- #20, **NEW**

# Canada (Français)



**Publique**

• #1

**Support**

• #2

**Santé**

• #3

**Communauté/Collectivité**

• #4

**Nouveau**

• #5

**Aider**

• #6

**Travailler**

• #7

**Transformer**

• #8

**Personnes/Gens**

• #9

**Besoin**

• #10

**Prendre Soins**

• #11

**Entreprise**

• #12

**Service**

• #13

**Sûr**

• #14

**Croissance**

• #15

**Développement**

• #16

**Mesurer**

• #17

**Investissement**

• #18 *Returning*

**Engagement**

• #19

**Avenir**

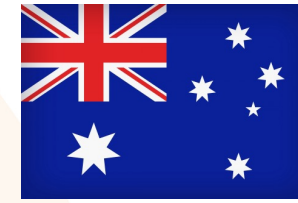
• #20



# Australia

*(2021, 2022)*

# Australia



## Community

- #1, Returning

## New

- #2, Returning, YoY Up

## People

- #3, Returning

## Support

- #4, Returning

## Health

- #5, Returning

## Local

- #6, Returning

## Service

- #7, Returning

## Public

- #8, Returning

## Need

- #9, Returning

## Work

- #10, Returning

## Society

- #11, **NEW, Unique**

## Change

- #12, **NEW**

## Include/ing

- #13, **NEW**

## Help

- #14, **NEW**

## Family

- #15, **NEW, Unique**

## Make

- #16, **NEW**

## Energy

- #17, **NEW, Unique**

## Fairness

- #18 Returning

## Sector

- #19, **NEW, Unique**

## Opportunity

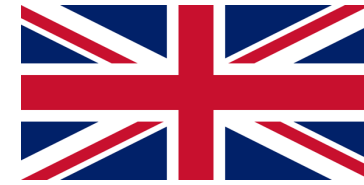
- #20 **NEW, Unique**



# United Kingdom

*(2022)*

# United Kingdom



## People

- #1

## New

- #2

## Public

- #3

## Support

- #4

## Need

- #5

## Work

- #6

## Change

- #7

## Help

- #8

## Collective/Community

- #9, **Unique**

## Local

- #10

## Service

- #11

## Fairness

- #12, (US, AUS)

## Make

- #13 (AUS)

## Health

- #14

## Business

- #15, (US, CAN)

## Future

- #16, (US, CAN)

## Inclusive

- #17

## Investment

- #18, (CAN)

## Impact

- #19, **Unique**

## Tackle/Tackling

- #20, **Unique**



# Shared Across Borders

*(2022)*

*Words that appear in every country*



# Borderless



Community

Need

Service

New

Work

Health

Support

Change

Help

# Themes in 2022



**Civic  
Responsibility**



**Social License**

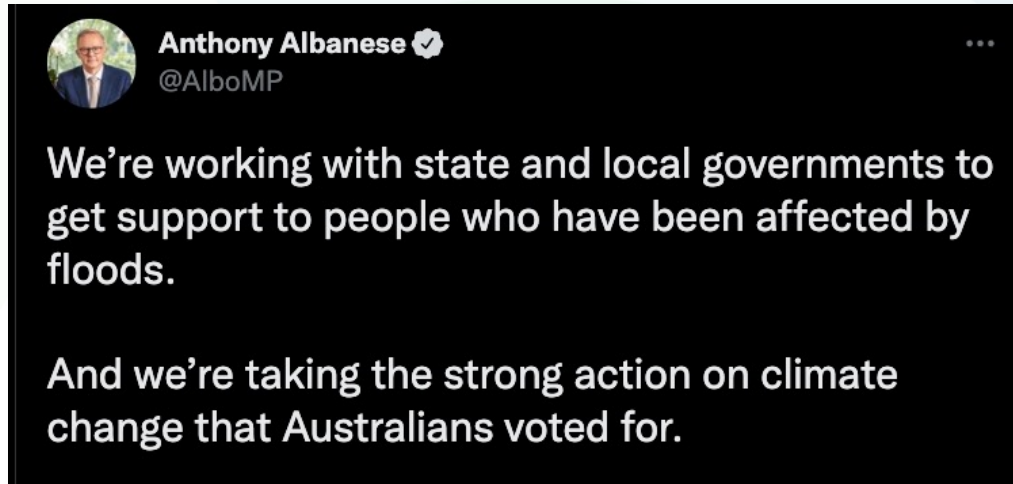


**Equality and  
Equity**



**Climate Action**

\*House Member Anthony Albanese | Australian House of Representatives



\*MN Sen. Susan Kent (D-MN-053) | Minnesota Senate



\*Legislative Assembly Member Heather Stefanson of Manitoba



# How to Use Them?

# How to Start

## 1. Train People

- Internal
- Board of Directors

## 2. Strategic Statements

- Mission
- Vision
- About us

## 3. Delivered Content

- Social Media
- Newsletters
- Press Release





# How to Continue

## 4. Public Facing Documents

- Business Plan
- Strategic Plan
- Annual Report

## 5. Verbal Communications

- Press/Media Interviews
- Legislative Testimony
- Stakeholder speaking



United States  
Canadian  
le français canadien  
Australia  
United Kingdom

- Printed PDF
- Embeddable Slides
- Social Media Graphic



### THE TOURISM LEXICON: 2022 Canadian Edition



public	support	health	community	new
help	work	change	people	need
care	business	service	safe	growth
development	measure	investment	commitment	future

DESTINATIONS INTERNATIONAL

### THE TOURISM LEXICON: 2022 Canadian (French) Edition



publique	support	santé	communauté/collectivité	nouveau
aider	travailler	transformer	personnes/gens	besoin
prendre soin	entreprise	service	sûr	croissance
développement	mesurer	investissement	engagement	avenir

DESTINATIONS INTERNATIONAL

### THE TOURISM LEXICON: 2022 Australia Edition



community	new	people	support	health
local	service	public	need	work
society	change	including	help	family
make	energy	fairness	sector	opportunity

### THE TOURISM LEXICON: 2022 United Kingdom Edition



people	new	public	support	need
work	change	help	collective/community	local
service	fairness	make	health	business
future	include(ing)/inclusivity	investment	impact	tackle/tackling



# Available Now

- History of the Lexicon
- Video Presentation
- Blogs and Briefs
- Documents and Downloads



# Thank you to the Foundation

- Everything today is made possible by the Destinations International Foundation



**Thank you for your attention  
and enjoy continued  
lexicon discussion in the  
workshop.**