

The Destination Effect

TODAY'S PRESENTATION

Speakers



ALEX HEIMANN

President,
Chief Executive Officer, Tempest



GREGG SHAPIRO

President,
Chief Creative Officer, Tempest



JACK JOHNSON

Chief Advocacy Officer,
Destinations International



The inspiration.

How we (Tempest) got here.

Community Benefit Funding Model*



THE TOURISM LEXICON: 2023 United States Edition



community	public	work	new	service
time	program	need	family	help
support	make	economic	business	provide
local	development	thank	project	people
information	include	opportunity	change	future

**Destination organizations
are not merely optional
but ESSENTIAL.**

A highly detailed, AI-generated portrait of a man with a long, flowing white beard and mustache. He has piercing green eyes and is wearing a dark blue naval officer's cap with gold braiding and a white top. The background is a soft, out-of-focus sky with light clouds. The overall style is cinematic and realistic.

**We know
this, and you
know this...**

**Image: Captain Obvious
used without permission
generated with AI.**

**But the
world
does not.**



WHAT IS A DESTINATION ORGANIZATION?

There is still a general lack of community/public awareness of what a destination organization is.

But we have an opportunity...

HOW CAN WE RAISE AWARENESS?

**Destinations International and
Tempest are collaborating on a new
advocacy initiative...**



**The world needs to know the role
destination promotion plays in
community growth.**

**How can we make this
happen?**

How can we make this happen?

Use AI.



**Create Jack robots and send them
all over the world to tell our story.**



How can we make this happen?

Or...

We are better together.

**Combine the efforts and ideas of
our best industry professionals with
modern technology to market and
promote the movement.**

The Destination Effect™

WHAT IS IT?

A **MOVEMENT** anchored by a **modern website** and **growth strategy** that transcends traditional tourism marketing efforts and taps into the core essence of **powerful community building** and **sustainable growth**.

TOOLS FOR THE INITIATIVE

The Destination Effect Brand and Identity

**A professional and identifiable mark to
represent the movement.**



THE DESTINATION EFFECT

thedestinationeffect.com

TOOLS FOR THE INITIATIVE

The Destination Effect Website

**A centralized hub for the important content
and tools of destination marketing awareness
and promotion.**

TOOLS FOR THE INITIATIVE

The Destination Effect Website

**Ongoing web marketing strategy inspired by
real life success stories.**

TOOLS FOR THE INITIATIVE

The Destination Effect Social

#THEDESTINATIONEFFECT



TOOLS FOR THE INITIATIVE

The Destination Effect Website

**Create your own “Destination Effect”
statement/report and more.**

CONNECT WITH TEMPEST



Be the first to join the movement!



join@thedestinationeffect.com