

ADVOCACY **2023** SUMMIT

[RE]DEFINE



10.10.23-10.12.23



Little Rock, AR, USA

Power in Words: Crafting Messages that Connect with Your Communities



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Destinations International



All Slides and Words

Pull Out Your Phone and Follow Along

6th Edition of the Tourism Lexicon



Background
and Context of
the Tourism
Lexicon



Sharing our
Country
Findings for 2023



Application and
Use Cases

I. Background & Context

What is the Tourism Lexicon?

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.



HOW REPUBLICANS REWRITE POLICY

INSTEAD OF THIS	→	SAY THIS
Government		Washington
Tax reform		Tax simplification
Global economy		Free market economy
Foreign trade		International trade
Tort reform		Lawsuit abuse reform
Trial lawyer		Personal injury lawyer
Corporate transparency		Corporate accountability
Healthcare choice		The right to choose
Drilling for oil		Exploring

Rewriting our Narrative



Helping the Community



Common Goods

Why The Tourism Lexicon?

We all know the positive impact our work has on the communities we represent.

Our industry is filled with exceptional leaders whose ideas for the future can position their organizations as champions within their destinations.

But what you say in defense of those ideas matters, and what people hear matters even more.



Developing Our Tourism Lexicon

- Develop a syntax and methodology to track other common goods terminology.
- Analyze where politician's share their messaging to their constituents.



Syntax:

Clean Water

- Ex. "Treatment plants" OR "Water mains" OR "DPW"

Economic Development

- Ex. "Downtowns" OR "Neighborhoods"

Education

- Ex. "Teachers" OR "Curriculum"

Safety

- Ex. "First Responders" OR "EMT"

Infrastructure

- Ex. "Roads" OR "Bridges"

Subjects:

Governor Laura Kelly @GovLauraKelly

Recently, I announced \$1M in grants available through @TravelKS. Kansas' tourism industry is a vital economic driver — creating jobs, bringing in revenue, & attracting visitors from across the globe. The grant application is still open. Apply today at [TravelKS.com](https://travelks.com).

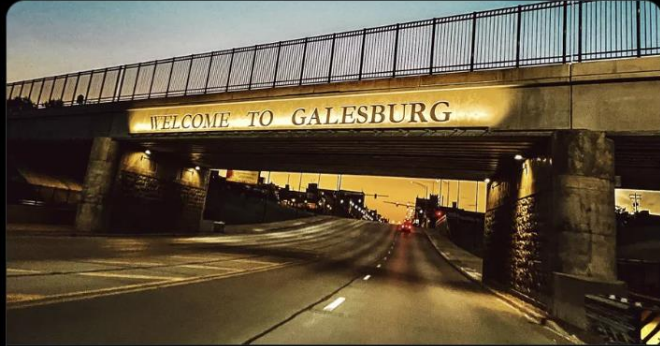


travelks.com
Plan Your Kansas Adventure | Kansas Tourism
The Kansas experience is a salute to the real. To the rowdy. To the wide-eyed wanderers. To the dreamers. To the Stars.

Governor JB Pritzker @GovPritzker

It may not be very Midwestern to brag, but I'm taking this moment to be damn proud of our state's \$78 billion travel and tourism industry.

Because all across our state, we're seeing record numbers of return after the pandemic.



wgil.com
Galesburg tourism contributes to record economic growth in Illinois
Tourism generated nearly \$100 million in economic impact for Galesburg, Illinois, and Knox County in 2022.

Randy Boissonnault @R_Boissonnault

Beautiful British Columbia is home to some of our country's most famous tourism icons. In BC, the importance of the tourism industry to local communities is clear, and the new Federal Tourism Growth Strategy will be there to help tourism soar to new heights!



Destination Canada and Destination Vancouver

- Eliminate articles and conjunctions; eliminate numbers, people, places, names, “shop talk.”
- Work with in-country experts to define what a common good means internationally.



2.5m+ Statements:

Social Media, Newsletters,
Press Releases

Four Countries:

US, UK, AUS, CAN (FR)

Localized Themes:

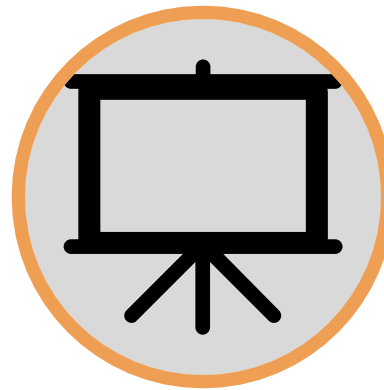
Civic, Social, Equitable

II. Country Level Findings

For Each Country Today:



Printable PDF



PowerPoint
Slide



Social Media
Graphic

Our Countries:



USA



Canada



United Kingdom



Australia



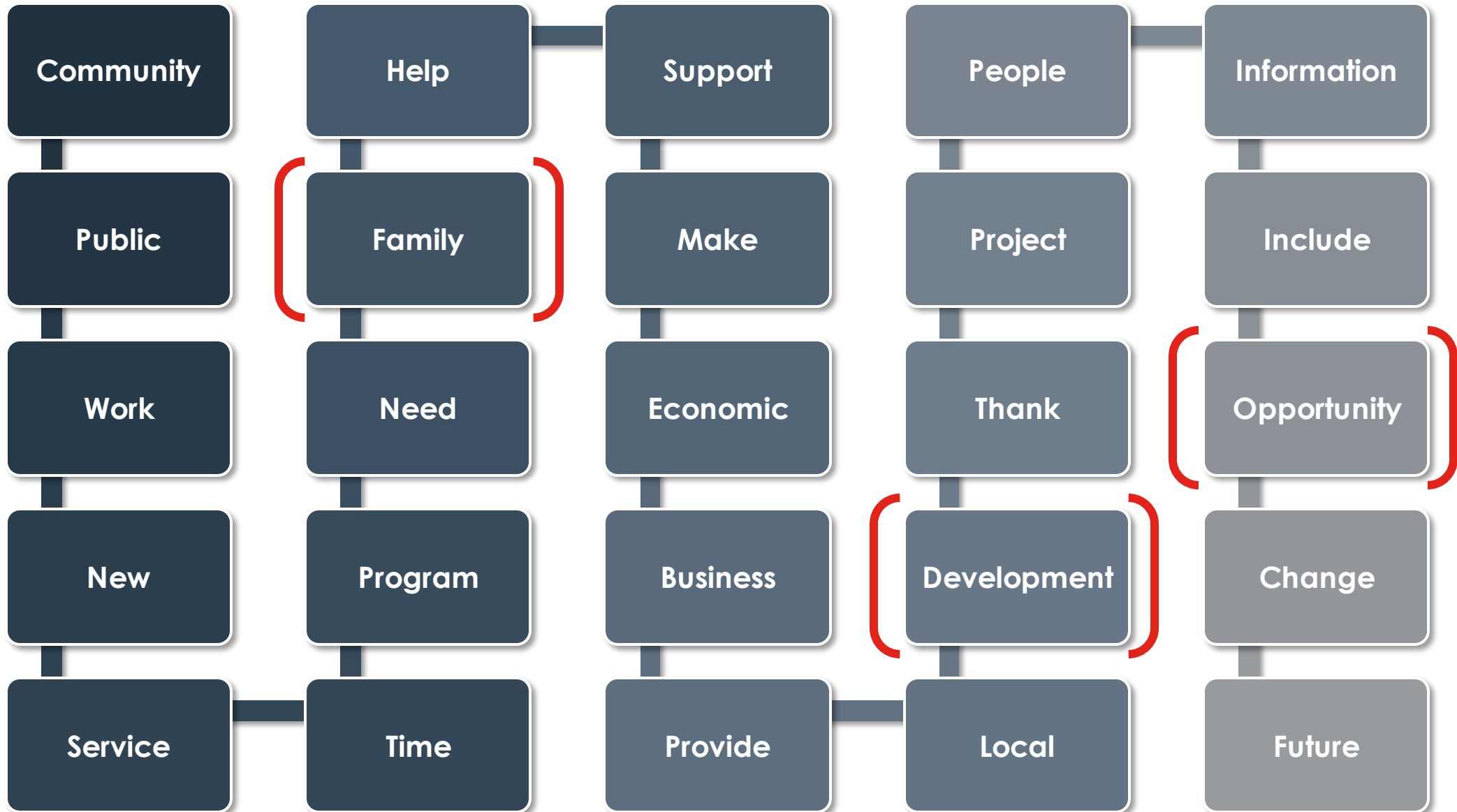
United States

(Est 2018)



United States

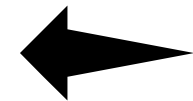
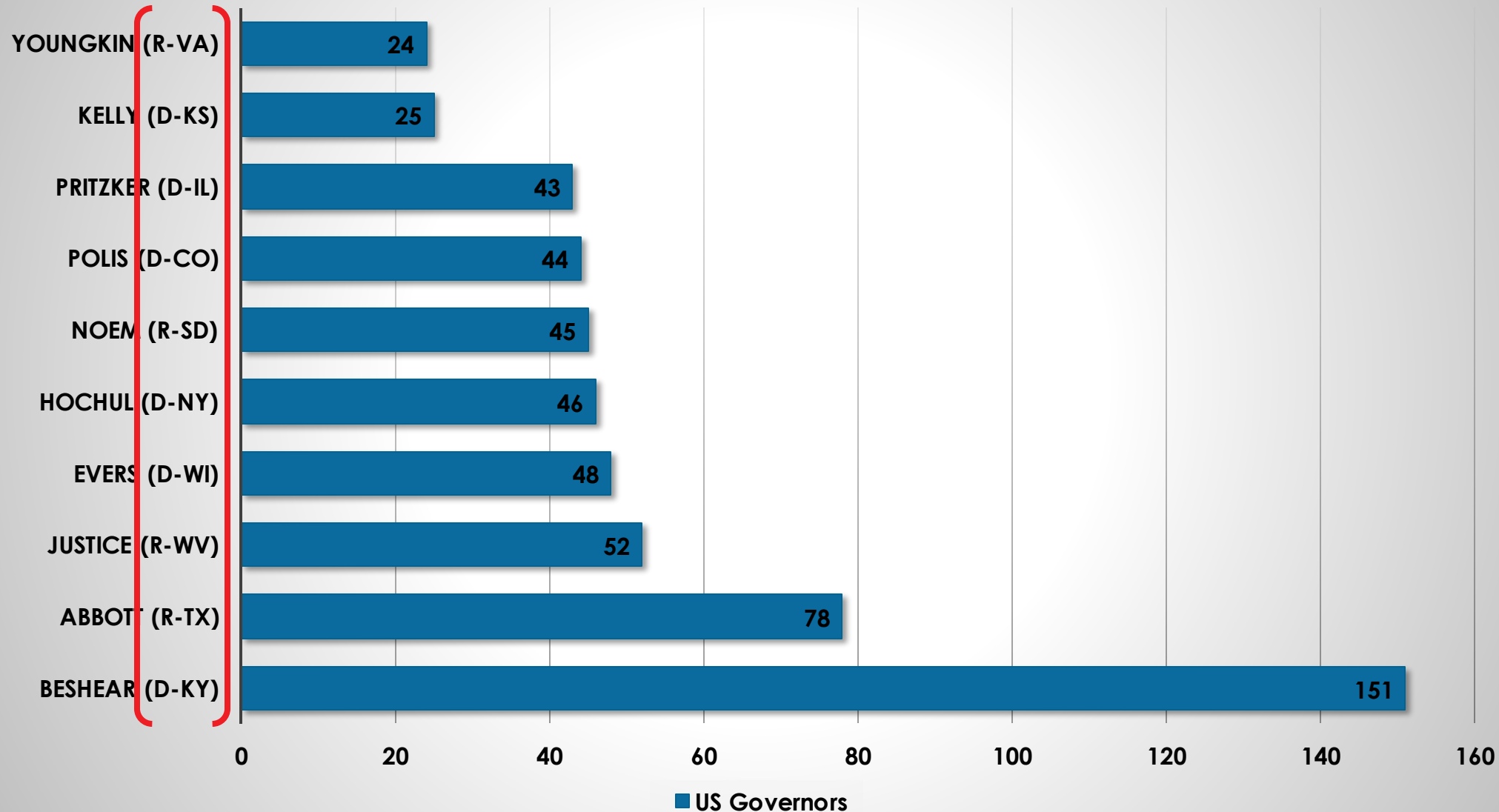
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Who Talks Tourism?

Looking at the state governors over the past 12 months...

Positive Tourism Mentions in the Past Year





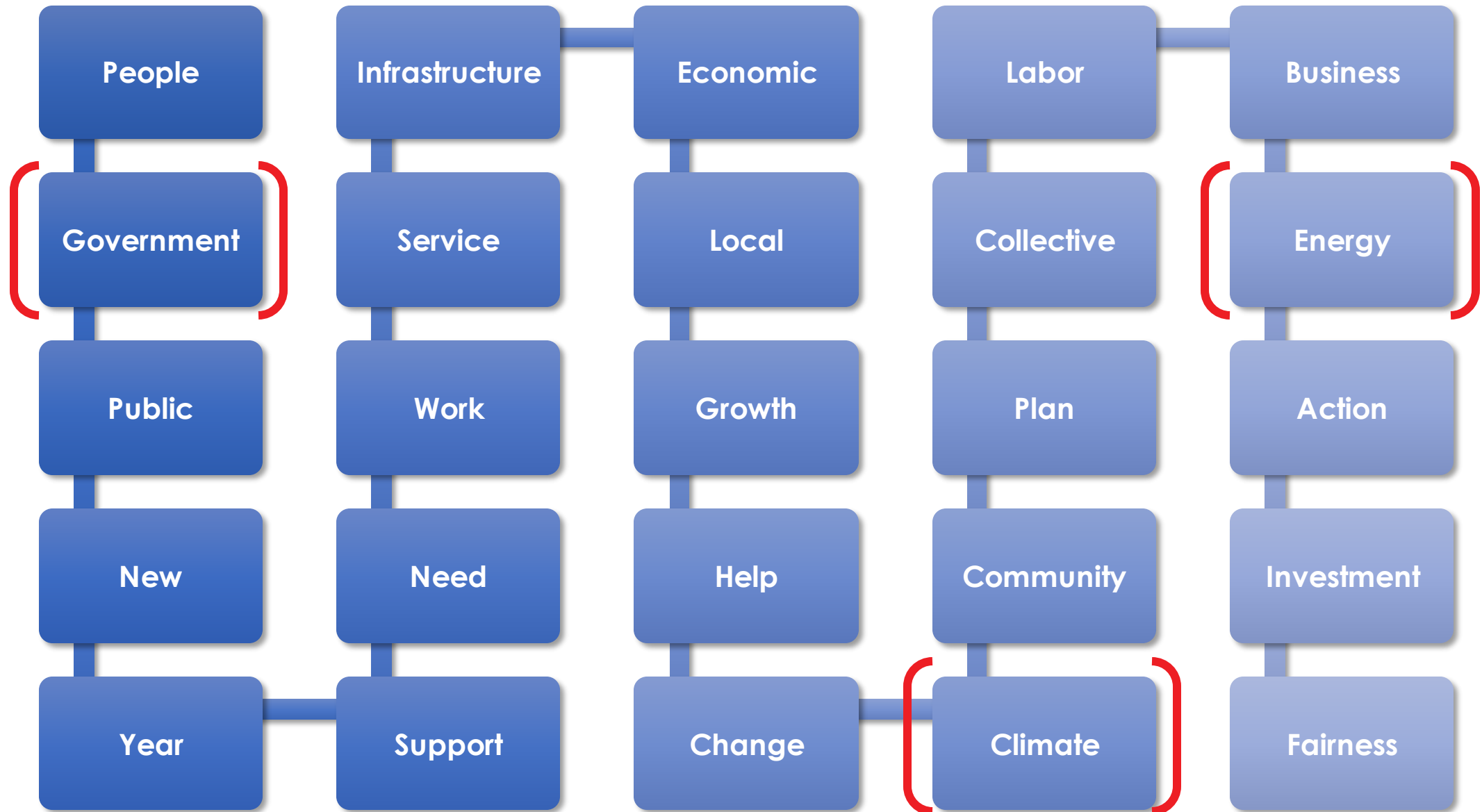
United Kingdom

(Est 2022)



United Kingdom

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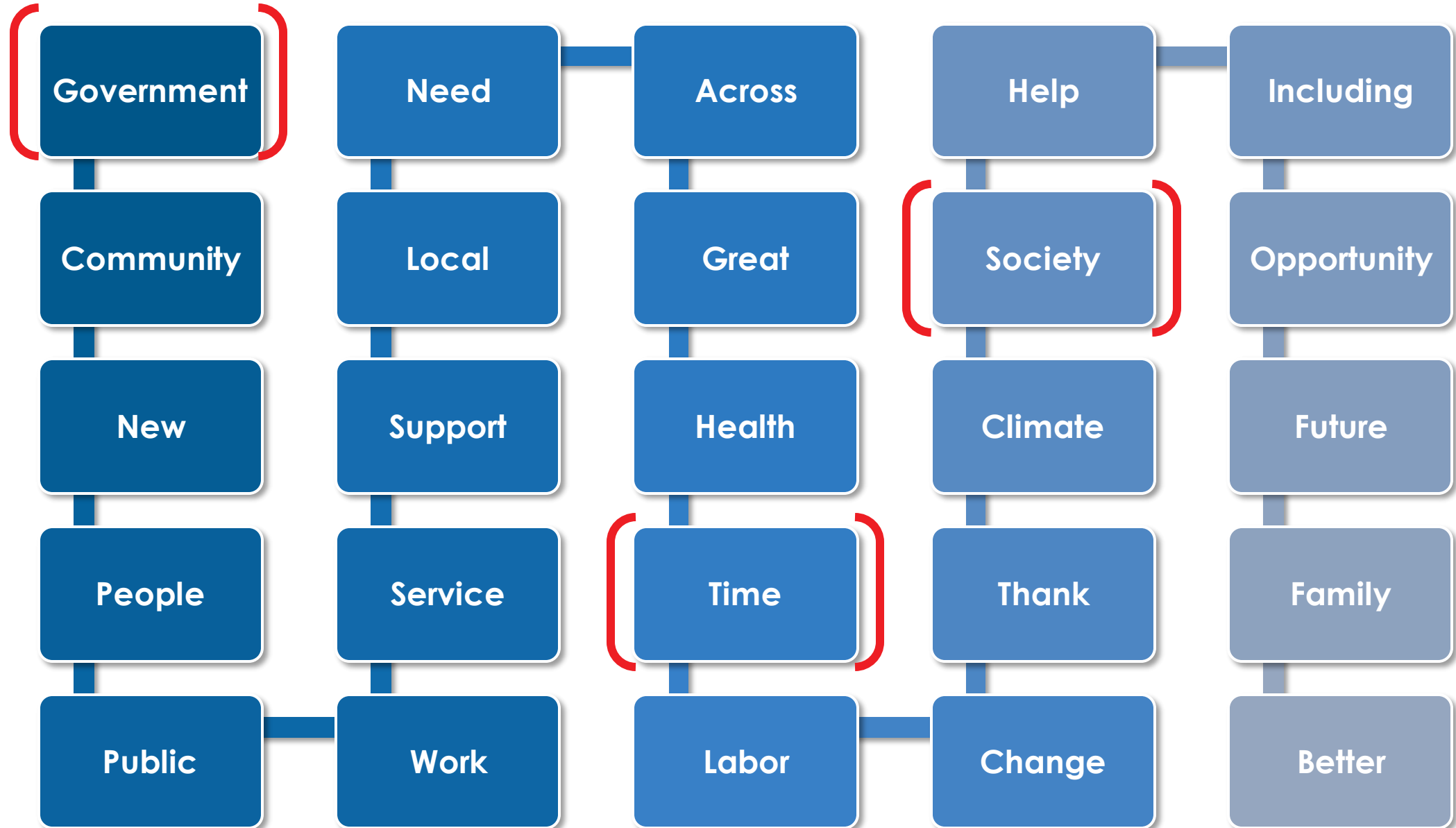
Australia

(Est 2021)



Australia

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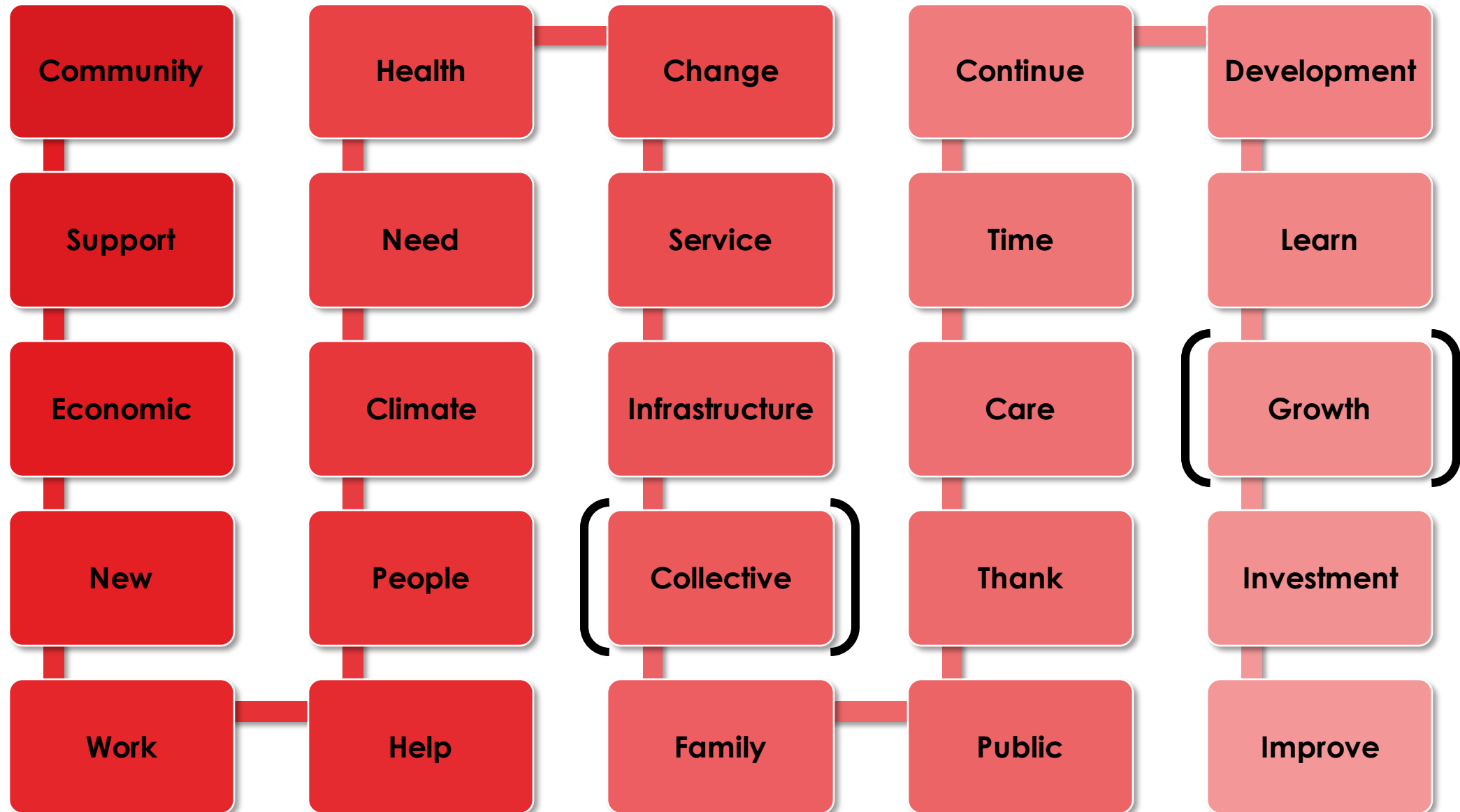
Canada

(Est 2020) * français



Canada

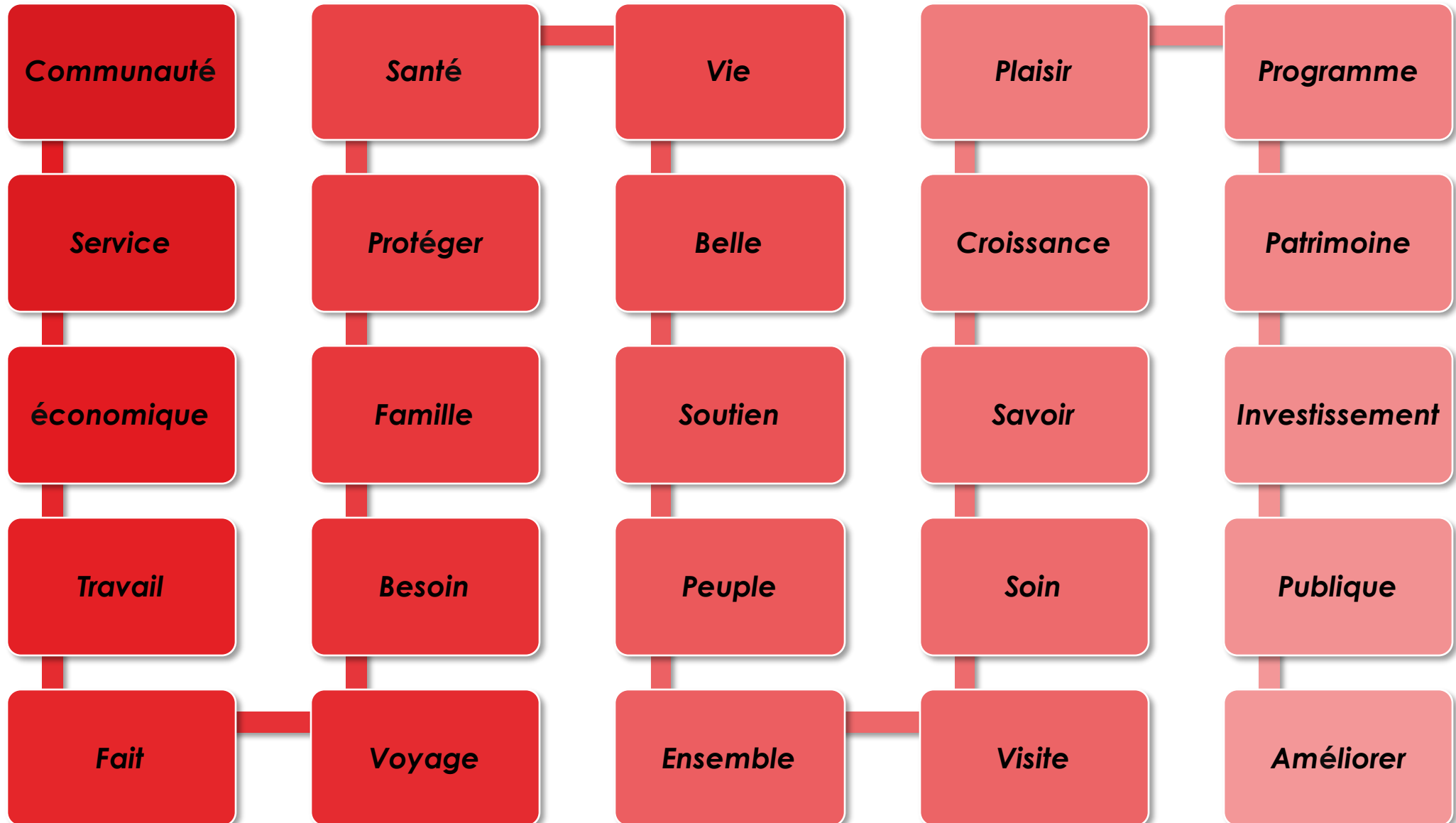
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Canada

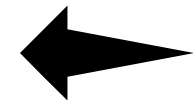
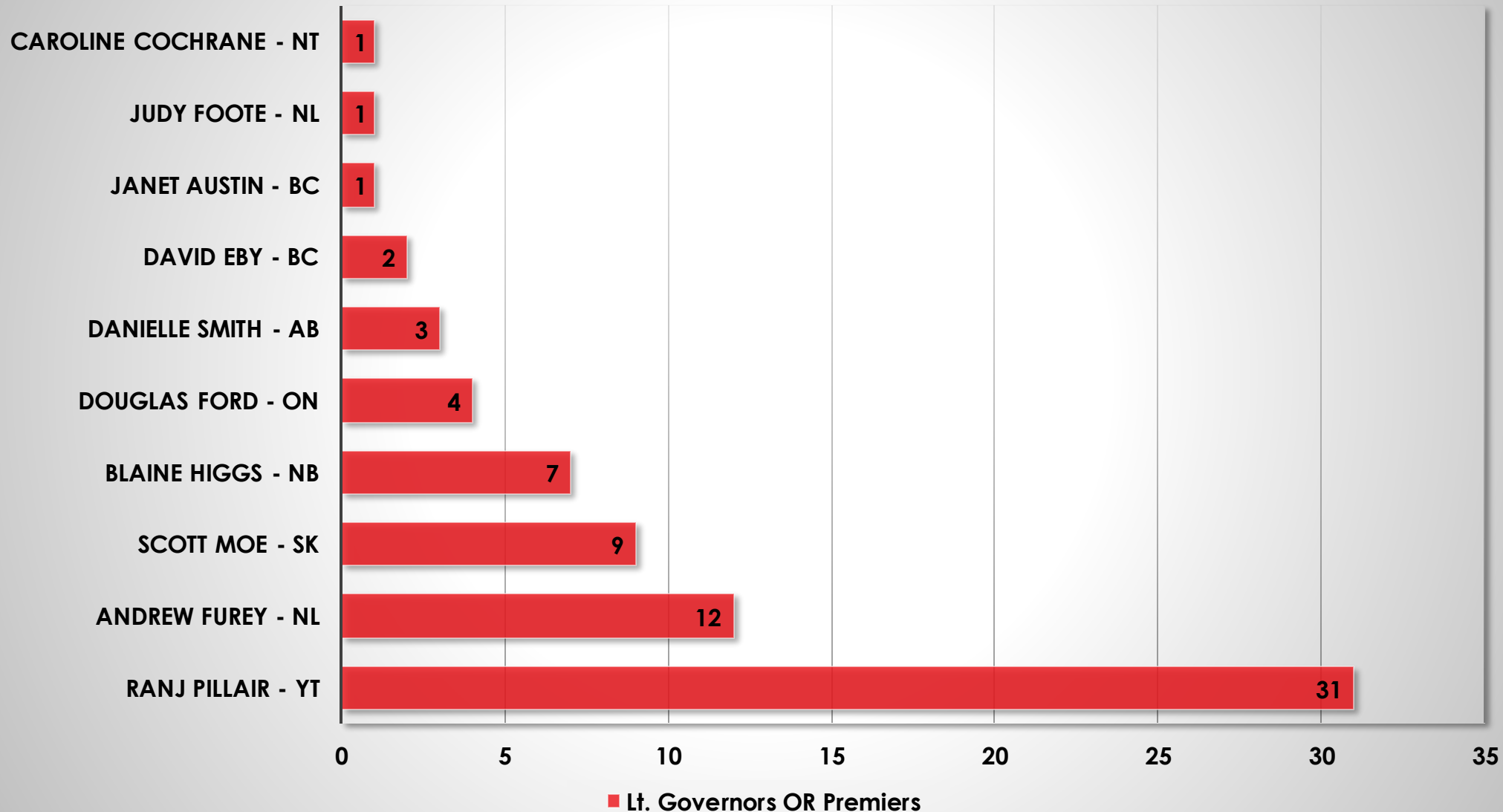
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Who Talks Tourism?

Looking at the Lt. Governors and Premiers
over the past 12 months...

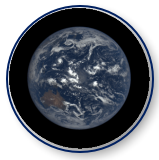
Positive Tourism Mentions in the Past Year





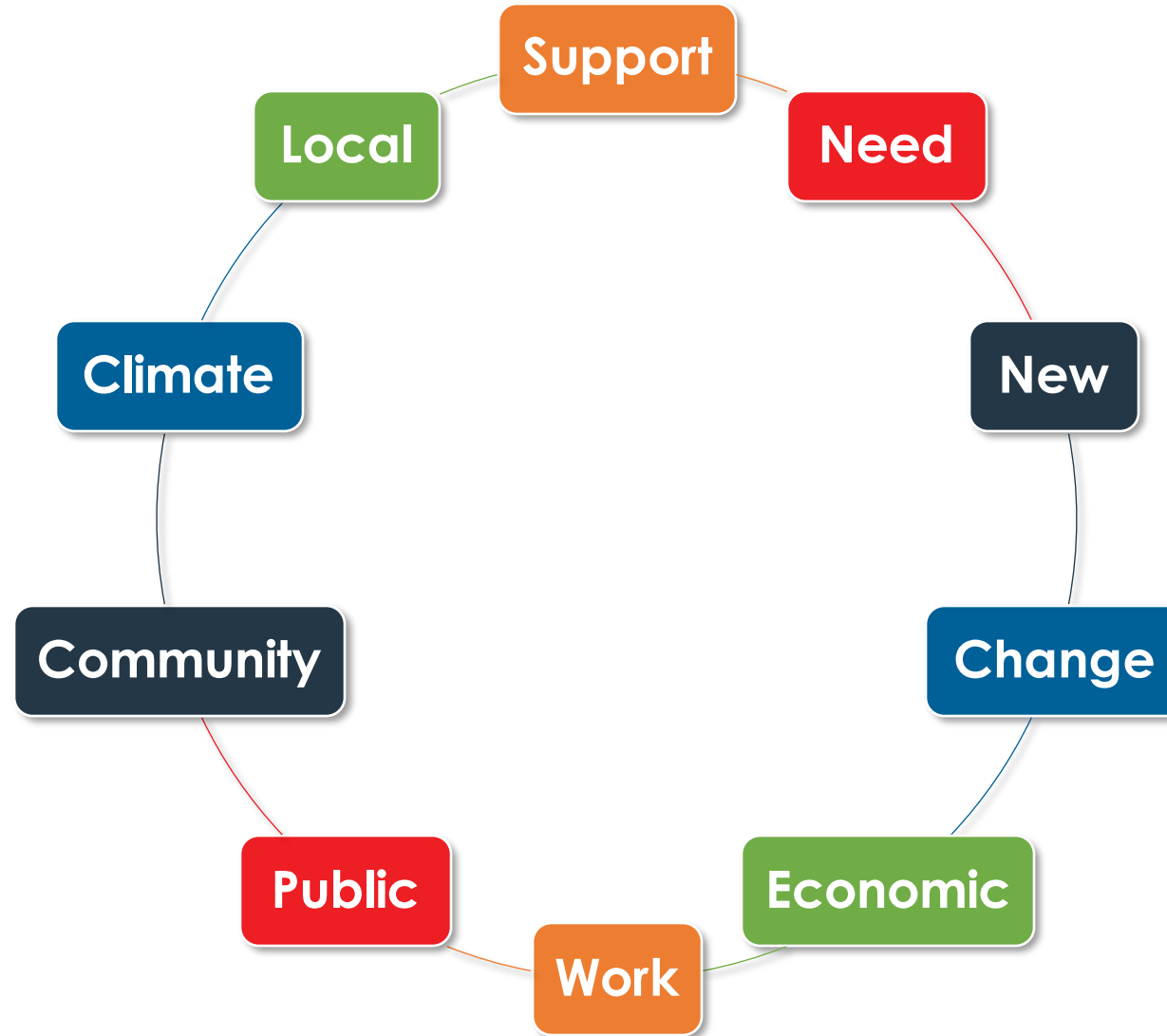
A Global Lexicon

Words that Appear in Every Country



Global

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A Social Inclusion Lexicon

Words for a Welcoming and Belonging Environment

Social Goods Syntax:

Inclusive

- Ex. "Social Inclusion" OR "inclusive practices"

Accessibility

- Ex. "Welcoming" OR "Welcome all"

Diversity

- Ex. "Equity" OR "Equality"

Woke

- Ex. "Work ACT" OR "Anti-woke"

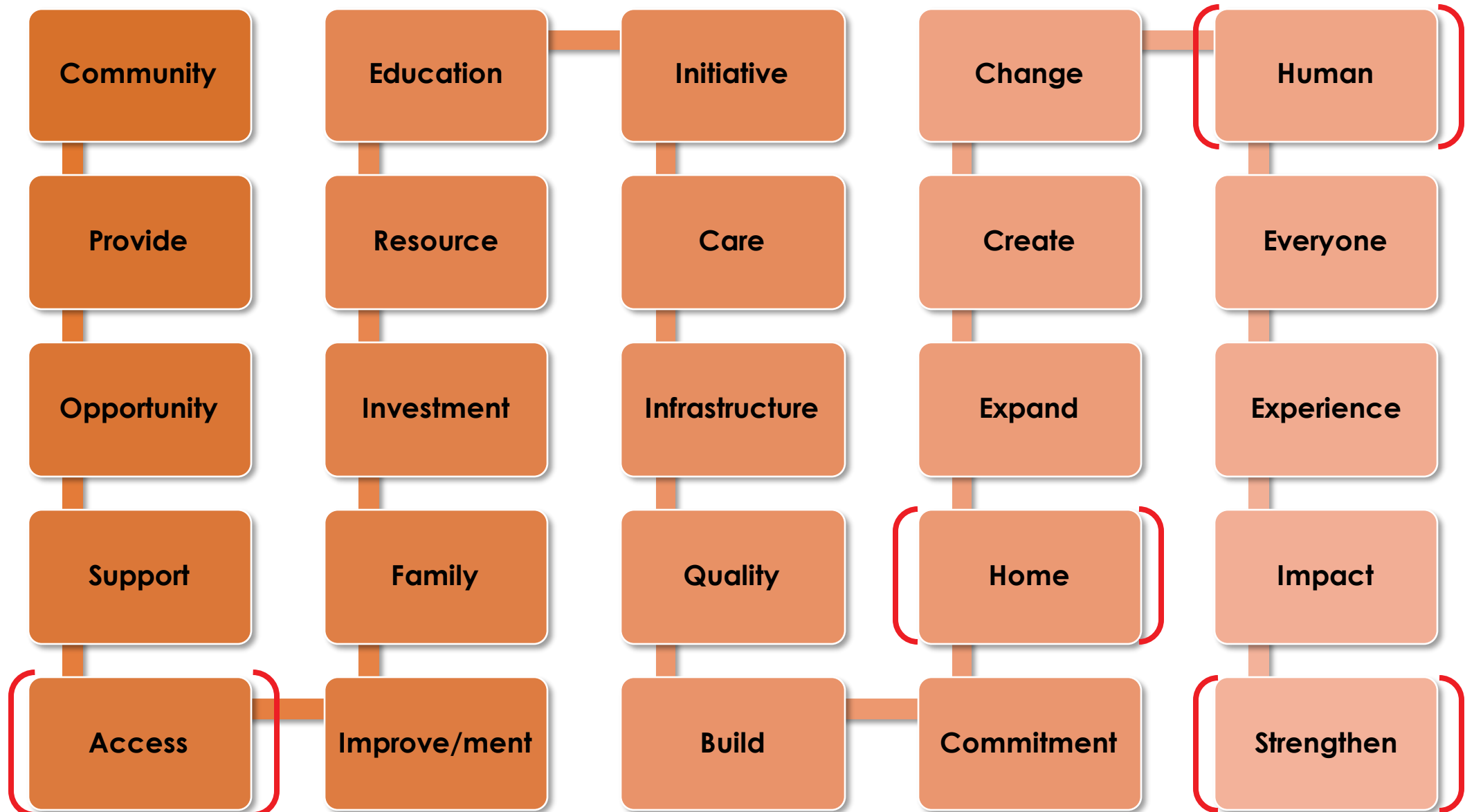
Bias

- Ex. "White privilege" OR "Unconscious Bias"



Social Inclusion

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III. Application and Uses

How to Start: Reminder

1. Train People

- Internal
- Board of Directors

2. Strategic Statements

- Mission
- Vision
- About us

3. Delivered Content

- Social media
- Newsletters
- Press release

4. Public Facing Documents

- Business plan
- Strategic plan
- Annual report

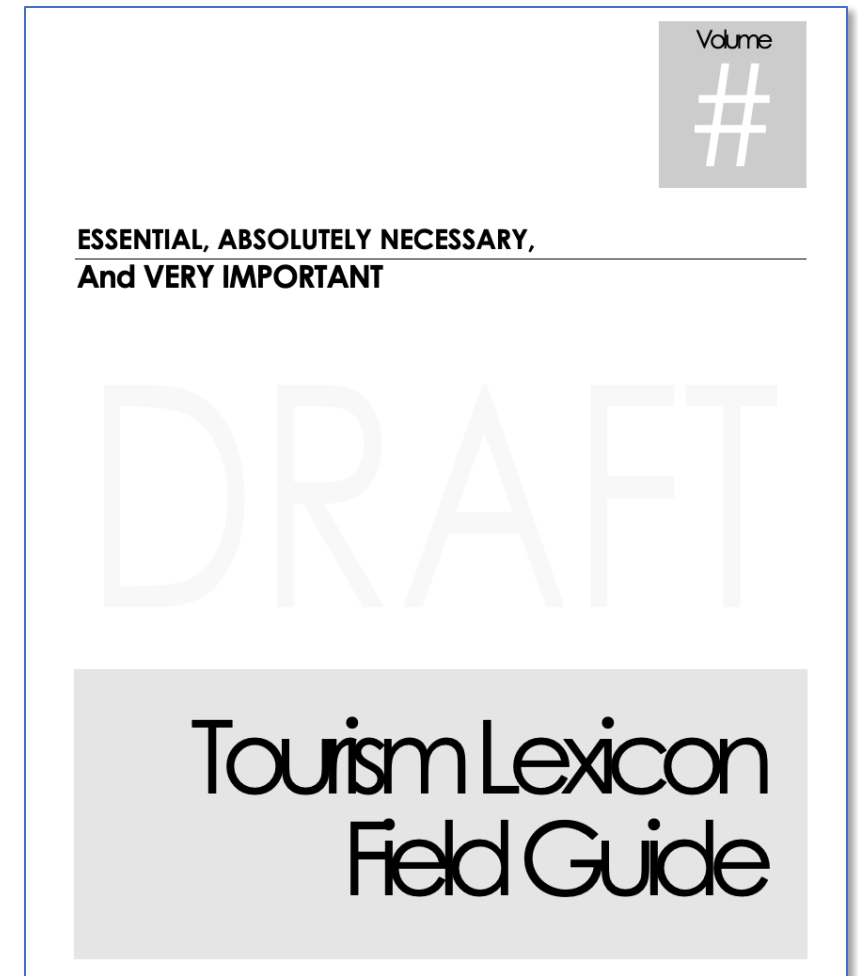
5. Verbal Communications

- Press/media interviews
- Legislative testimony
- Stakeholder speaking

Coming in 2024

Destination Organization Field Guide

- Best practices on training
- Use cases across your media
- Strengthening your communications
- Tying back to community vitality
- Destination promotion as a platform



USA – “Family” Theme

Quality of Life:

*A vibrant tourism industry enhances the overall quality of life for local **families** by providing access to new experiences, events, and facilities.*

Education and Enrichment:

*Destination promotion can be channeled into educational **programs** and cultural experiences that benefit local **families**, offering **opportunities** for learning and enrichment.*

Community Events:

*We can organize **community** events that cater to **families**, fostering a sense of belonging and unity among residents and visitors alike.*

Economic Benefits for Families:

*Destination promotion directly benefits local **families** by creating jobs, supporting local **businesses**, and increasing property values, contributing to a stronger and more prosperous **community**.*

USA – “Opportunity” Theme

Economic Opportunities:

*Destination promotion opens doors to **economic opportunities**, including job creation, increased revenue for local **businesses**, and potential for entrepreneurship in the tourism sector.*

Cultural Exchange:

*Robust destination promotion funding allows for cultural exchange **programs** and events, fostering an enriched sense of **community** and creating **opportunities** for residents to share their heritage with visitors.*

Sustainable Development:

*Destination promotion can be used to **support** sustainable tourism practices, ensuring that the **opportunities** created benefit the **community** while preserving the natural and cultural resources for future generations.*

Youth Engagement:

*Destination promotion offers **opportunities** for youth engagement through internships, training **programs**, and involvement in tourism-related activities, helping develop valuable skills and future career prospects.*

CAN – “Collective” Theme

Preservation of Culture:

*Promoting the destination often involves highlighting its unique cultural aspects. When the **community** actively participates in preserving and showcasing its culture, it strengthens the **collective** identity and ensures that traditions are passed down to future generations.*

Local Businesses Support:

*Destination promotion can significantly boost tourism, benefiting **local businesses**. When residents actively support and promote these businesses, it helps stimulate economic growth within the **community**, creating a **collective** sense of prosperity.*

Collaborative Efforts:

*Destination promotion involves collaborative efforts between **community** organizations, **local businesses**, and residents. These partnerships build a sense of unity and shared responsibility for the destination's success, fostering a **collective** commitment to its ongoing promotion and improvement.*

CAN – “Growth” Theme

Economic Growth:

*Destination promotion attracts tourists who spend money on accommodations, dining, shopping, and activities, injecting a significant amount of revenue into the **local** economy. This increased economic activity can lead to the **growth** of **local businesses**, job creation, and enhanced prosperity for residents.*

Cultural and Artistic Growth:

*Destination promotion often involves showcasing the unique cultural and artistic offerings of a **community**. This exposure can lead to the **growth** of **local** cultural and artistic scenes, encouraging creativity and artistic expression among residents.*

Work Opportunities:

*As tourism flourishes due to destination promotion efforts, more **work** becomes available in various sectors, including hospitality, entertainment, transportation, and retail. This job **growth** not only reduces unemployment but also provides residents with diverse career opportunities.*

Social Inclusion - Theme

Quality of Life:

*A welcoming tourism industry **strengthens** the overall **quality** of life for local **families** through visitation that **supports** local businesses and **experiences**.*

Education and Enrichment:

***Everyone** in the **community** can benefit economically by learning how to be a welcoming destination through **human**-centric stories and perspectives.*

Community Events:

*We can organize **community** events that cater to **families**, fostering a sense of belonging and unity among residents and visitors alike.*

Economic Benefits for the Community:

*Creating a welcoming destination directly **impacts** local **families** through the creation of new jobs, supporting local **businesses**, and increasing property values, contributing to a stronger and more prosperous **community**.*

Words Matter, Make them Count

Thank you for time and attention!

Grab all the words today.

Join a committee if you want to participate or share ideas into the field guide.

