Our New Tourism Lexicon
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.
Interact with residents and their elected officials regularly and often speaking their language.
Use of the term
“Corporate Welfare”
Top 10 Most Vocal Governors on Tourism

Number of mentions in statements or on social media

- **CUOMO (D-NY)**: 215
- **SCOTT (R-FL)**: 95
- **WALKER (R-WI)**: 88
- **MCAULIFFE (D-VA)**: 73
- **HOGAN (R-MD)**: 39
- **IGE (D-HI)**: 39
- **DEAL (R-GA)**: 35
- **HUTCHINSON (R-AR)**: 35
- **JUSTICE (R-WV)**: 30
- **BULLOCK (D-MT)**: 28
# Top Keywords When Mentioning Tourism by Party

*Frequency of terms mentioned in tourism statements*

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<th>Keyword</th>
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Tourism

- Program
- People
- Community
- Work
- Local
- Support
- Provide
- Opportunity
- Need
- Public
Economic Development

- Program
- Community
- Work
- Support
- Local
- Need
- People
- Provide
- Opportunity
Education & Teachers

- Program
- Community
- Public
- Provide
- Work
- Support
- Local
- Need
- Opportunity
Hospitals & Firefighters

- Public
- Community
- Program
- Work
- Provide
- Need
- Support
- Local
Neighborhoods & Downtown

- Community
- People
- Work
- Program
- Need
- Support
- Local
- Public
- Provide
2018 Key Words In The New Tourism Vocabulary

Community  Local  Need  Opportunity
People  Program  Provide  Public
Support  Work
Member Examples
About Us

Visit Phoenix is a non-profit organization that promotes the Greater Phoenix community to a global audience of travelers and books conventions into the Phoenix Convention Center and area hotels and resorts. Visit Phoenix cultivates and maintains relationships with convention and meeting planners, journalists and influencers, travel agents and tour operators.

We produce marketing and brand campaigns promoting leisure travel and meetings, coordinate site visits, conduct media tours and maintain the official tourism website for Greater Phoenix. In partnership with our more than 1,000 member businesses, Visit Phoenix brings business to Greater Phoenix that would not otherwise come—from leisure visitors to group meetings to popular sports events. Through this, Greater Phoenix can compete in today’s globalized, networked world for its share of the world’s consumers, businesses, investment, capital, respect, and attention.

Mission Statement

Visit Phoenix’s mission is to enhance the lives of our neighbors, support people at work within our community and contribute to the creation of economic opportunity in Greater Phoenix through brand development and promotion of the destination.

Vision Statement

Greater Phoenix will be on the top of travelers and meeting planners’ consideration lists for both leisure and business travel. With Visit Phoenix’s efforts, Greater Phoenix will achieve a healthy and sustainable visitor industry for the enjoyment of the visitor and the benefit of the local community.
Looking ahead TO FISCAL YEAR 19
FROM THE CEO
JAYNE DELUCE

Our purpose is simple: Be a champion for travel and tourism in our destination. How we get there can be complex. We work in a world of advanced technology, funding challenges, politics, generational travel needs and competition.

In a recent policy brief by Destinations International, “The New Tourism Lexicon: Rewriting our Industry’s Narrative” indicated that our success starts with a values-based approach. We need to talk with stakeholders in a manner that is simple and emotional, and connects their values to our organization.

In developing a sense of place, we must frame our industry message effectively by keeping it simple and saying it often and sincerely.

We promote this community as a great travel destination and enhance our public image to want to live and work here. These efforts fuel economic growth and provide opportunity for people in this community.
What Is a Destination Organization?

“A destination marketing organization (DMO) or convention and visitors’ bureau (CVB) is an organization that promotes a town, city, region, or country in order to increase the number of visitors. It promotes the development and marketing of a destination, focusing on convention sales, tourism marketing, and services.”

~ Wikipedia
"A destination organization is responsible for promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, they strengthen the economic position and provide opportunity for people in their community."

~ From Destinations International’s “The New Tourism Lexicon: Rewriting Our Industry’s Narrative”
A destination organization, often referred to as a destination marketing or management organization, convention and visitors bureau or tourism board, is responsible for promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, they strengthen the economic position and provide opportunity for people in their community.

Such organizations are essential to the economic and social-well being of the communities they represent, driving direct economic impact through the visitor economy and fueling development across the entire economic spectrum by creating familiarity, attracting decision makers, sustaining air service and improving the quality of life in a place. Destination promotion is in fact a public good for the benefit and well-being of all; an essential investment no community can afford to abate without causing detriment to the community’s future economic and social well-being.
2019 Updated Key Words
In The New Tourism Vocabulary

community  family  funding  help  information  investment
job  local  need  opportunity  people  program
project  provide  public  service  support  thank
neighbor  work
How to Get your Stakeholders to Speak Emotionally.
2019 Updated Key Words
In The New Tourism Vocabulary

- community
- family
- funding
- help
- information
- investment
- job
- local
- need
- opportunity
- people
- program
- project
- provide
- public
- service
- support
- thank
- neighbor
- work
Values as a Statement

- community
- family
- funding
- help
- information
- investment
- job
- local
- need
- opportunity
- people
- program
- project
- provide
- public
- service
- support
- thank
- neighbor
- work
Destination organizations are essential to the quality of life in our community.
Through the impact of travel, destination organizations create opportunity – economic, cultural and personal.
Destination organizations **work** to tell our **community’s** story, defend our brand and drive **investment** and **opportunity** in our **neighborhoods**.
Destination organizations work to improve the life of our families, our neighbors, and our community.
Destination organizations put people in our community to work everyday.
Tourism Builds **Community**.
Words are a Window

- Community
- Opportunity
- Support
- Work
- Program
- Need
...Into our Values

- Unity
- Fairness
- Responsibility
- Freedom
- Altruism
- Love
- Home
Bringing everyone along with you

1. Understanding
2. Articulation
3. Confirmation
Clear understanding the change.
- Becoming the expert
- Shift your view as an opportunity

Discuss the change ASAP
- Be open to feedback
- Prepare for resistance
Articulation

- Breakdown the business value of the change.
- Discuss how the change will affect not just the team but also the individual.
Visit Florida budget cut will do harm, travel pros say

Don Welsh, president of Destination Marketing Association International, called the decision "shortsighted" and "politically motivated."

"This is an organization that over the years has been very return-on-investment-focused," Welsh said of Visit Florida. "They've been transparent in terms of the tax and employment benefits to the state and clear that for every dollar of public funds what the return on investment is.

"For this to have happened for politically motivated reasons is a very shortsighted decision by some of the elected leaders that will have negative consequences for the state, not only to the tourism industry but to the people who live in Florida who will realize potentially the reduction of revenues and state taxes."
The tourism sector supports the livelihoods of thousands of Michigan residents in the form of 227,497 jobs. Without Pure Michigan, these jobs and the people that fill them, are at risk. Those people are worth saving. They live and work in communities that have adopted and rallied behind Pure Michigan.

However, there is more to this. In today’s globalized world, every community is in competition with one another for their share of consumers, talent and investment. In order for a community to compete, people need to be aware of it and have a positive impression. This is achieved through clearly developing, articulating and managing the destination’s brand.

Efforts must be made to promote, market and engage potential visitors. Destination promotion is an essential investment to the quality of life of all residents of a community.

Those destinations that do not compete will fall behind.
Confirmation

- No room for being Vague.
- Talk about your values at every opportunity.
- Be Aggressively Authentic.
- Own the process.
Organization

Ideology Workshop

July 9, 2019
Destinations are a Public Good

Destination organizations are essential to their overall well-being and vitality of their communities.

Destination organizations are committed to providing a public good to the communities they call home by increasing economic opportunities and promoting the value of their community as a quality place to visit, work, live and invest in.

They are key supporters of advancing the community’s public good initiatives. Destination organizations are tied to the success of the destination and provide critical support in raising awareness of and participation in the destination’s cultural assets.
Who? Rethinking Your Audience

Your primary audience is your community.

Destination’s can no longer focus all of their attention on people outside their community. By neglecting the key constituents they support they are leaving themselves vulnerable to misunderstanding their value.

Investing in destination organizations is an investment in the daily success of the community. Destinations need to show their communities through this new lexicon how they fill a critical need by promoting the assets of our communities to those we attract here.
Why? The Landscape Has Shifted

A fight for funding and credibility

Despite individual efforts by destination organizations and the collective efforts of the industry in the United States, destination organizations continue to see their government funding under attack.

Today’s destination organizations are fighting not just for their funding, but for their very existence. Their spending, their policies and their mission are all called into question and challenged. Through the use of audits, freedom of information requests and public hearings, they are being inaccurately and unfairly labeled as wasteful, poor fiduciaries of public money, bad community investments and examples of corporate welfare.

We are also seeing more destination organizations run into credibility problems. Destination organizations are too often finding that their community has a weak or non-existent understanding of their impact. This shows the disconnect between the destination organization and the community it serves.
What? Destination Organizations’ New Lexicon

Transformative

Key Words

The New Tourism Vocabulary

- WORK
- PROGRAM
- NEED
- COMMUNITY
- SUPPORT
- PEOPLE
- LOCAL
- OPPORTUNITY
- PROVIDE
- PUBLIC
- FAMILY
- FUNDING
- HELP
- INFORMATION
- INVESTMENT
- NEIGHBOR
- JOB
- SERVICE
- NEED
- THANK
Our ‘onboarding’ into the lexicon
Our Case Studies

- A Large CVB
- A Small Destination
- A Rural Destination
- An International Destination
Large Convention Destination Organization
Mission Statement

Our mission is to market XXX as the ideal convention and visitor destination to the regional, national and international marketplace and to favorably impact the XXX economy through meetings and tourism. Award-winning XXXX supports the business needs of our clients and works to ensure the city fulfills its promises and garners repeat bookings.

About Us

Whether you want to buy a XXX or find directions to a delicious BBQ joint or the your favorite museum in town, our friendly Visitor's Center staff is available to assist you during your visit!

>>> 

XXX is an independent, not-for-profit organization that promotes XXX as a business and leisure destination.
Mission Statement & About Us

Do you think the Mission Statement and About Us show the value of XXX?

What audience do you think these statements are geared toward?

How can we improve the Mission Statement and About Us using the new lexicon?
Community Engagement Plan

**What is your objective?**

**What strategy will help achieve your objective?**

**What tactics will you use?**

**What audience do you need to sway?**
Post Staff Outing
About The Foundation

The Destinations International Foundation is a nonprofit organization dedicated to empowering destination marketers globally by providing education, research, advocacy and leadership development.

The Destinations International Foundation is expanding its investment in you, to ensure that you are supported with knowledge and powerful tools, so you can continue driving growth, creating jobs, and building futures. Together, we can set the stage for connections that will impact quality of life in destinations on a global scale.

The REAL Approach

With every dollar raised, the Foundation tackles the issues we all face on a daily basis and helps ensure the continued growth of destinations worldwide.

Investment in the Foundation directly supports unique and specific strategic initiatives. These initiatives support and further the Association’s goals and often provide the research and intellectual capital for product creation, program support and unique education opportunities. The Foundation also supports the development of human capital through scholarships and targeted learning programs.

The Destinations International Foundation is classified as a charitable organization, under Section 501 (c)(3) of the Internal Revenue Service Code and all donations to the Foundation are tax deductible.
Foundation Website Today

The Destinations International Foundation is a nonprofit organization dedicated to empowering destinations globally to excel through innovation and resource incubation.

The Destinations International Foundation believes that destination organizations are essential to the success of destinations worldwide and the cornerstone of communities. That is why we invest in research, advocacy, talent development and global engagement and exchange.

The Cornerstone

With every dollar raised, the Foundation takes aim at and helps ensure the continued growth of our industry worldwide. We know that destination organizations must compete with every other community for their share of the world’s attention, customers and investment. Efforts must be made to promote, market, sell and engage potential visitors. However, we know that the need for destination promotion is for the benefit and well-being of every person in a community. We believe it is a common good and essential to develop opportunities for residents.

Investment in the Foundation directly supports innovation and incubation. We ensure that people working at destination organizations are supported with knowledge, programs and powerful tools, so they can continue to drive growth, job creation and build quality of life for their community.
Recap

1. Understanding
   • You are the Expert.

2. Articulation
   • Breakdown whom and how this will affect.

3. Confirmation
   • Own the Process.
You can do this!

YOU GOT THIS
Thank You.

- Advocacy@destinationsinternational.org