



VISIT BATON ROUGE

DON WELSH
DESTINATIONS INTERNATIONAL

TODAY'S DISCUSSION

- › ABOUT DESTINATIONS
INTERNATIONAL
- › TOOLS FOR SUCCESS
- › DNEXT FUTURES STUDY
- › BECOMING A COMMUNITY
SHARED VALUE



Destinations International:

Together with our members and partners, Destinations International represents a powerful forward-thinking, collaborative association; exchanging bold ideas, connecting innovative people, and elevating tourism to its highest potential.



Destinations International Foundation:

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





**WE EMPOWER OUR MEMBERS
SO THAT THEIR DESTINATIONS EXCEL**

Approximately
600

Destination Organization
Members in **13 Countries**



Almost
6,000
Destination Professional
Members

FOUR PILLARS



COMMUNITY



ADVOCACY



RESEARCH



EDUCATION

DESTINATIONS INTERNATIONAL TOOLS

EVENT **IMPACT**
EVENT CALCULATOR

An Industry Standard for Measuring How Events Impact Your Destination

CDME | CERTIFIED
Destination
Management
Executive

The tourism industry's highest individual educational achievement.

DMAP
DESTINATION MARKETING
ACCREDITATION PROGRAM

Defines quality and performance standards in destination marketing and management.

DESTINATION
NEXT

Provides destination organizations with practical actions and strategies for sustainable success in a dramatically changing world.

INCREASE CREDIBILITY AMONG STAKEHOLDERS

The **globally recognized** Destination Marketing Accreditation Program (DMAP) serves as a visible industry distinction that defines quality and performance standards in destination marketing and management.

DMAP

DESTINATION MARKETING
ACCREDITATION PROGRAM

✓ Visit Baton Rouge is DMAP
Accredited

HOW MUCH ARE EVENTS WORTH?

The Event Impact Calculator measures the **economic value** of an event and calculates its return on investment to local taxes. Armed with this information, CVBs are better prepared to make the case to policymakers and stakeholders for the ongoing development and growth of the events and meetings sectors.

EVENT
EVENT **IMPACT**
EVENT CALCULATOR

- ✓ Visit Baton Rouge subscribes to three modules of EIC.

ADVANCE YOUR CAREER

As the **tourism industry's highest individual educational achievement**, CDME prepares senior executives to thrive in a constantly changing environment.

CDME

CERTIFIED
Destination
Management
Executive

✓ Paul Arrigo has his CDME

DESTINATION ASSESSMENTS AND PLANNING

The vision of DestinationNEXT is to provide destination organizations with **practical actions and strategies for sustainable success** in a dramatically changing world.

DESTINATION
NEXT

2019 DESTINATIONNEXT FUTURES STUDY

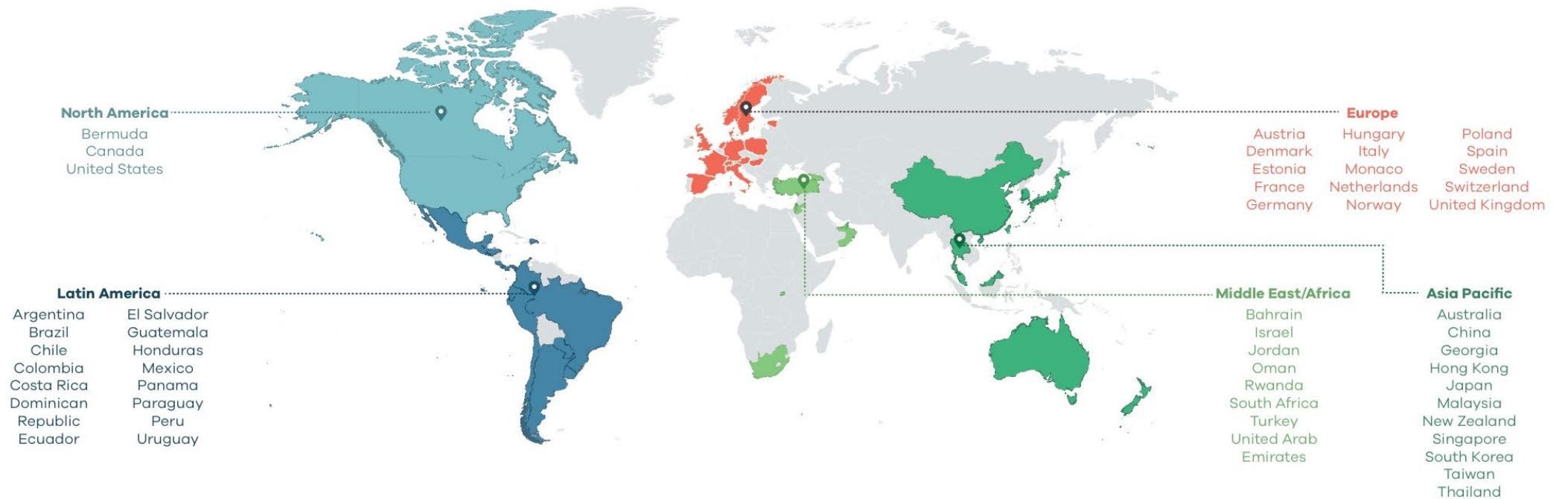
DESTINATION
NEXT

ABOUT THE DNEXT FUTURES STUDY

DESTINATION
NEXT

- › Destination organizations around the world are facing emerging economic, political, social and economic challenges that are forcing them to adapt. The DestinationNEXT Futures Study provides destination leaders with a roadmap for the future.
- › Comprehensive and integrated framework of data-driven intelligence for destination organizations of all shapes, models and budgets.
- › Designed to support strategic decision-making that aligns with any individual organization's mandates in almost any region in the world.

DNEXT GLOBAL SCOPE



521

Participants

55

Countries

3 TRANSFORMATIONAL OPPORTUNITIES

#1 Destination Stewardship

Balancing economic development, sustainable tourism and quality of life

#2 Community Alignment

Building public support around a shared vision for the destination

#3 Digital Conversion

Connecting with visitors on mobile devices to drive real-time sales in-destination

11 TRENDS

- › Customers increasingly seeking a **unique, authentic travel experience**.
 - › Creation and **dissemination by the public** across all platforms drives the destination brand and experience.
 - › **Social media's increasing prominence** in reaching the travel market.
 - › **Video becomes the new currency** of destination marketing and storytelling.
 - › **Harvesting data and developing business analytics** differentiate successful tourism enterprises and destinations.
 - › **Mobile devices** and apps becoming the primary engagement platform for travelers.
- › **Travelers demanding more information**, control, interaction and personalized information.
 - › Customers increasingly expect **highly curated and customized destination content**.
 - › **Smart technology creating new opportunities** for innovative new services and processes.
 - › **Geotargeting** and localization becoming more prevalent.
 - › **Communities more engaged** in the development and management of the destination experience.

DOWNLOAD THE REPORT

DESTINATION
NEXT

www.destinationsinternational.org/dnext

DESTINATION CHALLENGES

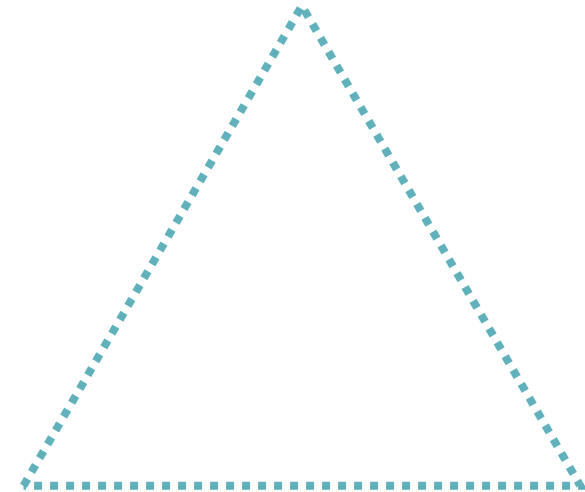
- › OVERTOURISM
- › ACTS OF TERRORISM
- › NATURAL DISASTERS
- › FUNDING ISSUES
- › HOMELESSNESS
- › WEAPONIZATION OF TRAVEL
- › FOR BATON ROUGE: SHORT TERM RENTALS



BATON ROUGE

STRATEGIC ALIGNMENT WITH KEY STAKEHOLDERS

**CIVIC
LEADERS**

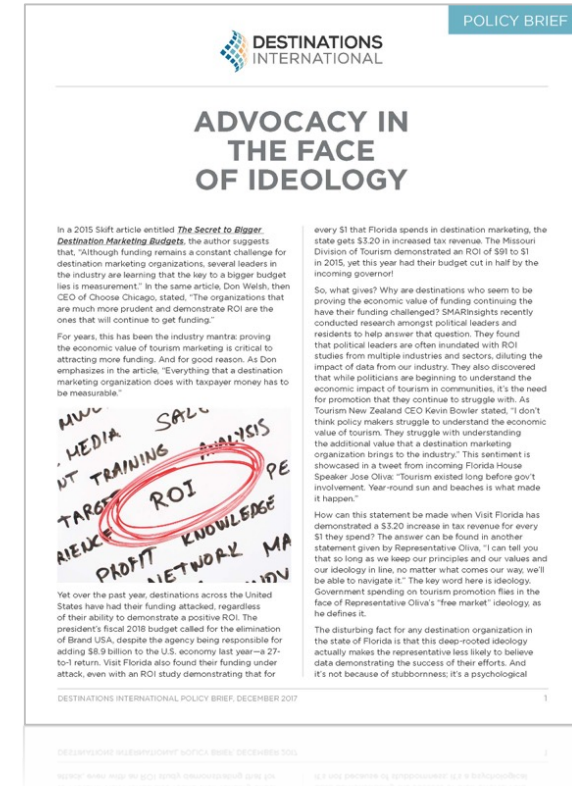


**TOURISM
INDUSTRY**

**ELECTED
OFFICIALS**

BECOMING A COMMUNITY SHARED VALUE

- › DESTINATION ORGANIZATIONS ARE A COMMUNITY NEED.
- › THEY ARE A COMMON GOOD.
- › THEY SHOULD BE SPOKEN ABOUT AS A COMMON GOOD.



WHY TOURISM MATTERS

- › Every community must compete with every other community for their share of the world's visibility, attention and respect
- › For a community to compete, people need to be made aware of it
- › 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.

UPDATED WORDS IN THE LEXICON

Community	Family	Funding	Help	Information	Investment
Job	Local	Need	Opportunity	People	Program
Project	Provide	Public	Service	Support	Thank
		Neighbor	Work		



THANK YOU

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@destintl
#destintl

