THE CORNERSTONE: REPRESENTING A SHARED VALUE OF YOUR COMMUNITY AND BECOMING A COMMUNITY ASSET

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The Cornerstone:
Representing A Shared Value of Your Community
Becoming a Community Asset
Pause

Take a moment.
Industry Impact

“In its annual analysis quantifying the global economic and employment impact of Travel & Tourism in 185 countries and 25 regions, the World Travel & Tourism Council’s (WTTC) research reveals that the sector accounted for 10.4% of global GDP and 319 million jobs, or 10% of total employment in 2018. The sector accounted for 6.5% of total global exports and 27.2% of total global service exports.”
“Domestic tourism, which represented 71.2% of all tourism spending in 2018 and had the strongest growth in developing nations, continues to support opportunities by spreading development and regional economic benefits and building national pride.”
“The continued rise in the number of middle class households and the solid growth in global consumer spending once again enabled the Travel & Tourism sector’s growth to reach 3.9%, outpacing the global economy for the eighth consecutive year.

The USA, China, Japan, Germany and the UK were the top five markets in 2018, collectively representing 47% of the global Travel & Tourism GDP.”
“This growth, in turn, enables job creation. Travel & Tourism, which already supports one in every ten jobs on the planet, and has accounted for one in five of all jobs created across the world over the past five years, is a dynamic engine of employment opportunities. Jobs in Travel & Tourism particularly support women, youth and other, often marginalized groups of society.”
“According to the WTTC, last year travel and tourism grew 3.9 percent, above global GDP growth of 3.2 percent and contributing a record $8.8 trillion and 319 million jobs to the world economy.

Spending from international tourists also increased to 28.8 percent in 2018, up from 27.3 percent in 2017.”
At a news conference Tuesday, Whitmer said: "I love Pure Michigan," and "I think it's a fantastic ad campaign." But she said other Republican cuts, such as ones to the Corrections Department, had endangered public safety, and in attempting to reshape the budget, "I'm always going to put public safety ... ahead of an ad campaign."
Becoming A Community
Shared Value
Our Four Points

1. What is the community need that must be filled?
2. What is the solution required to fill the need?
3. Why are destination organizations the solution to filling this need?
4. Who are we helping - who is our customer?
Every community must compete with every other community for their share of the world’s attention and investment.
What is the solution required to fill the need?

People need to be aware of a community. Be shown that a community is a destination and have a clear and defined impression of it in their mind. Understand that destination and want to visit that destination to experience the community and its people for themselves.
Strategies to achieve awareness, positive impressions and the desire to travel and share that experience include brand development and management, promotion, marketing, sales, visitor engagement.

Why are destination organizations the solution to filling this need?
Support of destination promotion is for the benefit and well-being of every person in a community. It is a common good, a public good. It is an essential community investment to develop opportunities and build quality of life to benefit the people of a destination.

We help the people in our community. They are our customer.
Cornerstone

“Every community must compete with every other community for their share of the world’s attention, customers, and investment. To compete, people need to be aware of a community, have a positive impression, and want to visit to experience the community and meet its people.

This is achieved through clearly developing, articulating and managing the community’s brand. Efforts must be made to promote, market, sell, and engage potential visitors. And all of this must be reinforced again and again. Destination organizations are uniquely positioned to do this.

Addressing this need for destination promotion is for the benefit and well-being of every person in a community. It is a common good. It is an essential investment to develop opportunities and build quality of life to benefit all the residents of a community.”
Three Failings

Fiduciary Failures Within Our Industry
The Lack of Community Relevance
Our Responses No Longer Resonate
Values

Important and lasting beliefs or ideals shared by the members of a culture about what is good or bad and desirable or undesirable. Values have major influence on a person's behavior and attitude and serve as broad guidelines in all situations.
Values

Your values are the things that you believe are important in the way you live and work. They should determine your priorities.
Values

When you value something, you consider it important and worthwhile.
Values are where emotion and logic meet.
What are the values of a community asset?
Service: the action of helping or doing work for someone; a system supplying a public need such as transport, communications, or utilities such as electricity and water.

We are committed to service. We are responsible and accountable without any prompting or prodding.
Values

**Sustainability**: the ability to be maintained at a certain rate or level; avoidance of the depletion of natural resources in order to maintain an ecological balance.

We believe in **sustainability**. They understand that they are building value not for themselves but for their customers, members, stakeholders or future generations.
Inclusiveness: not excluding any section of society or any party involved in something.

We practice inclusiveness. We welcome all into the fold. No one is turned away. We always strive to find a way to bring new people into the organization.
Innovation: make changes in something established, especially by introducing new methods, ideas, or products.

We embrace innovation and change. We understand that while the organization’s principles are unchanging, the means to achieving them are not. We welcome new ideas and fresh perspectives.
**Values**

**Teamwork**: the combined action of a group of people, especially when effective and efficient.

We are **team** players, and we are quick to give others credit. We work together to reach goals.
Values

**Communication**: the imparting or exchanging of information or news; the successful conveying or sharing of ideas and feelings.

**Transparent**: open to public scrutiny.

We believe in **communication** and being **transparent**. We gladly inform and seek advice and feedback from our stakeholders and community.
Values

**Awareness:** concern about and well-informed interest in a particular situation or development.

We are **aware**. We listen. We are well informed about our community, the people of our community – our home.
Values

**Active**: pursuing an occupation or activity at a particular place or in a particular way.

We are **actively** participating or engaged in the promotion of our community in a positive or spontaneous way. We are not passive.
**Values**

*Resonate*: produce or be filled with a deep, full, reverberating sound.

We *resonate* clearly with the people in our community as they do with us. We produce a positive feeling, emotional response, or opinion in each other. And together, that forms a shared value within our community.
The Values of A Community Asset

- Service
- Sustainability
- Inclusiveness
- Innovation
- Teamwork

- Communication
- Transparent
- Awareness
- Active
- Resonate
THANK YOU

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