

## **SUGGESTED TALKING POINTS FOR DESTINATION PROFESSIONALS**

### **Destination organizations have become vital to many communities.**

- Destination organizations comprise a sector within the broader travel and tourism industry. They are uniquely positioned to serve as catalysts for creating an environment in which a community thrives as an ideal place to visit, live, work, play and invest.
- Through their work and relationships throughout the community, these organizations work to enrich the quality of life for residents, help attract and retain talent, foster culture and community, support public services and grow the overall economy.

### **Destination professionals are ambassadors for [destination].**

- I am proud of what we have to offer visitors in [destination] and eager to bring them here to experience it for themselves.
- I enjoy working with local businesses and residents to help ensure they are involved in representing my community, as well as so they see the positive social and economic contributions of visitors.

### **Working for a destination organization is fun and rewarding, with long-term opportunities for career growth and advancement.**

- It is rewarding to have a Destination Professionals Day celebrating and highlighting myself and other industry professionals dedicated to positively impacting the lives of residents, communities and visitors from around the world.
- Share highlights from your personal career path within this industry sector.
- Mention the various departments/job types within destination organizations – for example jobs range from Welcome Center staff (destination ambassadors) and marketing and communications professionals to event/meeting planners, information technology and more.

### **What I like most about being a destination professional is ...**