

ADVOCACY **2023** SUMMIT

[RE]DEFINE



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Little Rock, AR, USA

Advancing the Destination Promotion Indicator



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For Today



Catch Up and
Wrap Up



Our Industry
Brief



Our Next
Collaboration

Catch Up: Concept

Why We Need a Destination Promotion Community Measurement

By: *Jack Johnson, Destinations International*

How Does a Community Indicator Work?

Simply put, community indicators are measurements that are used by communities to monitor conditions within the community. Their attraction is that these indicators do not solely monitor progress, they also help make it happen. The goal is to use them as tools to identify problems or things that create inequity or to facilitate improvements in a community's quality of life. And while individual indicators are quantitative in nature, when taken together, the indicators measure what is considered a qualitative subject – the well-being of a community.

Bees, Wasps, and the Need for a Community Indicator

By: *Jack Johnson, Destinations International*

Recently I wrote that to be understood in the community, it is critical to identify a clear and powerful community-facing measurement(s) to highlight how a destination organization is filling the community need for destination promotion. It would underscore how the organization is contributing to community wellbeing. While these measurements, known as "**community indicators**," are different from most current industry measurements that we use, they are critical to being seen as a **community shared value**.

Catch Up: Collection

- Bring together 30 new minds and veterans to address the three questions via The Foundation Challenge
- Bring to Industry Events
- Refine | Define | Release



Catch Up: Define

These community indicators must be understood and accepted by the community, be reliable and valid, and need to answer three questions:

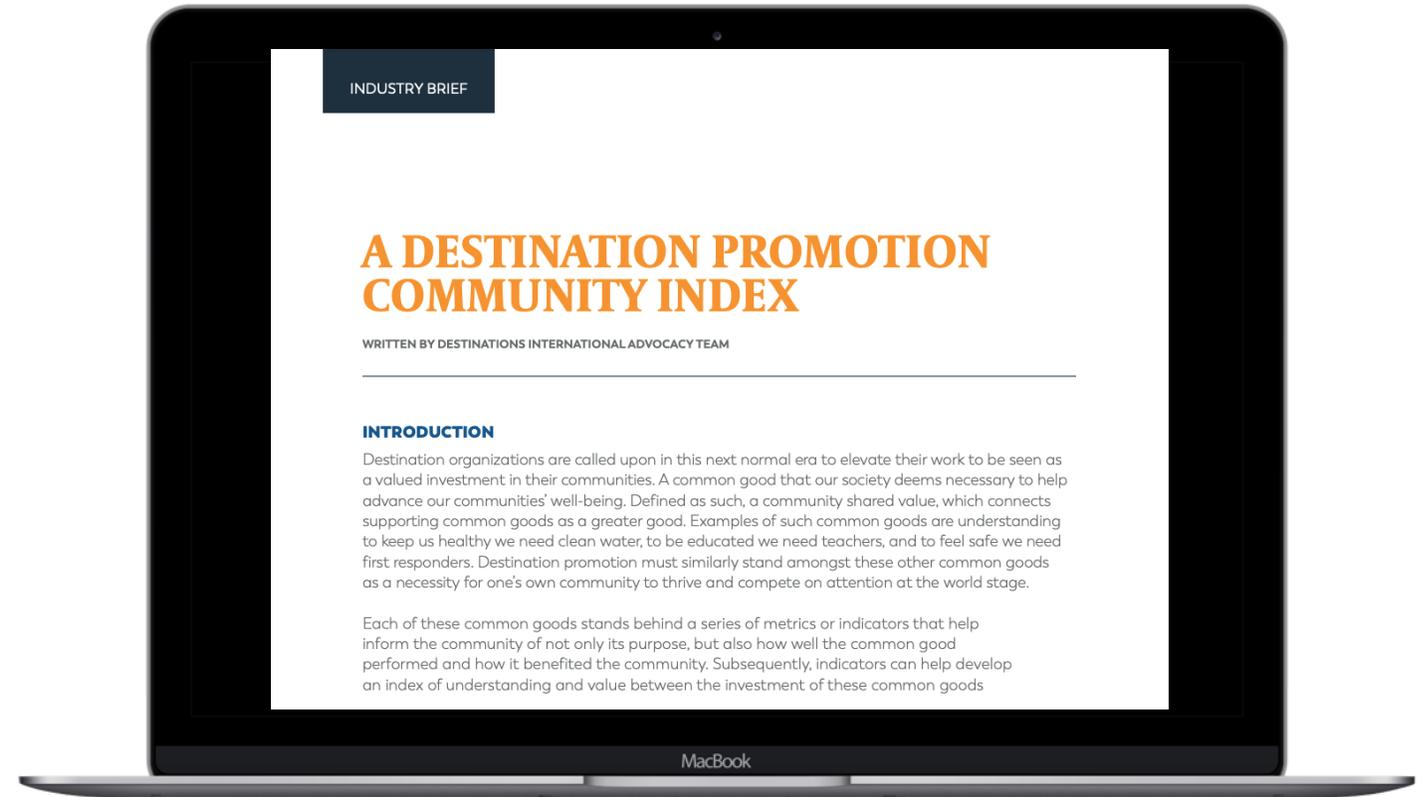
1. *What does a destination organization do?*
2. *How well did the destination organization do it?*
3. *Are the residents of the community better off?*



Wrap Up: Release

Today, we release our industry brief of our findings.

Available now on our Website.



INDUSTRY BRIEF

A DESTINATION PROMOTION COMMUNITY INDEX

WRITTEN BY DESTINATIONS INTERNATIONAL ADVOCACY TEAM

INTRODUCTION

Destination organizations are called upon in this next normal era to elevate their work to be seen as a valued investment in their communities. A common good that our society deems necessary to help advance our communities' well-being. Defined as such, a community shared value, which connects supporting common goods as a greater good. Examples of such common goods are understanding to keep us healthy we need clean water, to be educated we need teachers, and to feel safe we need first responders. Destination promotion must similarly stand amongst these other common goods as a necessity for one's own community to thrive and compete on attention at the world stage.

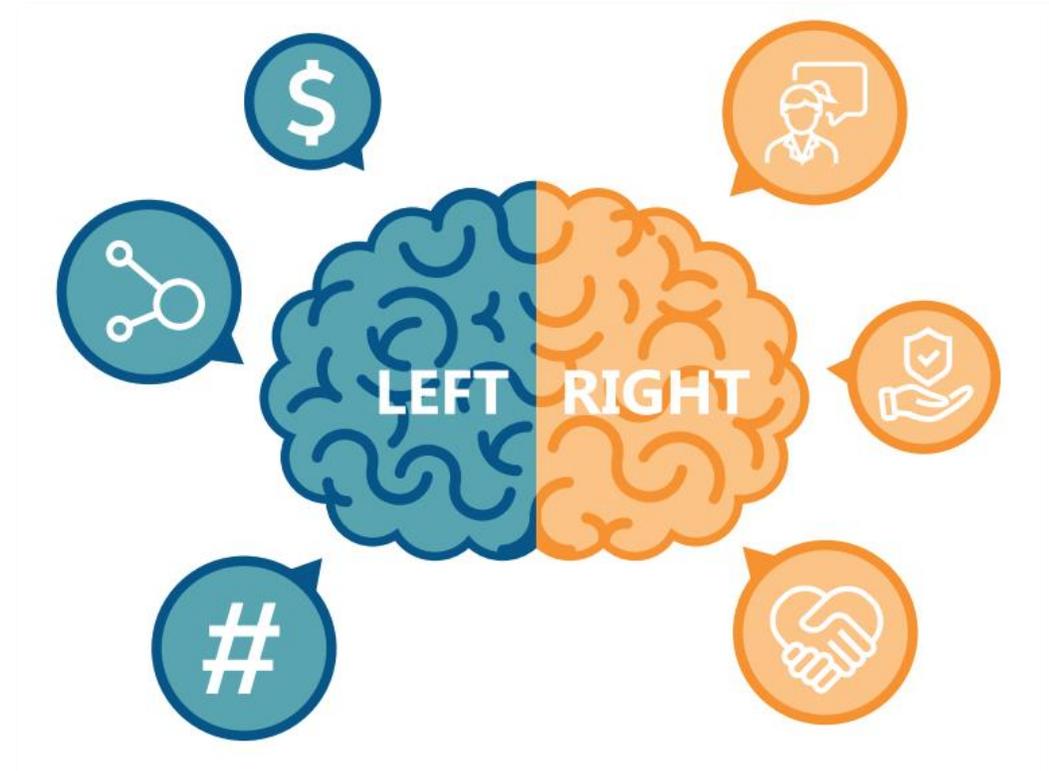
Each of these common goods stands behind a series of metrics or indicators that help inform the community of not only its purpose, but also how well the common good performed and how it benefited the community. Subsequently, indicators can help develop an index of understanding and value between the investment of these common goods

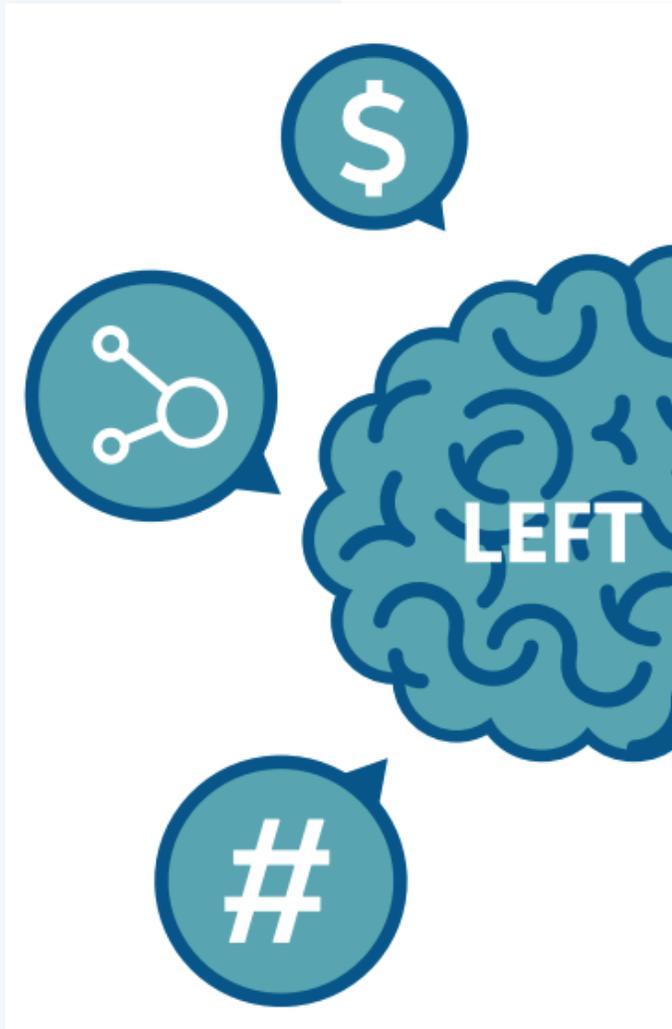
Industry Brief: Index

We must present our work across two areas: logic and emotions or left brain/right brain.

Left: sequencing, linear, math, logic

Right: intuition, rhythm, arts, emotions





Left/Logic Indicators

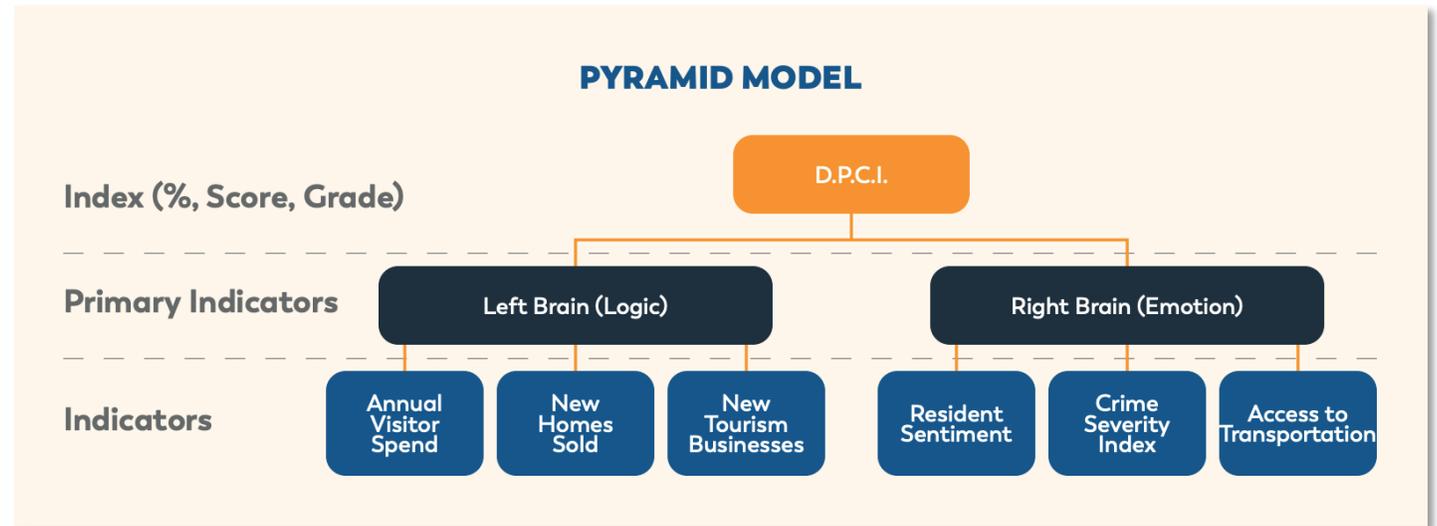
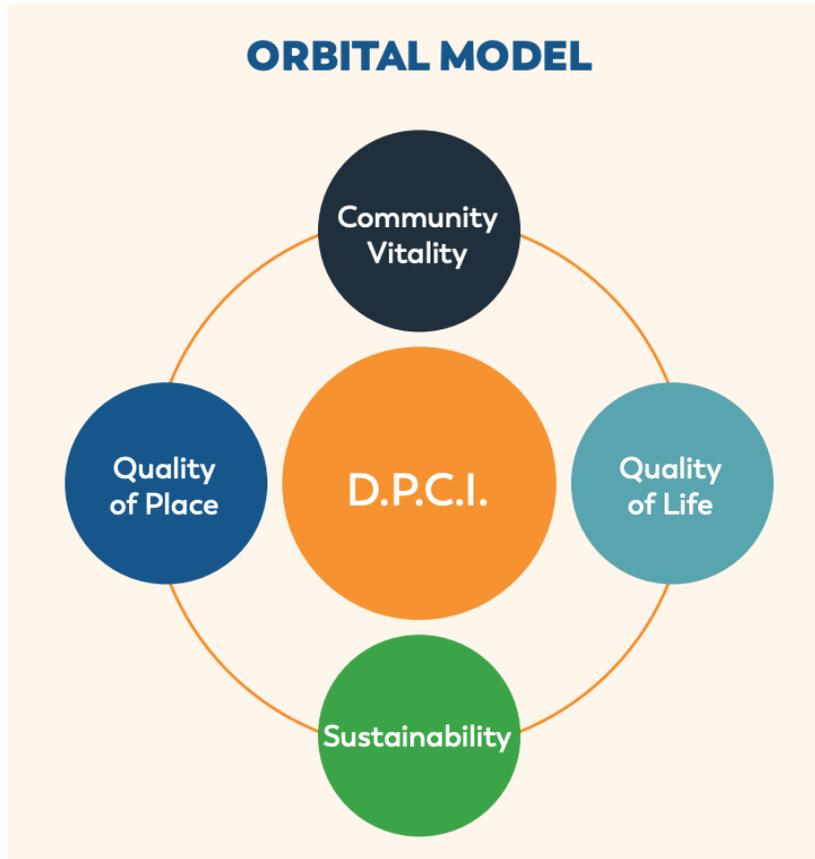
- **Economic Development** (tax revenue, employment rate, jobs created)
- **Talent Acquisition** (new residents, school enrollment)
- **Quality of Place** (new businesses licenses, new home sales, types of view businesses)

Right/Emotion Indicators

- **Sentiment** (resident, visitor, business)
- **Perception** (safety and security, sense of belonging to local community)
- **Quality of Life** (prosperity, environmental, accessibility)



Industry Brief: Stop, Collaborate and Listen!



*D.P.C.I, Destination Promotion Community Index



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