



RTNZ Te Ūnga Mai Wānanga Programme

June 25, 2023



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Destinations International

essential
absolutely necessary
extremely important

core part of the community

mission is to benefit the
community

it is not about:
heads in beds
seats in seats
return on investment

Redefining Our Role: Why We Are Essential, Necessary, And Very Important



Concept #1



1 - Travel is essential.







Concept #2



#2 - Destination promotion is
absolutely necessary.













Concept #3



Destination organizations and the professionals who work there are extremely important.

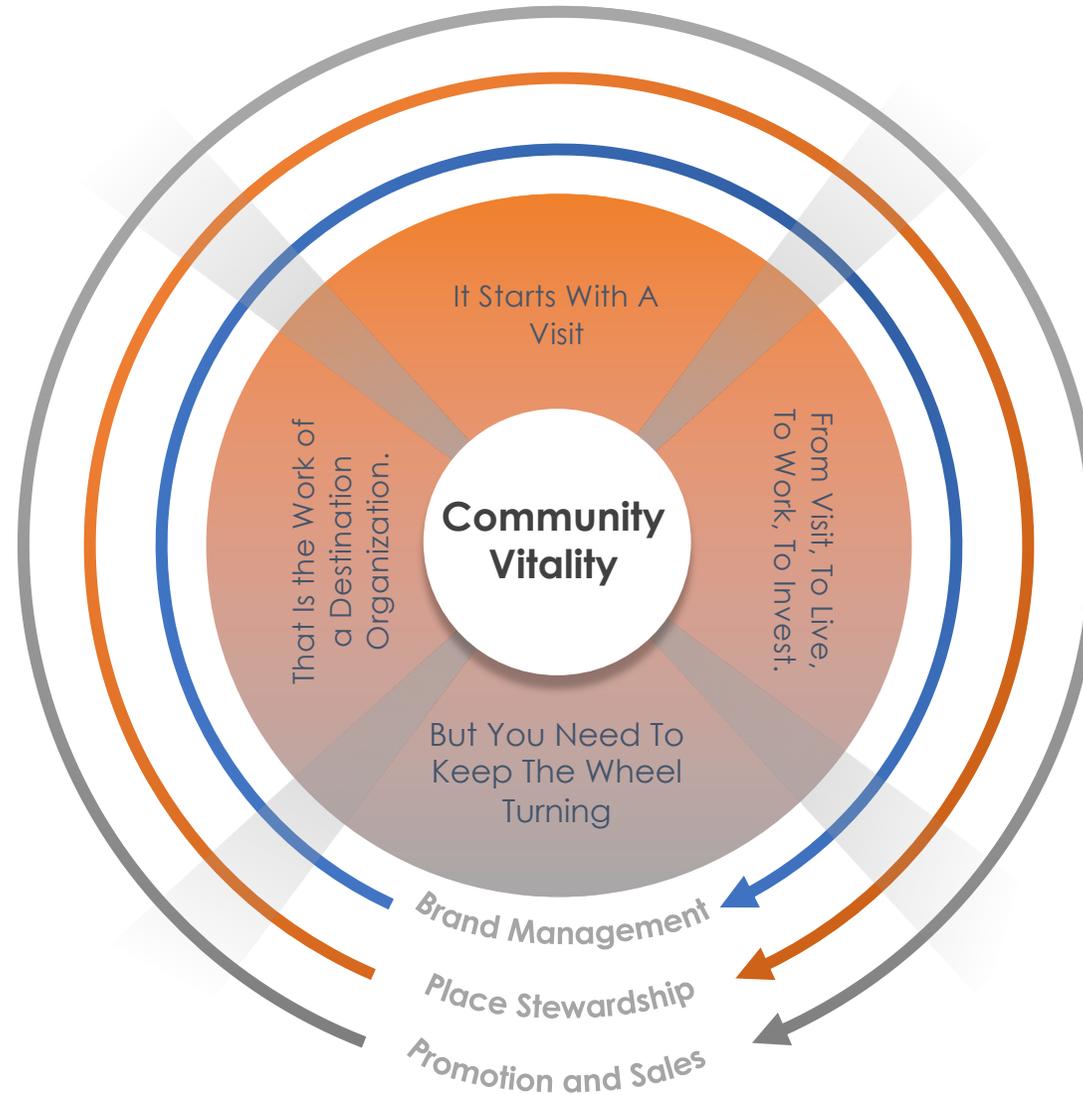
The Community Vitality Wheel

1 - Visit

If you built a place where people want to visit, then you have built a place where people want to live.

2 - Live

And if you built a place where people want to live, then you have built a place where people want to work.



4 - Invest

And if you built a place where business will invest, then you have built a place where people will want to visit.

3 - Work

And if you built a place where people want to work, then you have built a place where business will invest.

What does it feel like to meet a god of the forest? To swim with a dusky dolphin? Or to seek another world? Well, it's here to find in Aotearoa New Zealand.

Discover a land of unique experiences, people, and places.





pre-2016



2016



at the table, not on it
be on the front end of the
spending decisions
be a priority

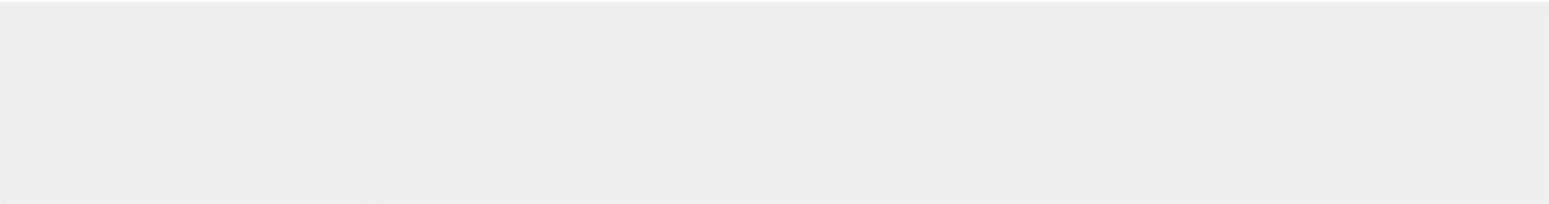
case by case



2017 - 2019



Looked at destination
organizations from the outside.



Clean Water



**Economic
Development**



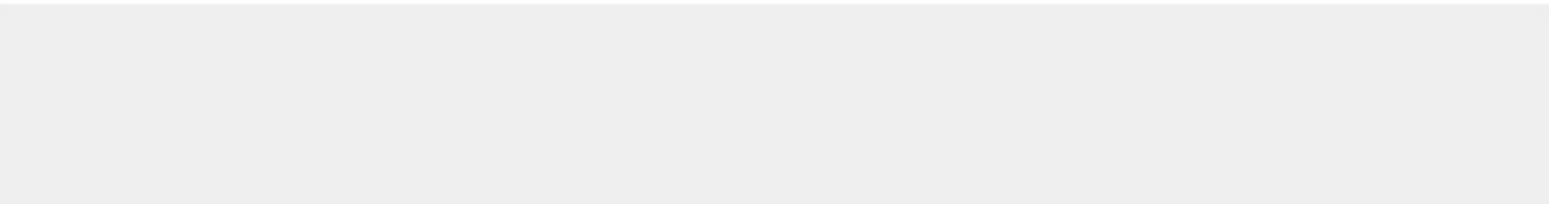
Education



Safety



Infrastructure





2019

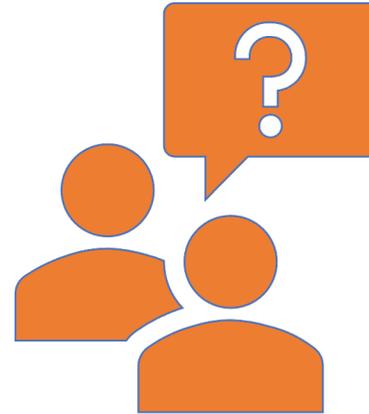




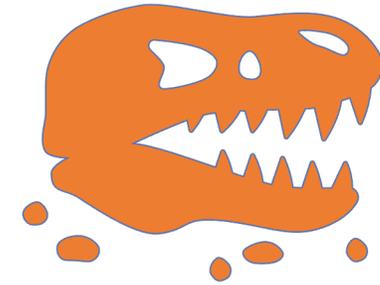
Tight
Government
Budgets



Fiduciary
Failings
Within Our
Sector



Lack of
Community
Relevance



Our
Arguments
No Longer
Resonate



What is the
Community
Need?



What are
the
Solutions?



Why are
We the
Solution?



Who are
We
Helping?



Concept #4

Who are we helping?

Who is our customer? It is the residents of the community.

Destination promotion is for the benefit and wellbeing of every person in a community. Our customer is its residents. Our families, our friends, our neighbors. Our community.



2019 – “the speech”

<https://destinationsinternational.org/community-shared-value>

<https://www.youtube.com/watch?v=lwrmWZgzmMU&t=1029s>

The Cornerstone Statement

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.

Destination Organization Definition



We are a community asset responsible for programs promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live and work.

Through the knowledge of the destination, brand management, promotional programs and the resulting impacts of visits by people, they strengthen the community's economic position and vitality which provides opportunity for all the people in the destination.

Industry Vision Statement



Our communities successfully compete on the global stage for their share of the world's attention, customers, and investment.

Industry Mission Statement



Destination organizations help our communities by making people aware of a community, presenting a positive impression, and inspiring people to want to visit and experience it.

Destination organizations do this through clearly developing, articulating and managing the community's brand and promoting, marketing, selling, and engaging potential visitors again and again.

Through this destination organizations are an essential investment to develop opportunities and build quality of life to benefit all the residents of a community.

Industry About Us Statement



Destination organizations are a community asset responsible for programs promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live and work.

Through the knowledge of the destination, brand management, promotional programs and the resulting impacts of visits by people, they strengthen the community's economic position and vitality which provides opportunity for all the people in the destination.



Becoming a Community Shared Value

<https://destinationsinternational.org/community-shared-value>

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

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

| Values

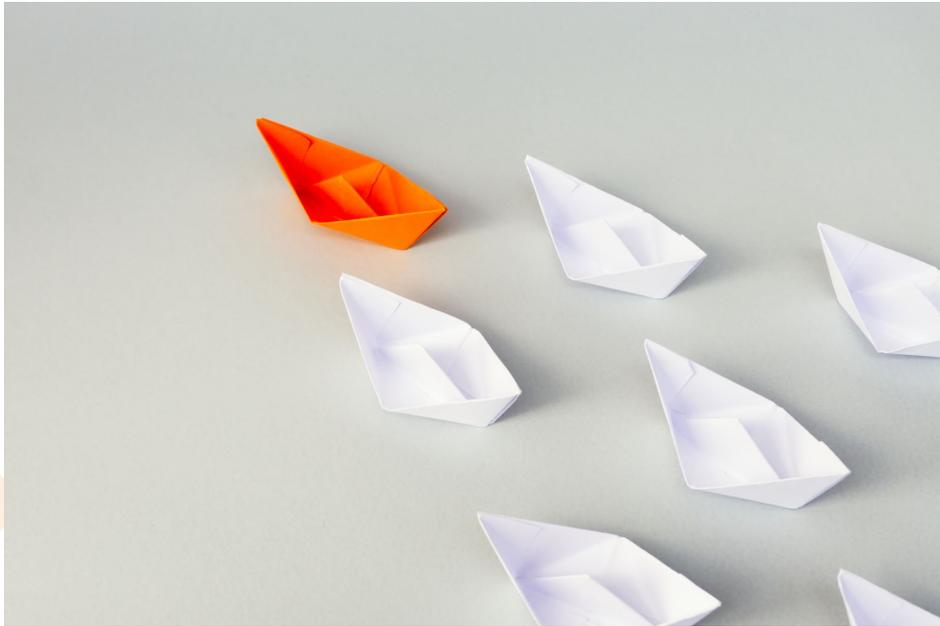
When something is valued, it is considered important and worthwhile.

It is considered essential, necessary and very important.

| Values

Values are where emotion and logic meet.

Industry Values



1. Passion
2. Awareness
3. Transparency
4. Inclusion
5. Engagement
6. Collaboration
7. Innovation
8. Stewardship
9. Relevance

Passion

Destination Passion is an intense enthusiasm for our destination, our community, and its people. We are passionate about our destination. We have a strong desire to strengthen the community's economic position and vitality and provide opportunity for all its residents. And it is with enthusiasm and eagerness that we seek to tell the world the story of our destination, of our history, of our culture, of our community and of our people.



Awareness

Destination Awareness is a concern about and well-informed interest in the history, situation, people, and/or development in our specific destination. It is also something to be spread and generated in others.

We are aware. We ask questions. We research. We engage. And most of all, we observe and listen. We are well informed about our community, its past and its present, and we understand the hopes and dreams the people of our community - our home. We observe, ask, listen, and process and then repeat that over and over.



Transparency

Destination Transparency is all about being proactively open to stakeholder and public scrutiny.

We gladly inform our stakeholders and the community about what we do, how we operate and our return on investment. This means that in addition to sharing our successes and victories, we also share when we have fallen short or failed. We seek to be responsible and accountable without any prompting or prodding.



Inclusiveness

Destination Inclusiveness means not excluding any area or neighborhood of our destination, any group or segment of people within our destination, or any history, culture, or tradition.

We welcome all into the fold. No one is turned away. We always strive to find ways to bring new people, new perspectives, and new ideas into our universe and through this, develop a clear, honest, and positive image of the destination's brand that reflects everyone with our community.

And we welcome visitors in the same spirit.



Engagement

Destination Engagement is the process of informing and listening to groups of people within our destination to address issues affecting the wellbeing of the community and promotion of the destination.

We treat our residents as our first customer. They are our front-line destination ambassadors, advocates, and beneficiaries of the destination promotion of our community. We treat our visitors as the valued guests they are. They provide critical resources as well as sparks of excitement and inspiration.



Collaboration

Destination Collaboration is the action of working with someone to produce or create something.

Effective collaboration contributes to our success.

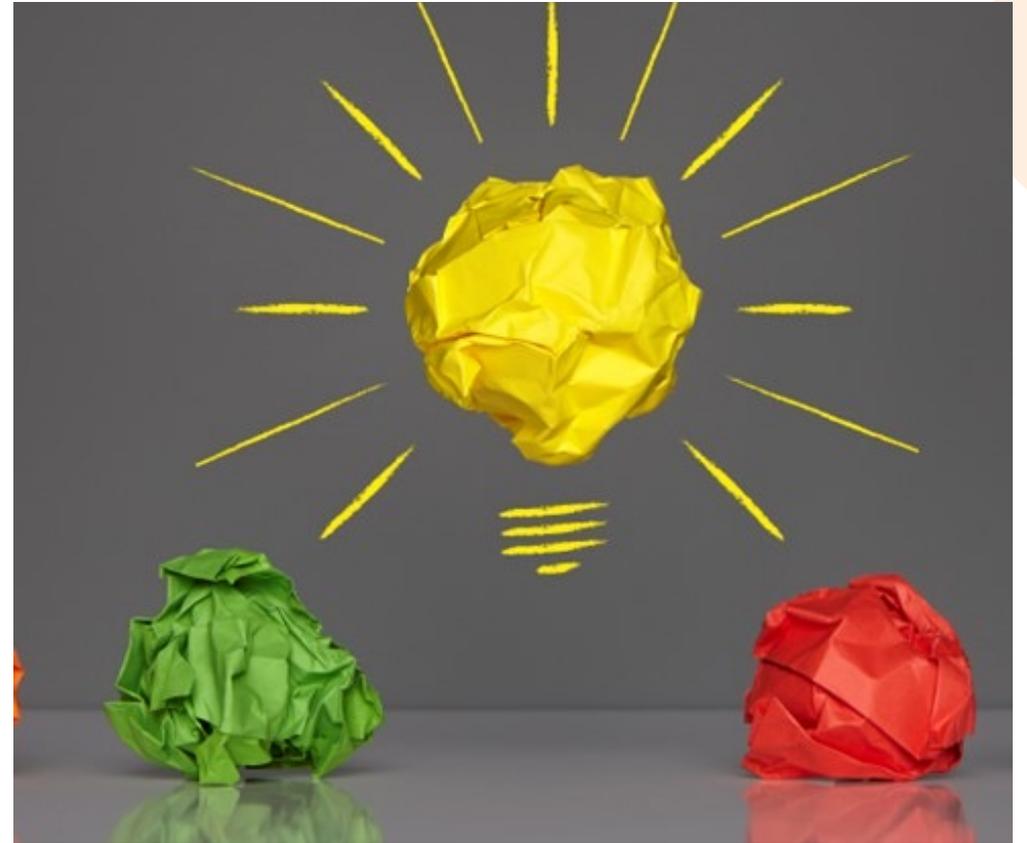
We work together with our customers, members, clients, suppliers, and community stakeholders to reach our goals. We seek to empower these people with better sharing of information to improve our capacity to solve key problems which ultimately leads to new innovations and approaches.



Innovation

Destination Innovation means to make changes in something established, especially by introducing new methods, ideas, or products.

We understand that while the organization's values are unchanging, the means to achieving them are not. We welcome new ideas and fresh perspectives. We embrace and use new technologies and platforms to tell our story.



Stewardship

Destination Stewardship is balancing economic development, sustainable tourism, and quality of life.

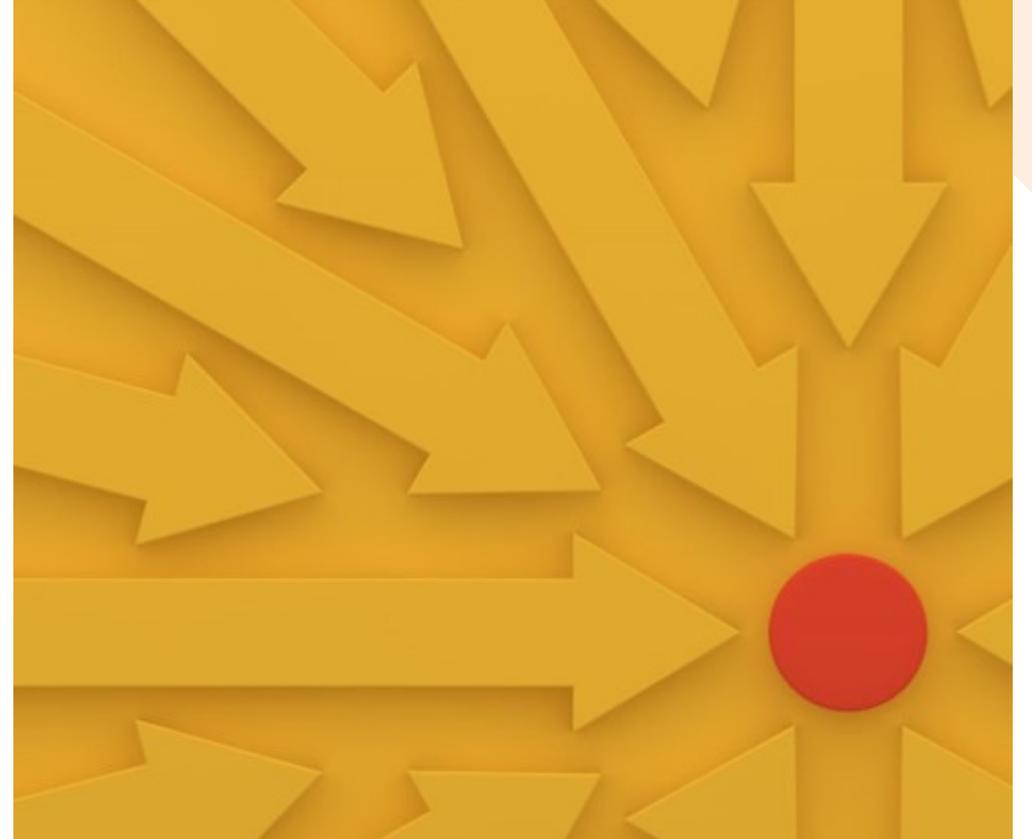
We understand that we are building value not for ourselves but for our customers, members, stakeholders, and future generations. We understand that this must be done in a way that maintains our community, our assets and preserves our brand while growing opportunity.



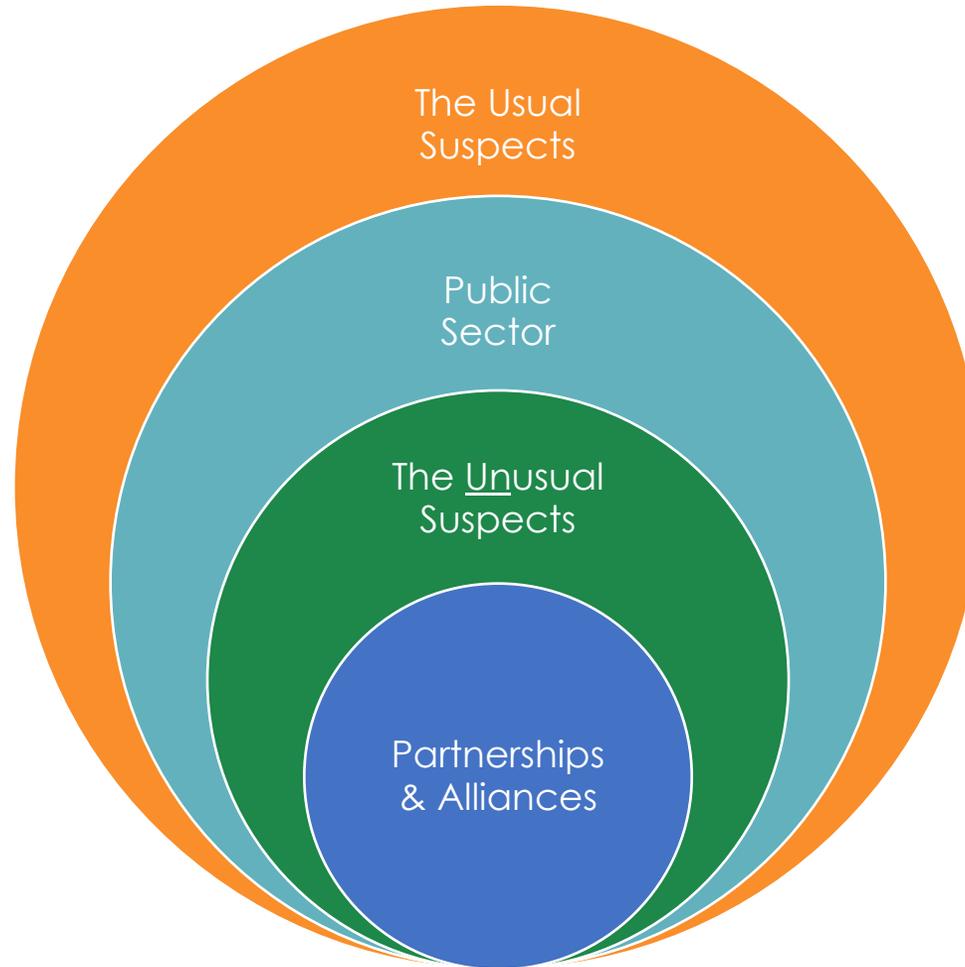
Relevance

Destination Relevance comes from being closely connected to what is being done or considered in our destination.

We are relevant in our community. Our leadership, expertise and acumen are understood and valued. We are a reliable source of information. Our ideas and counsel are sought. We have an equity position in the development of our community. Our community understands and supports our programs, and they depend upon us achieving our mission.



Community-Benefit Model



Partnerships & Alliances:

Events, Royalties, Co-Ops,
Services, Sponsorship,
Membership

The Unusual Suspects:

Employers, Property
Owners/Managers/Sellers
Airports, Hospitals
Colleges & Universities

The Usual Suspects:

Lodging, Restaurant,
Taxi/Livery, Auto Leasing
Attractions, Venues

Public Sector/Government:

National
State/Province
Local



Our Talk / Our Swagger

Who is our customer? It is the residents of the community.



We need to learn to interact with residents and their elected officials regularly and often speaking their language.



Our Tourism/Advocacy Lexicon

What is the Tourism Lexicon?

A tactical approach to the shifting political landscape and a tool to help address the need that destination promotion is for the well-being of every person in a community.



'Advocacy in The Face of Ideology'

2017



'Find our Cornerstone'

2018



'Becoming a Community Shared Value'

2019



Who are we helping?

Who is our customer?

It's the residents of the
community!



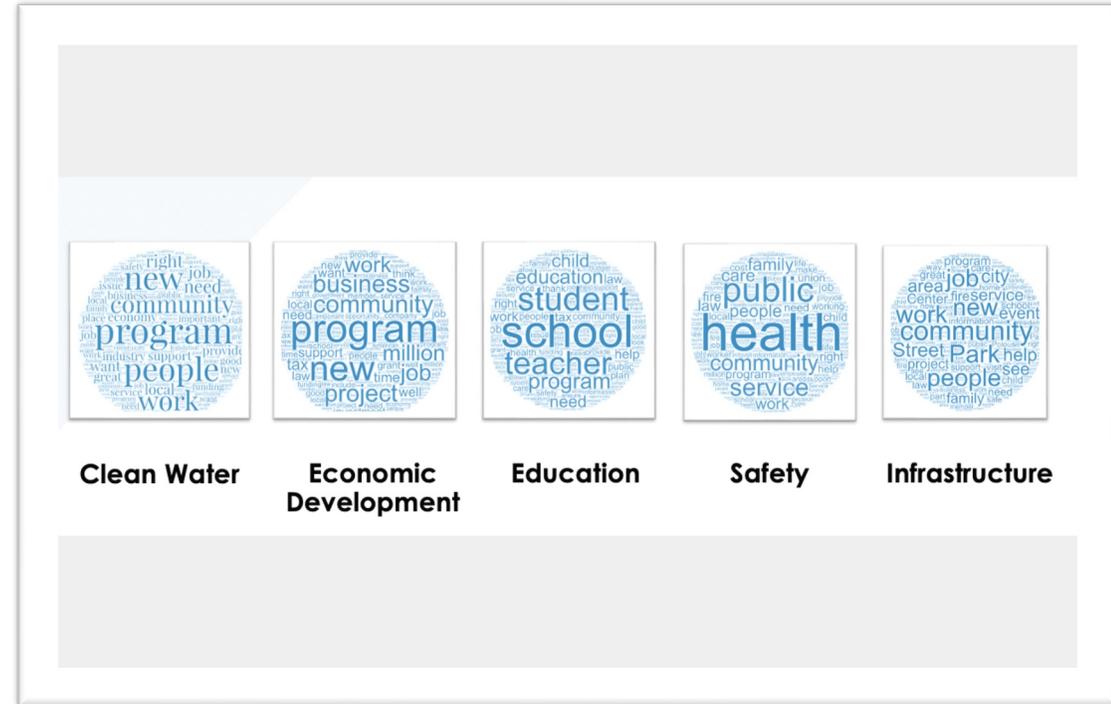
Common Goods

Clean Water, Education,
Safety, Infrastructure

Valued (and funded) to
advance a community

In 2018, with our partners at *Quorum*, we tracked millions of publicly shared statements by politicians at the local and federal level.

Tracking how they discussed common goods such as clean water, Economic Development, Education, Safety, etc.



Clean Water

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

Economic
Development

- Program
- Community
- Work
- Support
- Local
- Need
- People
- Provide
- Opportunity

Education

- Program
- Community
- Public
- Provide
- Work
- Support
- Local
- Need
- Opportunity

Safety

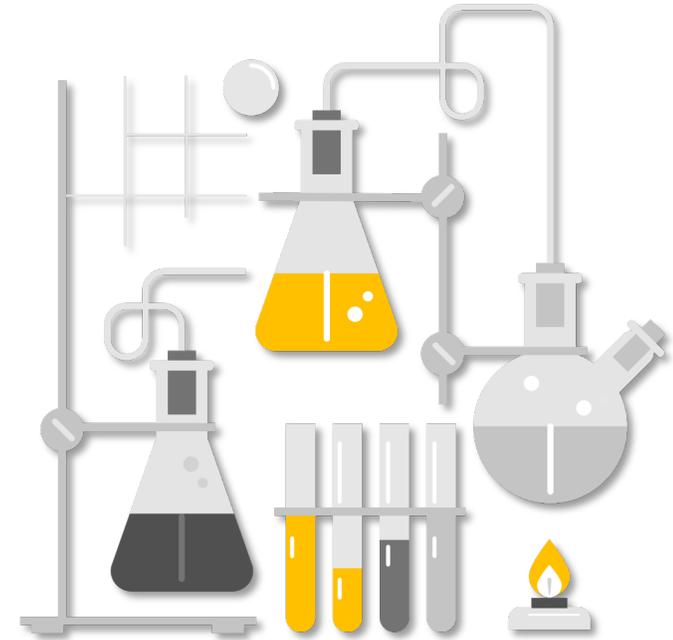
- Public
- Community
- Program
- Work
- Provide
- Need
- Support
- Local

Infrastructure

- Community
- People
- Work
- Program
- Need
- Support
- Local
- Public
- Provide

Refinement Along the Way

- 2m+ Statements from social media, newsletters, press releases.
- Eliminate articles and conjunctions; eliminate numbers, people, places, name, “shop talk.”
- Work with in-country experts to define what a common good means internationally.
- Expand with our communities, looking at civic, social, and equitable goods.





THE TOURISM LEXICON: 2022 Australia Edition

community	new	people	support	health
local	service	public	need	work
society	change	including	help	family
make	energy	fairness	sector	opportunity

THE TOURISM LEXICON: 2022 United States Edition



community	new	service	work	help
need	economic	program	health	support
provide	center	local	include(ing)/ inclusive	people
business	change	fairness	justice	future

The Reason for the Lexicon

Words matter, and those words need to be chosen carefully and reflect our values and the values of our community.

Facts matter, but only as a support to our words and values and not as stand-alone statements.

Continuous engagement matters as a reinforcement of our words and the underscoring of our values.

Actions matter as they must back up our words or neither our words or actions will matter.

How to Use

Public Facing Documents

- Business Plan
- Strategic Plan
- Annual Report

Verbal Communications

- Press/Media Interviews
- Legislative Testimony
- Stakeholder speaking





How We Measure Ourselves

Why do we measure ourselves?

ROI is not an argument for supporting destination promotion.

It is a measurement of how well you are doing your job once the decision to support destination promotion has been made AND once the community goals it will support are established.



Left Brain

LOGIC



Right Brain

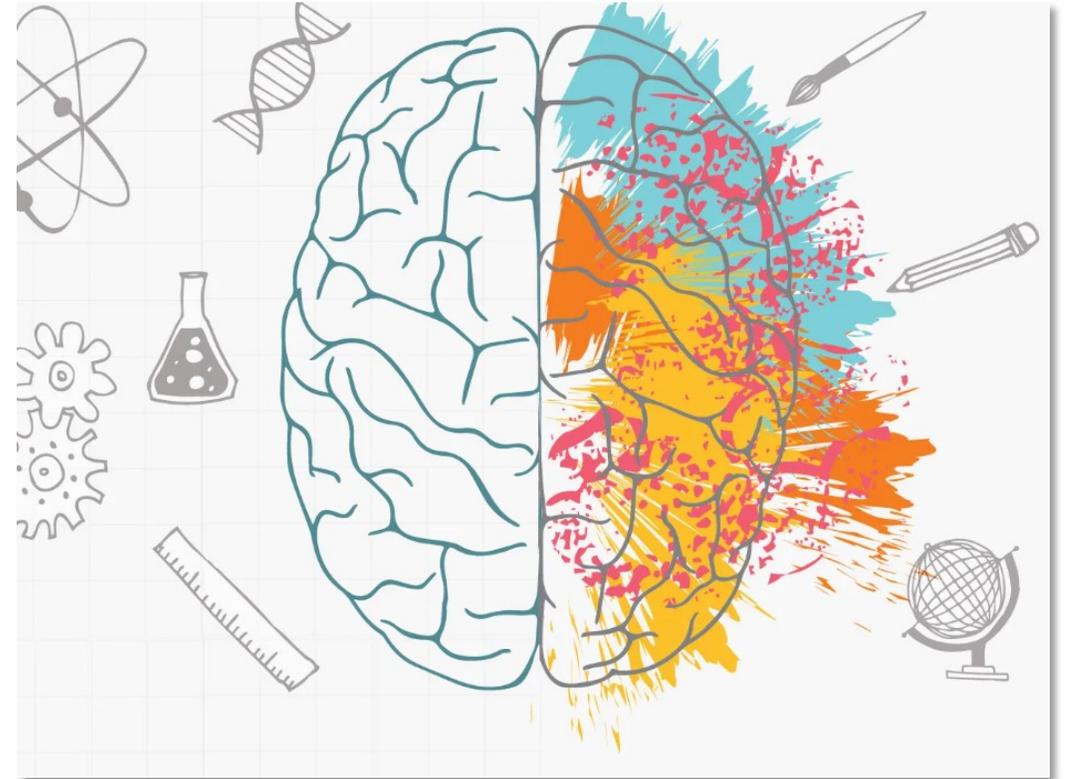
STORY

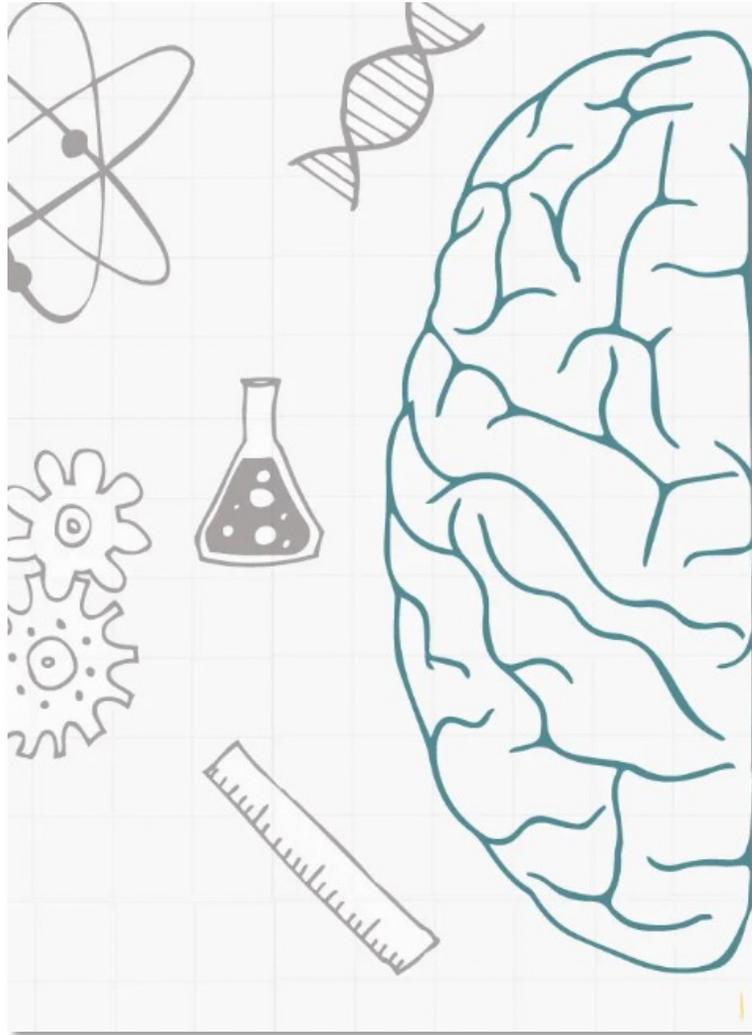
Develop Your Own Index

You must present your work across two areas, logic and emotions or Left or Right Brain.

Left - Sequencing, Linear, Math, Logic.

Right - Intuition, Rhythm, Arts, Emotions.





Left/Logic Indicators

- **Economic Development** (Tax Revenue, Employment Rate, Jobs Created)
- **Talent Acquisition** (New Residents, School Enrollment)
- **Quality of Place** (New Businesses Licenses, New Home Sales, Types of New Businesses)

Right/Emotion Indicators

- **Sentiment** (Resident, Visitor, Business)
- **Perception** (Safety & Security, Sense of belonging to local community)
- **Quality of Life** (Prosperity, Environmental, Accessibility)



Destination Promotion Community Index

Index (% , Score, Grade)

D.P.C.I

Primary Indicators

Left/Logic

Right/Emotion

Indicators

Annual
Visitor
Spend

New
Homes
Sold

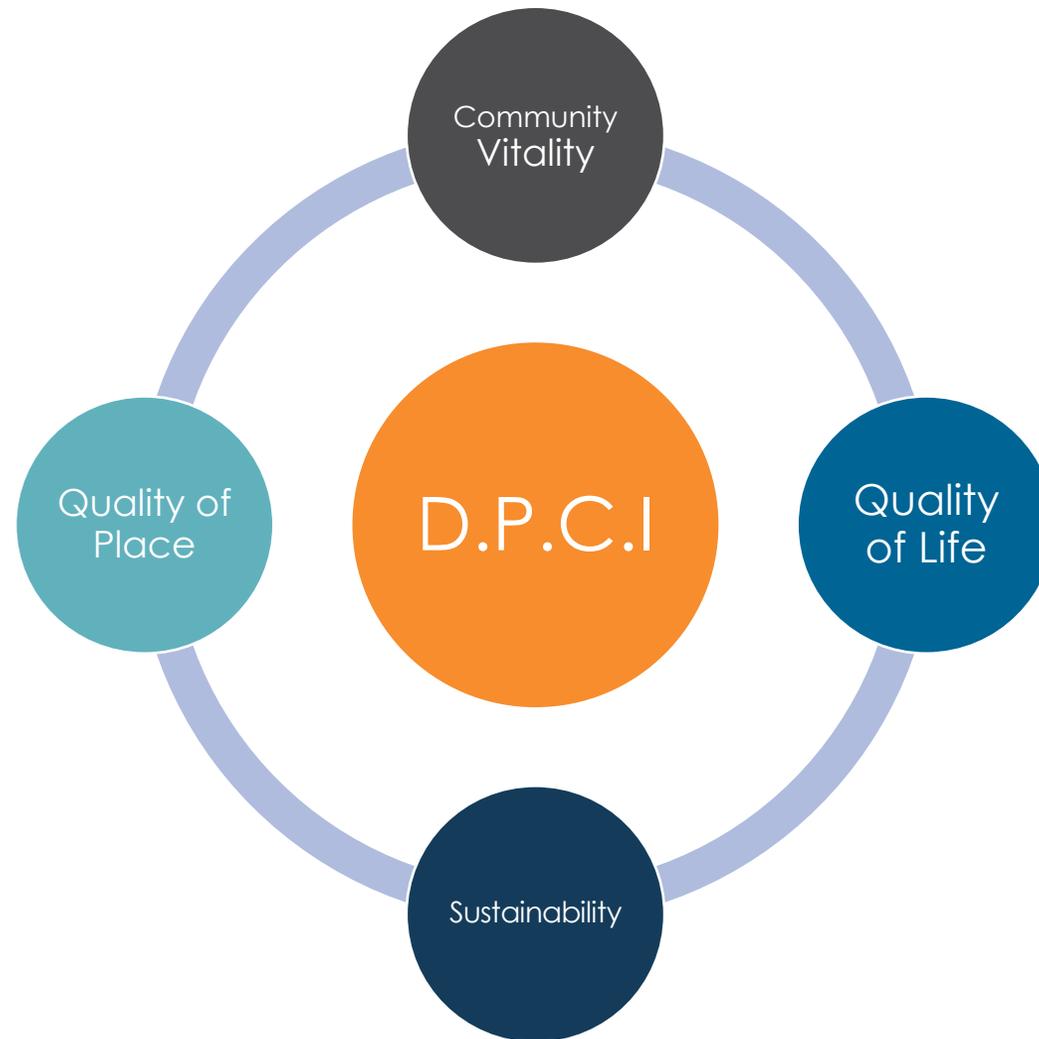
New
Tourism
Businesses

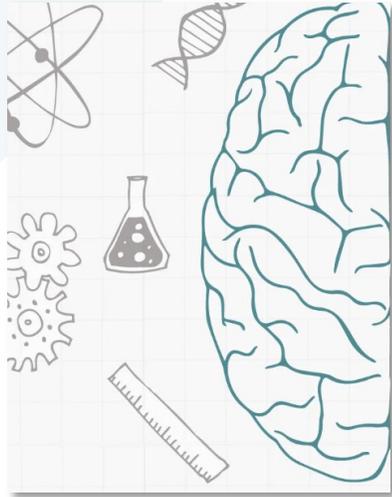
Resident
Sentiment

Crime
Severity
Index

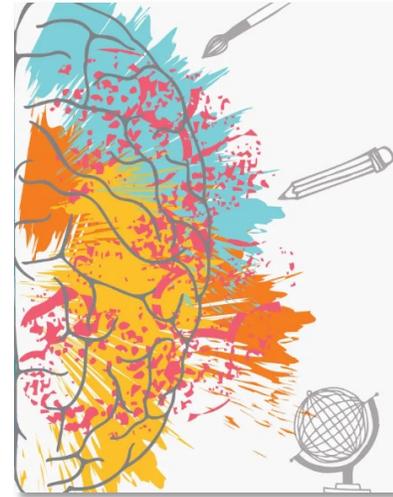
Access to
Transportation

Destination Promotion Community Index





What are some left-brain metrics relevant for your community?



What are some right-brain metrics relevant for your community?



What other metrics in your community are influenced by your work?



What metrics do you currently use to track ROI around engagement of your work?

RECAP



Destination Promotion is **essential** to the
quality of place in our **community**.

Work to tell your **community's** story, defend your brand and drive **investment** and **opportunity** in your **neighborhoods**.

You put **people** in our **community** to **work**
everyday.

Tourism Builds **Community**
And **Community** Builds Tourism

Thank You For Your Attention

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