

# What is Social Impact?



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

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## 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.

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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.

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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.

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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 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 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 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.

### 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.

**Interested to learn more?**

Visit [destinationsinternational.org/social-impact](https://destinationsinternational.org/social-impact) or contact [impact@destinationsinternational.org](mailto:impact@destinationsinternational.org)