## 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 Usual Suspects

Lodging, Restaurants, Livery, Auto Leasing, Attractions, Venues

#### **Public Sector**

National, State/Province, Local



### The Unusual Suspects

Employers, Property Owners/ Managers/Sellers, Airports, Hospitals, Colleges & Universities

#### Partnerships & Alliances

Events, Royalties, Co-Ops Services, Sponsorships, Membership





#### **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.







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?



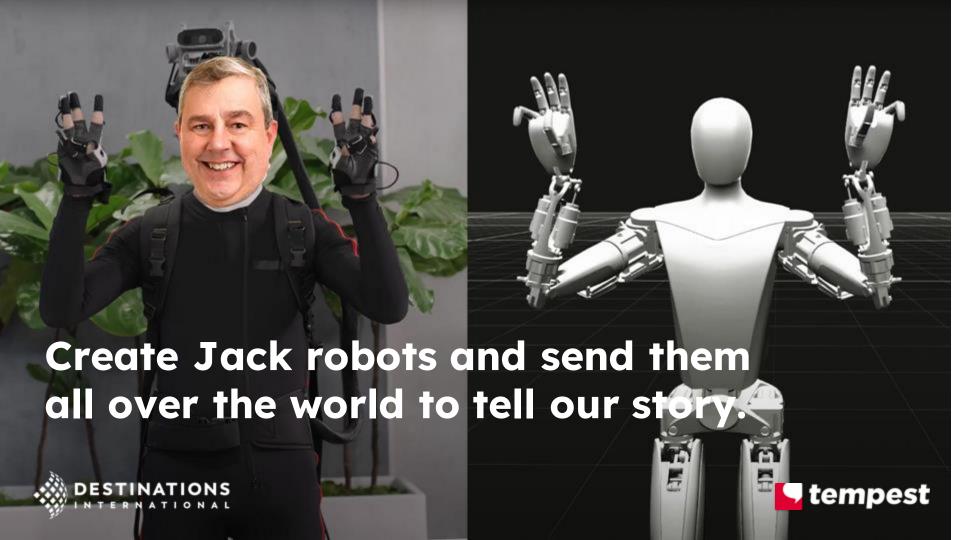


How can we make this happen?

## Use AI.











**L** tempest

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.





## The Destination Effect Brand and Identity

A professional and identifiable mark to represent the movement.







thedestinationeffect.com





## The Destination Effect Website

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





## The Destination Effect Website

Ongoing web marketing strategy inspired by real life success stories.





## The Destination Effect Social

**#THEDESTINATIONEFFECT** 







## 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



