THE WORK OF A DESTINATION ORGANIZATION

1. VISIT
If you built a place where people want to visit, then you have built a place where people want to live.

2. LIVE
And if you built a place where people want to live, then you have built a place where people want to work.

3. WORK
And if you built a place where people want to work, then you have built a place where business and residents will invest.

4. INVEST
And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

It Starts With A Visit
That is the Work of a Destination Organization
From Visit, To Live, To Work, To Invest.
You Need To Keep The Wheel Turning and Manage Its Speed
Brand Management
Place Stewardship and Investment
Promotion and Sales

THE COMMUNITY VITALITY WHEEL

Destinations International