



# VIRTUAL ADVOCACY DAY

## MESSAGING GUIDE

### KEY MESSAGES

**Destination organizations are essential.**

Destination organizations serve as catalysts for creating an environment in which a community thrives as an ideal place to visit, live, work, play and invest. A key component of the \$11 trillion travel and tourism industry, they are uniquely positioned to enrich the quality of life for residents, help attract and retain talent, enhance culture and community, support public services and foster economy growth.

**Advocacy is critical to the future of destination organizations.**

The role of destination organizations has evolved beyond marketing. Today, success depends on the ability to clearly communicate value, align stakeholders and advocate for long-term destination success.

**Advocacy is a shared responsibility.**

Effective advocacy extends beyond government relations. Boards, partners, community leaders and stakeholders all play a role in shaping understanding and support.

**Advocacy drives funding, alignment and impact.**

Strong advocacy helps secure funding, build stakeholder trust and communicate the full economic and community value of the visitor economy.

**Advocacy must be ongoing – not reactive.**

Advocacy is no longer optional or a one-time effort. It requires consistent engagement, clear messaging and proactive storytelling.

### ABOUT VIRTUAL ADVOCACY DAY

**Virtual Advocacy Day** is an interactive virtual experience designed by Destinations International to equip destination leaders and stakeholders with the tools, insights, and shared language needed to advocate more effectively. The first Virtual Advocacy Day takes place **May 13, 2026**.

This inaugural program – part of Destinations International’s **Advocacy & Action initiative** – is supported by the Destinations International Foundation, Chase Travel, Civitas and Simpleview, a Granicus Company.

## WHY IT MATTERS

- Destination organizations are under increasing pressure to demonstrate value.
- Funding and support depend on clear, consistent advocacy.
- Stakeholder alignment is critical to long-term success.
- The industry must communicate impact beyond tourism metrics.

**This program is designed to help shift advocacy from an occasional, one-off effort to a sustained, collaborative approach.**

## WHO SHOULD PARTICIPATE

- Destination organization leaders & teams
- Board members
- Public sector stakeholders
- Private sector partners
- Community leaders

**Encourage participation as a team and invite key partners.**

## WHAT PARTICIPANTS WILL GAIN

- Practical tools and messaging to strengthen advocacy efforts.
- A clearer understanding of the modern role of destination organizations.
- Real-world examples and perspectives from across the industry.
- Ideas that can be applied immediately at the local level .

## EVENT DETAILS

**Date:** May 13, 2026

**Format:** Interactive virtual experience

**Cost:** Open to all, no cost to attend

[CLICK HERE TO REGISTER](#)

## SOCIAL SHARING/INVITE TO YOUR COMMUNITY

Help us spread the word and invite your local network to be part of the conversation.

Suggested Post:

Advocacy is shaping the future of destination organizations. Join me on May 13 for Virtual Advocacy Day – a global, interactive experience designed to strengthen how we communicate value and drive impact. Open to all and free to attend. #DIAdvocacy&Action

Link to register: <https://destinationsinternational.org/virtual-advocacy-day>

NOTE: The social media toolkit includes editable graphics to use with your posts!