



ADVOCACY **2022** SUMMIT

The Essential Elements of Community Shared Value

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



absolutely necessary,
extremely important

absolutely necessary; extremely important

1

The result of our work can positively impact people and/or the greater community.

2

We know the two sides of the power of travel – traveling and hosting.

3

Hosting travel can develop opportunities, build quality of place and benefit all the residents of a community.

absolutely necessary; extremely important



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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 its share of the world's tourists, their share of consumers and their share of the 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.

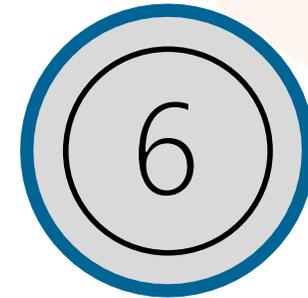
absolutely necessary; extremely important



But to do that, travel needs to be channeled and managed to build our communities in a successful and sustainable manner.



This work is a common good and an essential community investment.



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A “special interest” refers to a group of individuals or organizations, usually formally organized, that, based on one or more shared concerns, beliefs, or goals, attempts to influence public policy in its favor or to its benefit. It may also be known as an advocacy group or pressure group.

A “common good” refers to either what is shared and beneficial for all or most members of a given community or destination. Or what is achieved by citizenship, collective action and active participation in the realm of civic, political and/or public service.

absolutely necessary; extremely important

4

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5

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6

And destination organizations are essential to this investment being successful.

absolutely necessary; extremely important



And destination organizations are essential to this investment being successful.

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

Destination organizations are the experts. They have the tools, knowledge and relationships to provide the solution.

And most of all, they have something that no outside person or company will bring to the table, they have the love of their community to see it through.

absolutely necessary; extremely important



There is an argument for the support of public funding for destination organizations.

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.

absolutely necessary; extremely important



Destination promotion needs to be a community shared value.

A community shared value is a value that is appreciated at an individual level and shared by every member of the community.

Community values are the non-negotiable core principles or standards that the community's residents wish to maintain. They must be acknowledged, honored and constantly defended to ensure that change and development occur in accordance with these.

Community values guide the community's vision, mission and strategic plan as well as its goals, objectives, activities, capital projects, budgets and services.

absolutely necessary; extremely important



PASSION

An intense enthusiasm for a destination, a community and it's people.



AWARENESS

A well-informed interest in the history, situation, people and/or development in an specific destination.



TRANSPARENCY

Being proactively open to stakeholder and public scrutiny.

absolutely necessary; extremely important

4

INCLUSIVENESS

Including every area of a destination, any group or segment or people within a destination, and any history, culture or tradition.

5

ENGAGEMENT

Informing/listening to people of a destination on the wellbeing of the community and promotion of the destination.

6

COLLABORATION

The action of working with stakeholders, to produce or create something within a destination.

absolutely necessary; extremely important



INNOVATION

To make changes, especially by introducing new destination promotion methods, ideas, or products.



STEWARDSHIP

Balancing economic development, sustainable tourism and quality of life.



RELEVANCE

Being closely connected and involved in what is being done or considered in our destination.



absolutely necessary,
extremely important

Thank you for your attention.

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[https://destinationsinternational.org/community-shared-
value](https://destinationsinternational.org/community-shared-value)