



# ADVOCACY **2022** SUMMIT

*The Essential Elements of Community Shared Value*

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

# 2022 Tourism Lexicon



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*VP, Research and Advocacy*  
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!**



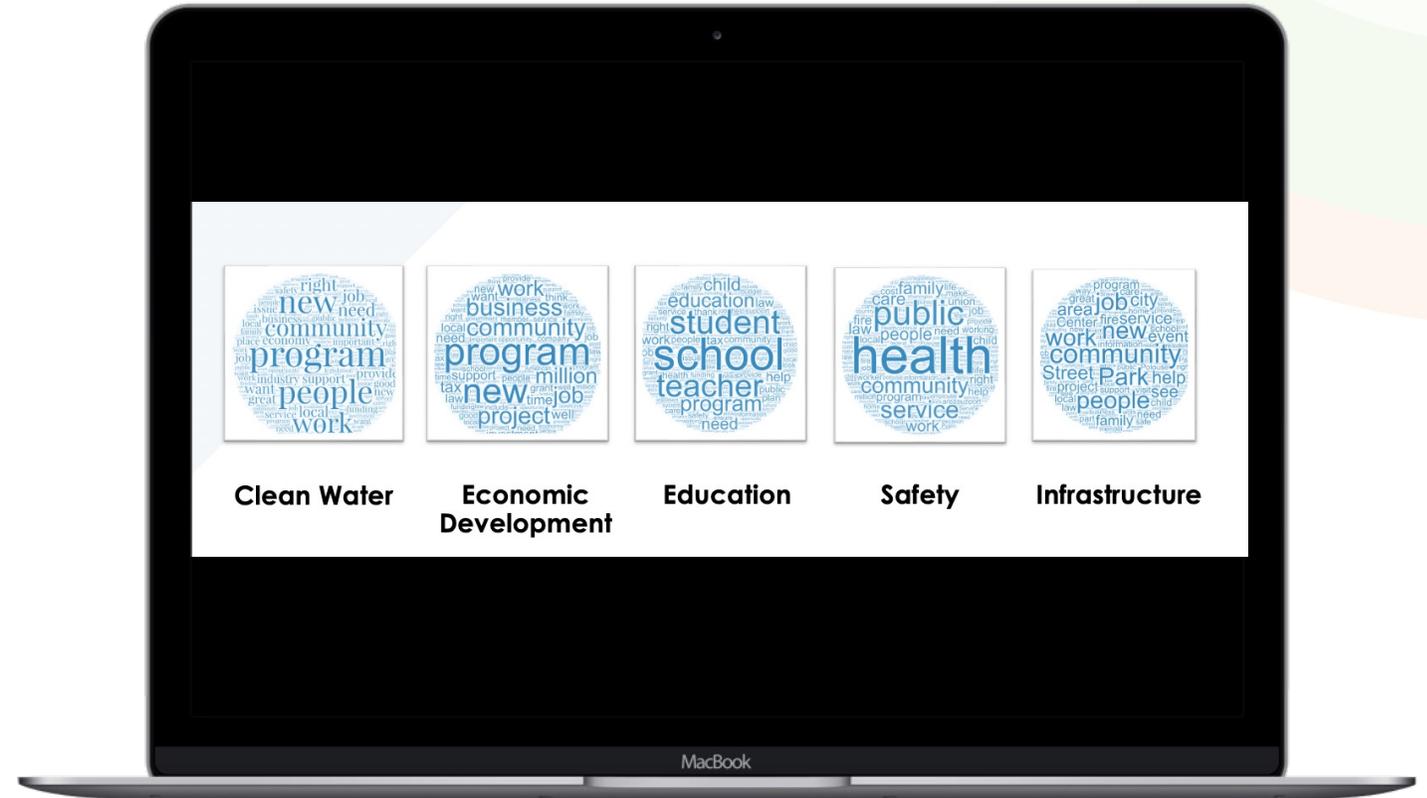
## Common Goods

*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

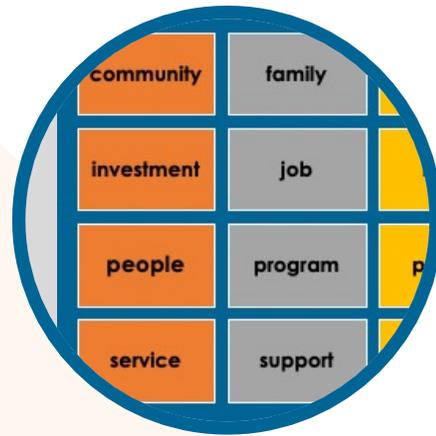
**Infrastructure**

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

# New Tourism Lexicons



2018



2019



2020



2021

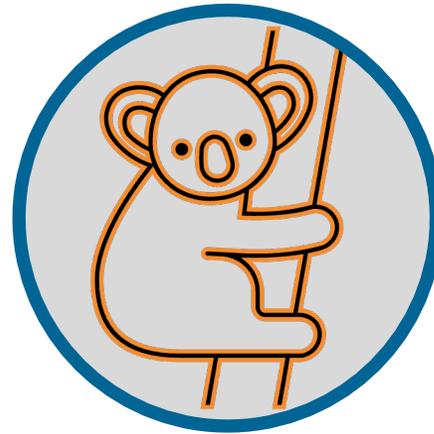
# New Tourism Lexicons



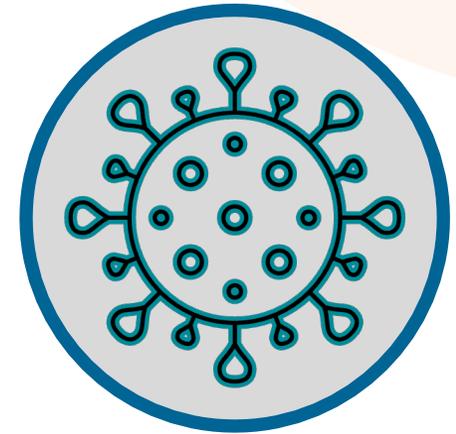
**Canada**



**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**

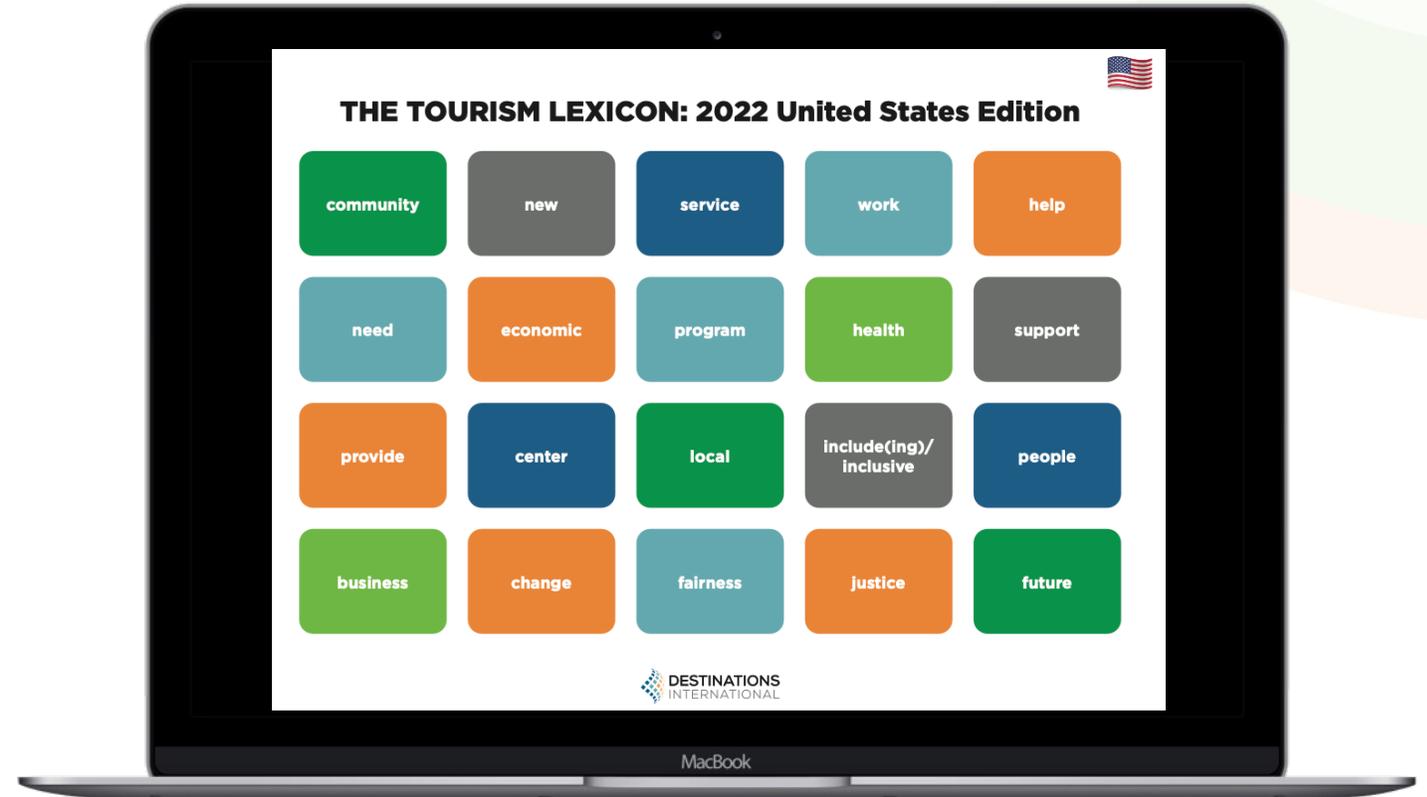


**United Kingdom**

## 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**

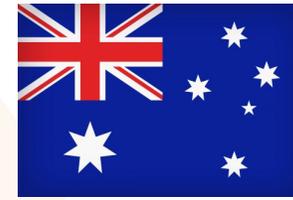
• #20



# 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

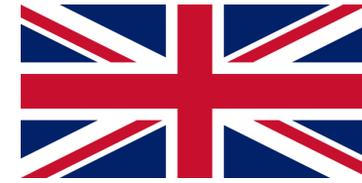
- #20 **NEW, Unique**



# 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



**Anthony Albanese** ✓  
@AlboMP

We're working with state and local governments to get support to people who have been affected by floods.

And we're taking the strong action on climate change that Australians voted for.

\*Legislative Assembly Member Heather Stefanson of Manitoba



**Heather Stefanson** 🇺🇵 ✓  
@HStefansonMB

Last week, I visited Churchill to promote jobs, economic development & tourism in northern Manitoba - I christened the [@LazyBearLodge](#) glass bottom boat, a first of its kind in the north! [#mbpoli](#)

0:02 2,905 views

The video consists of three panels: the top right shows Heather Stefanson and a man on a boat deck; the bottom left shows a close-up of the boat's hull with the name 'MATONABEL'; the bottom right shows Heather Stefanson sitting inside the glass-bottom boat, looking out at the water.

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



**Sen. Susan Kent**  
@SusanKentMN

MSP Airport and the tourism & hospitality industry are important factors in bringing people, business & good jobs to Minnesota. Congrats [@mspairport](#) for the # 1 ranking! 🏆 🇺🇸 💪

# 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



### 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



### 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.**