

## What is Social Impact?

Social impact is the result of measurable and enduring outcomes through welcoming and responsible tourism.



## Social Impact is guided by four pillars that lead to measurable outcomes.



Economic Growth  
and Opportunity

### ***Economic Growth and Opportunity means...***

Creating sustainable pathways for local businesses, workforce mobility and intentional economic development to ensure that every community benefits from travel and tourism.

#### ***Intended Outcomes:***

Support intentional economic development, including by connecting local entrepreneurs, emerging workforce talent, and community-focused innovation.



Community Impact  
and Well-Being

### ***Community Impact and Well-Being means...***

Destinations thrive when communities are actively engaged and recognize the value of travel and tourism – especially when related investments support infrastructure improvements, foster authentic experiences, improve accessibility and safety, and elevate the overall quality of life for residents and visitors alike.

#### ***Intended Outcomes:***

Enhance the experience of residents and visitors through investments in shared spaces, infrastructure, and services that support a thriving, connected community.



Responsible Tourism  
and Stewardship

### ***Responsible Tourism and Stewardship means...***

Socially conscious travel practices uplift cultural heritage, protect natural resources, uphold ethical business standards and promote long-term resilience for destinations.

#### ***Intended Outcomes:***

Advance tourism strategies that protect natural and cultural assets, uphold ethical practices and contribute to the long-term resilience of destinations.



Access and  
Participation

### ***Access and Participation means...***

True impact happens when all individuals have the opportunity to experience and contribute to a destination's cultural and economic vitality.

#### ***Intended Outcomes:***

Foster access to destination experiences and ensure all people—regardless of background or ability—can contribute to and benefit from tourism.

**There are thirteen topics critical to any destination.**

By aligning a **pillar** to any of the **thirteen topics** through intentional action and outcomes, destinations can foster community vitality and drive sustainable economic growth.



## Apply the Social Impact Framework in 5 steps

### STEP 1

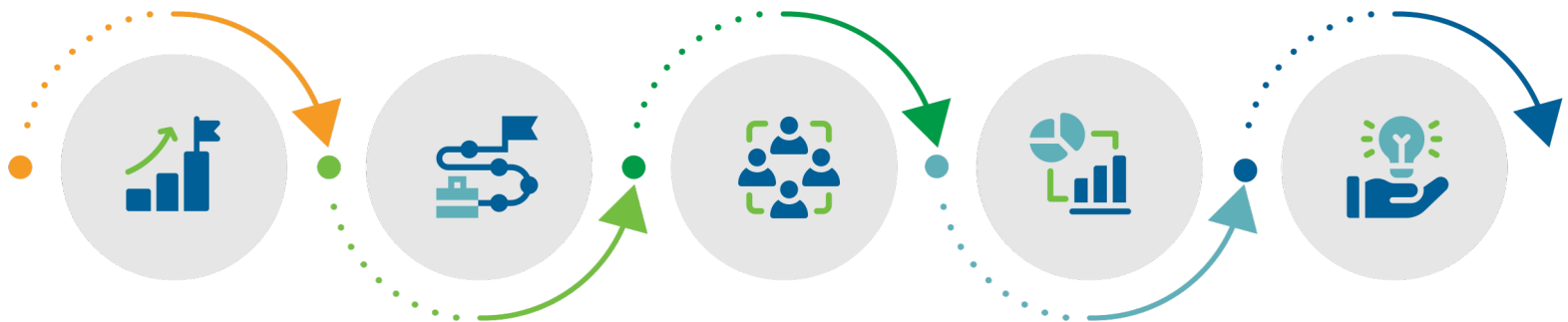
Review your destination's vision and goals. Select the pillar(s) that lead to intended outcomes. **Example:** Community Impact and Well-Being; Intended Outcomes: Enhance the experience of residents and visitors by investing in shared spaces, infrastructure and services that support a thriving, connected community.

### STEP 3

Develop action-oriented solutions that lead to intended outcomes. Engage with community members and stakeholders to design and implement initiatives. **Example:** Host an annual community celebration that reflects the uniqueness of our destination's neighborhoods and cultures, engaging visitors and residents.

### STEP 5

Communicate the impact of your outcomes. Share progress to build awareness, inspire collaboration, and position your destination as a welcoming place to visit, live, invest and work. **Example:** Marketing campaign to highlight community celebration.



### STEP 2

Identify relevant topics for your destination. Focus on issues that are critical to your community and stakeholders. Choose from the 13 topics above. **Example:** Community Representation and Engagement

### STEP 4

Establish metrics to track outcomes. Track progress and success through data, feedback, or visible change. **Example:** Attendance numbers, feedback from residents and visitors, partnerships, sponsorships.

**Interested to learn more?** Visit <https://destinationsinternational.org/social-impact> or contact [impact@destinationsinternational.org](mailto:impact@destinationsinternational.org)