



ADVOCACY **2022** SUMMIT

The Essential Elements of Community Shared Value

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Bringing Left and Right Brain Data Together in a Community Indicator



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Why Do We Measure Ourselves?

ROI is not an argument for supporting destination promotion. It is a measurement of whether you are doing your job once the decision to support destination promotion has been made.

When Should ROI Be Discussed?



What is the
Need?



What are *the*
Solutions?



How are you
the Solution?



Who does your
Solution Help?

ROI can only be discussed after why you should exist has already been settled.

Any discussions of measurements/ROI can only then be had to provide continuous feedback as to how you exist.

Destination Promotion Community Indicator

Why We Need a Destination Promotion Community Measurement

By: Jack Johnson, Destinations International

How Does a Community Indicator Work?

Simply put, community indicators are measurements that are used by communities to monitor conditions within the community. Their attraction is that these indicators do not solely monitor progress, they also help make it happen. The goal is to use them as tools to identify problems or things that create inequity or to facilitate improvements in a community's quality of life. And while individual indicators are quantitative in nature, when taken together, the indicators measure what is considered a qualitative subject – the well-being of a community.

Bees, Wasps, and the Need for a Community Indicator

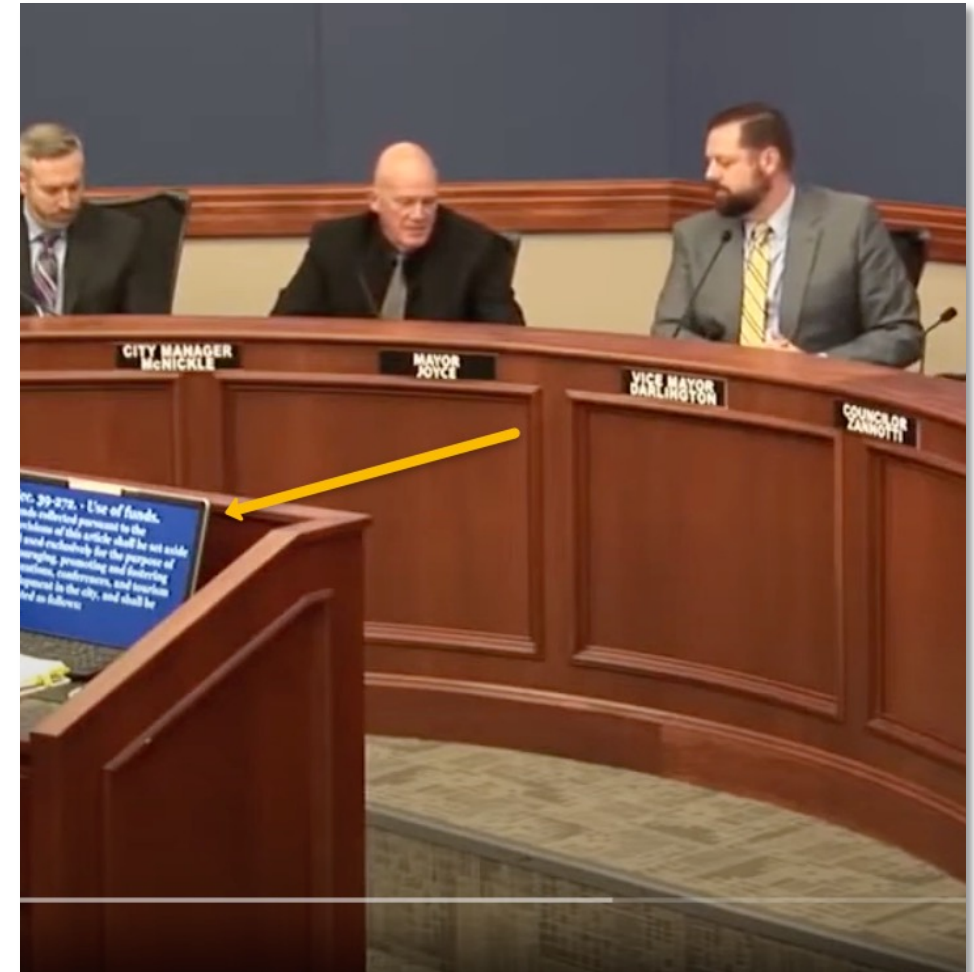
By: Jack Johnson, Destinations International

Recently, I wrote that to be understood in the community, it is critical to identify a clear and powerful community-facing measurement(s) to highlight how a destination organization is filling the community need for destination promotion. It would underscore how the organization is contributing to community wellbeing. While these measurements, known as "community indicators," are different from most current industry measurements that we use, they are critical to being seen as a community shared value.

2018 Unnamed City Council Meeting

“ We’ve had a lot of discussions with our destination organization about ROI and industry standards, but we don’t understand them.

One of the key issues is our destination organization has this absolute belief in those industry standards and we can’t wrap our arms around it”



The Need for a Community Indicator

These community indicators must be understood and accepted by the community, be reliable and valid, and need to answer three questions:

1. *What does a destination organization do?*
2. *How well did the destination organization do it?*
3. *Are the residents of the community better off?*



The Need for a Community Indicator

Incorporate multiple measuring points to create a multi-dimensional measurement(s) for our industry.

Statistic + Indicator +
Measurement = Community
Indicator

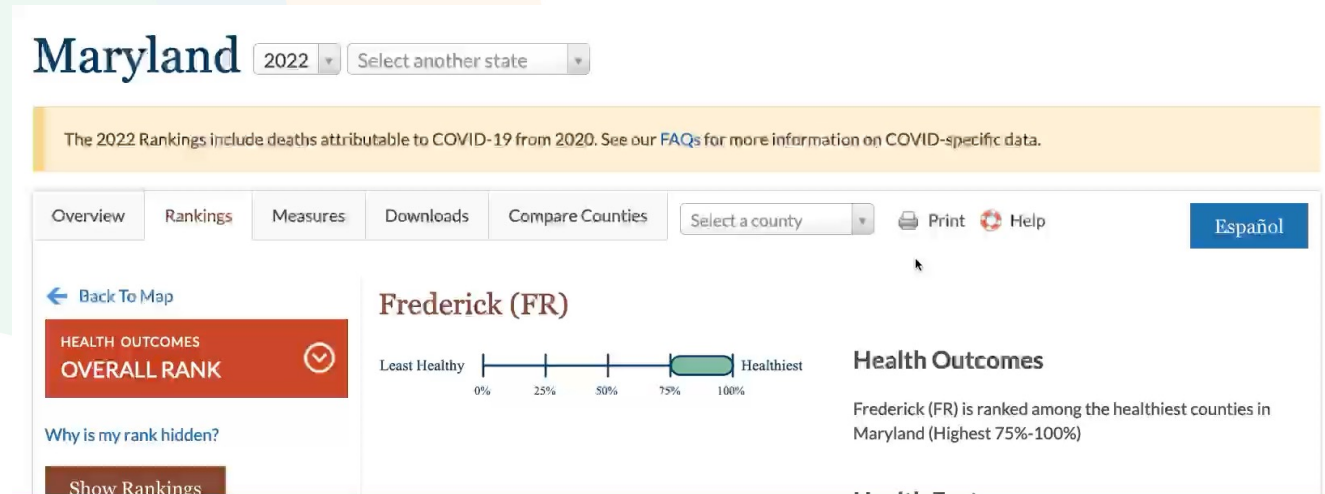
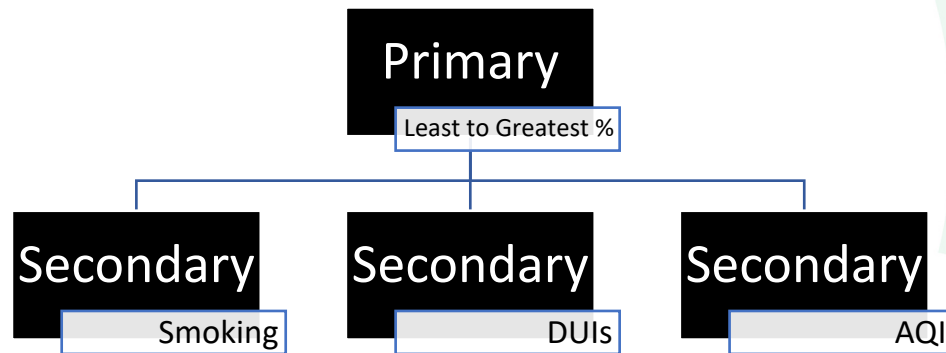


What Should be Ours?

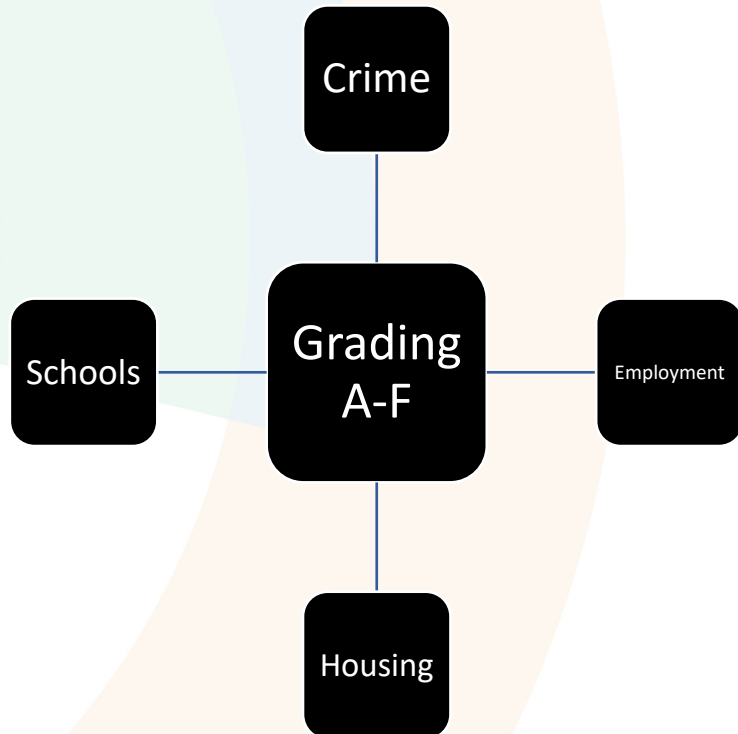
*If we say tourism builds community, how
do we prove it?*

Examples from Common Goods

Health



Safety



Crime Comparison

Compare Cities Crime

Enter Any Two Cities Below To Compare Crime And Livability Scores



VS

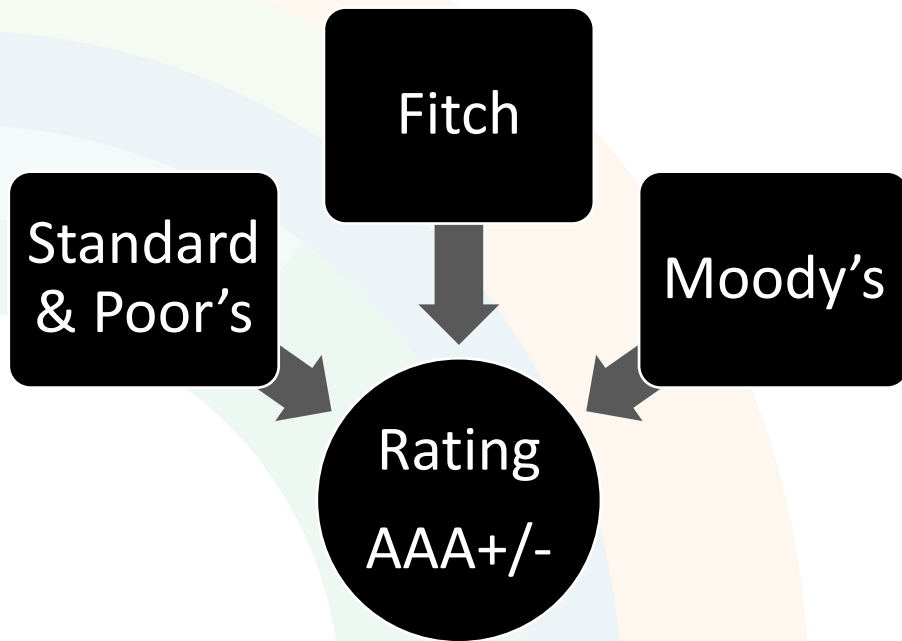


COMPARE

Compare the crime rates of any two cities by entering the city names into the boxes above.

How safe is your city compared to others? The crime comparison tool will display a side-by-side comparison of the crime rates in any two cities across the United States, helping you can find the safest places to live. The crime reports will allow you to view detailed crime information for each city including crime statistics such as: murder rates, assaults, robberies, burglaries and vehicle thefts.

Finance

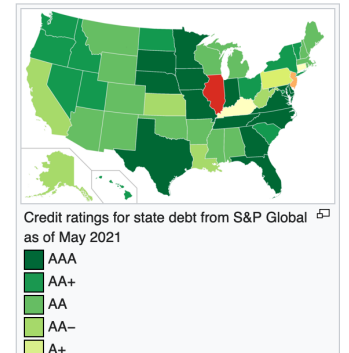


List of U.S. states by credit rating

From Wikipedia, the free encyclopedia

This is a list of [U.S. states](#) by [credit rating](#), showing credit ratings for [sovereign bonds](#) as reported by the [three major credit rating agencies](#): [Standard & Poor's](#), [Fitch](#) and [Moody's](#). The list is given as of May 2021.

State	S&P Global ^[1]	Moody's	Fitch	Ref.
Alabama	AA	Aa1	AA+	[2]
Alaska	AA-	Aa3	A+	[2][3]
Arizona	AA	Aa1	n/a	[2]
Arkansas	AA	Aa1	n/a	[2]
California	AA-	Aa2	AA	[2]
Colorado	AA	Aa1	n/a	[2]
Connecticut	A	Aa3	A+	[2][4]
Delaware	AAA	Aaa	AAA	[2][5]



The Destinations International Inaugural Foundation Challenge

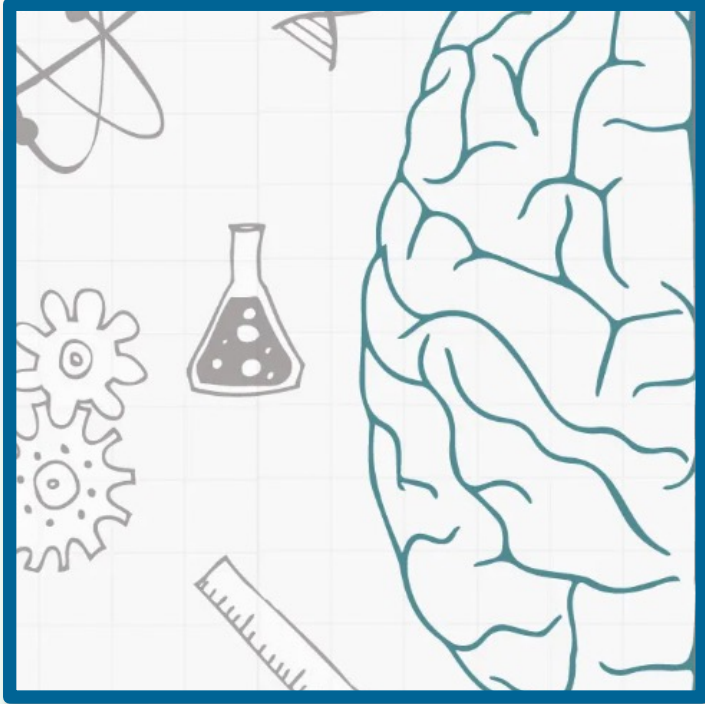
- Bring together 30 new minds and veterans to address the three questions.
- Build a consensus on metrics or indicators we should focus on.
- Take it to the membership.





LOGIC

STORY



Left Brain

LOGIC



Right Brain

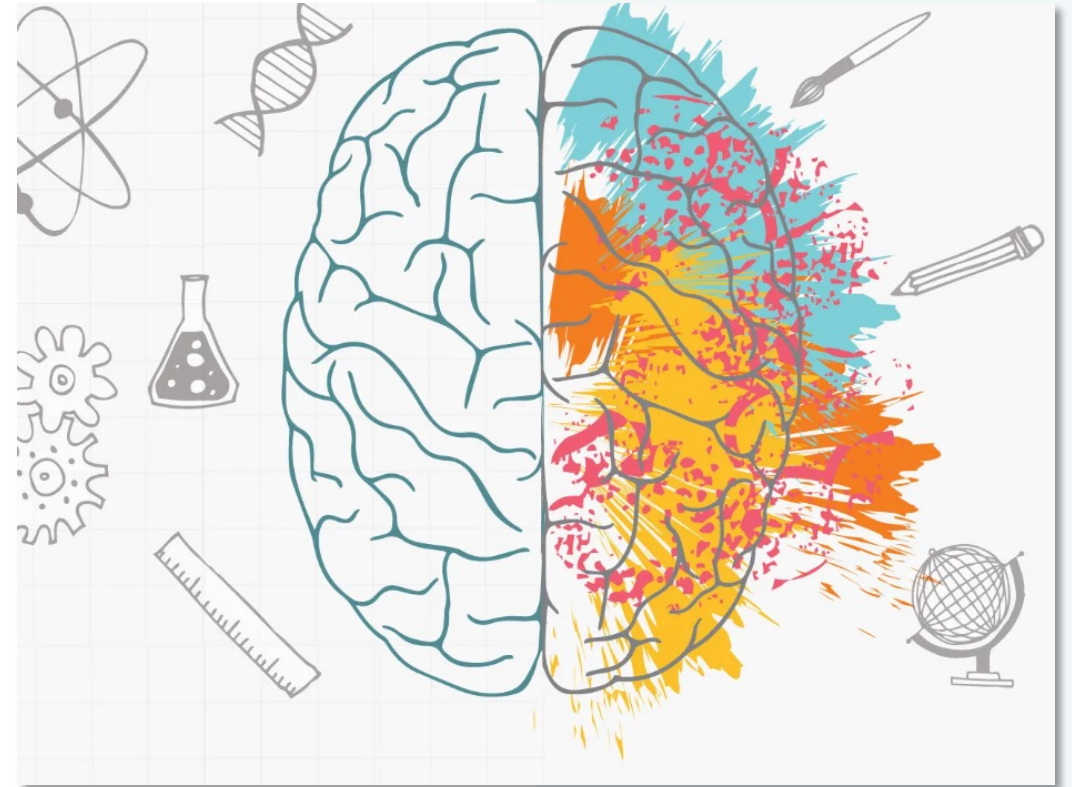
STORY

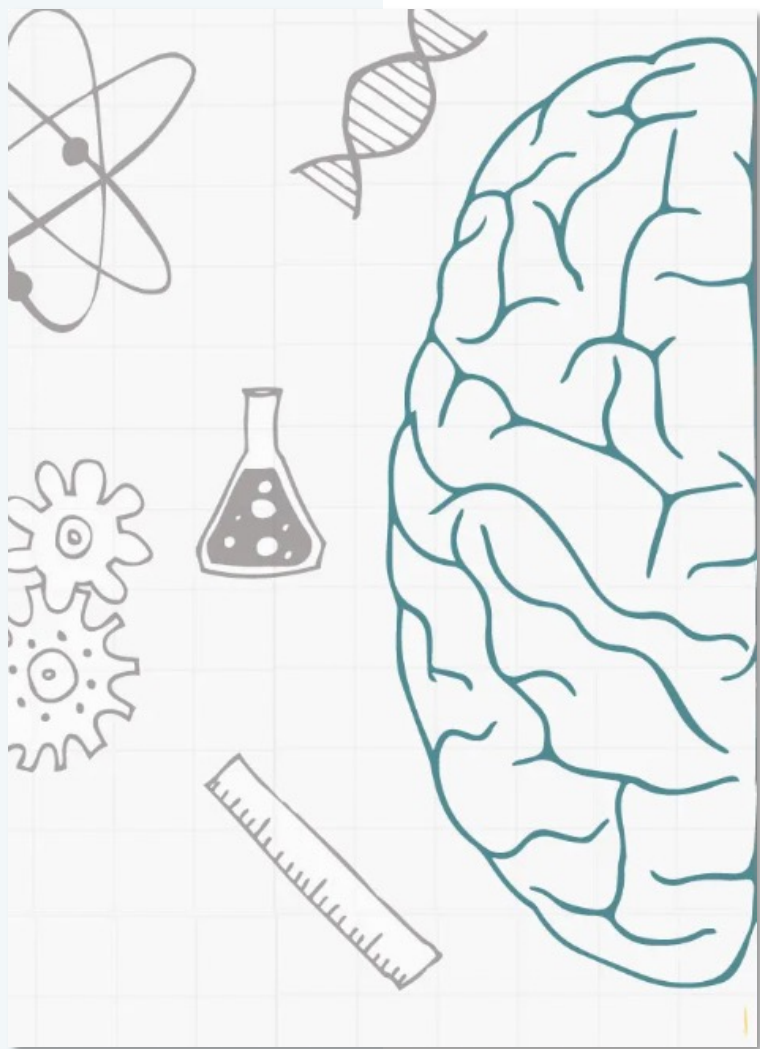
Develop Your Own Index

You must present your work across two areas, logic and emotions or Left or Right Brain.

Left - Sequencing, Linear, Math, Logic.

Right - Intuition, Rhythm, Arts, Emotions.





Left/Logic Indicators

- **Economic Development** (Tax Revenue, Employment Rate, Jobs Created)
- **Talent Acquisition** (New Residents, School Enrollment)
- **Quality of Place** (New Businesses Licenses, New Home Sales, Types of New Businesses)

Right/Emotion Indicators

- **Sentiment** (Resident, Visitor, Business)
- **Perception** (Safety & Security, Sense of belonging to local community)
- **Quality of Life** (Prosperity, Environmental, Accessibility)



Destination Promotion Community Index

Index (% , Score, Grade)

D.P.C.I

Primary Indicators

Left/Logic

Right/Emotion

Indicators

Annual
Visitor
Spend

New
Homes
Sold

New
Tourism
Businesses

Resident
Sentiment

Crime
Severity
Index

Access to
Transportation

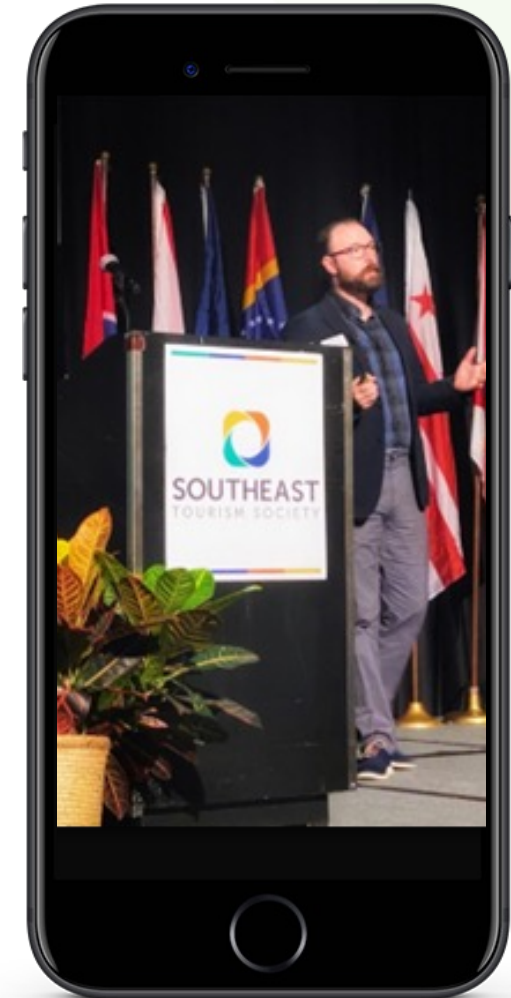
Destination Promotion Community Index



Field Testing at Industry Events



* Results from the audience to the question: "what are some suggested indicators your community should care about the work you do?"



Examples to Draw Upon

Music

- Can be described in theory, notes, bars, tempo, and beat.
- Can be view in terms of units sold, streamed and placement on charts.
- Can also be felt through our emotions, senses, and even placement of time when heard.



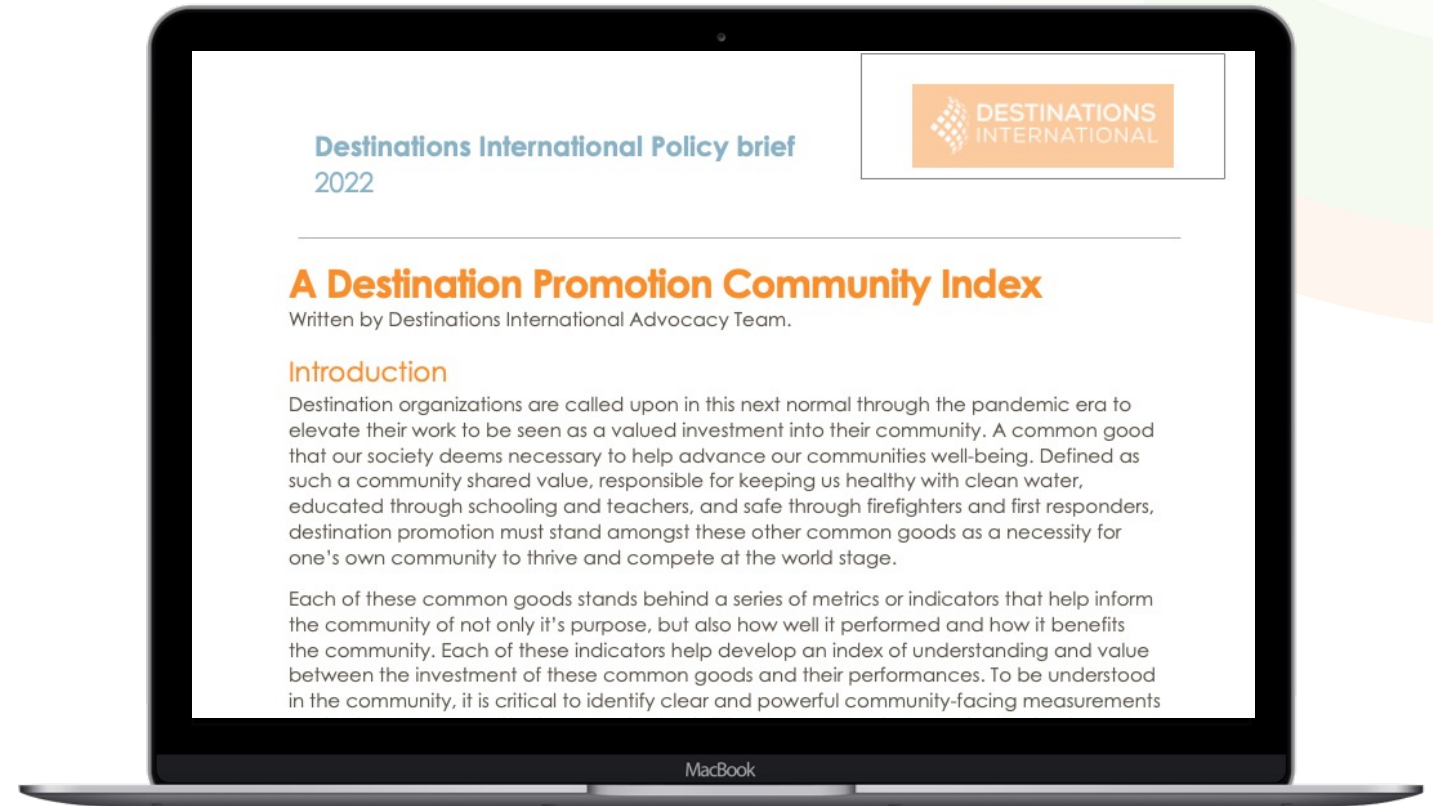
Food

- Measured in macros, calories, intake, and fuel.
- Evaluated through our digestion, health, and energy.
- Resonates with our culture, personality, and sense of family and traditions.



We plan to release as a policy brief to the entire membership.

Today's proceeding workshop will help provide the finishing touches!



**Thank you for your
attention and help.**