



ACT 1

# THE PREAMBLE

REWRITTEN



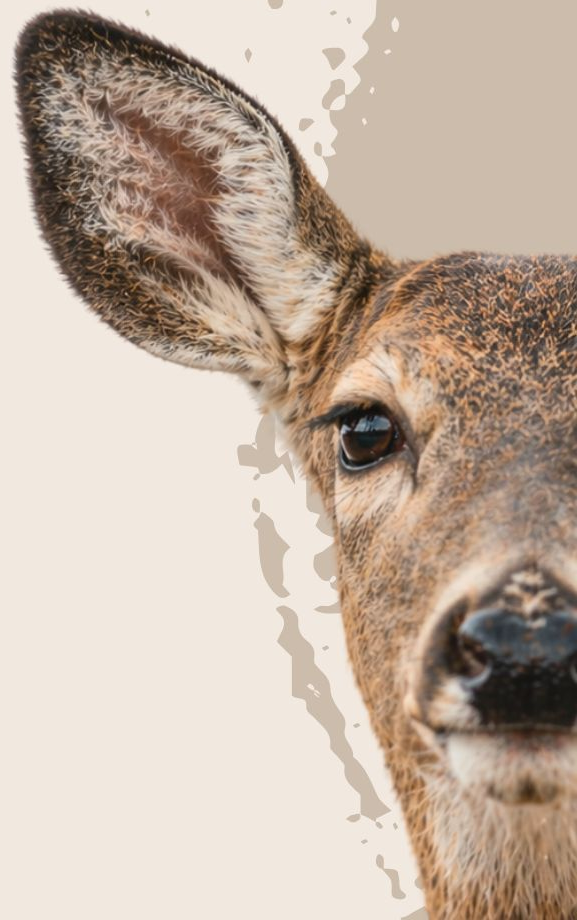


**TOO QUIET.**



**TOO QUIET.**

**SAW A DEER.**





**TOO QUIET.**

**SAW A DEER.**

**WOULD NOT RETURN.**

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**WE BELIEVE IN  
CREATING IT.**

**WE ARE  
THE SYSTEM.**

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A couple is seen from behind, looking at an open photo album on a wooden table. The album is filled with various photographs of people in outdoor settings. On the table, there is a lit candle in a glass holder and a dark mug. The scene is dimly lit, creating a warm and nostalgic atmosphere. The text "REMEMBER THEIR LIVES" is overlaid in large, white, distressed font across the center of the image.

**REMEMBER THEIR LIVES**



— ★ ★ ★ ★ ★ —

# WE THE PEOPLE

*(WHO WORK IN TOURISM)*

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— ★ JENN BARBEE ★ —



2026 TOURISM  
DAY SUMMIT



POCONO  
MOUNTAINS



MAY 6, 2026



KALAHARI RESORTS & CONVENTIONS  
MAIN BALLROOM

PA



ACT 2

# THE REALITY



ACKNOWLEDGED

## Workers are ghosting jobs

New data shows no-shows are at an all-time high.

— Workforce Daily

## Quiet quitting is on the rise

Employees are doing less — and companies are freaking out.

— HR Brew

## Help Wanted (No Takers)

Businesses can't fill jobs — even with raises.

— The Labor Ledger

The industry said:

“NO ONE WANTS TO WORK ANYMORE.”

...WTF?

THAT'S NOT IT.

They weren't reconsidering work.  
They were reconsidering the contract.

Younger workers just don't have the work ethic

Says every generation before them.

— Business Opinion

The Great Resignation isn't over

People are still leaving. And they're not sorry.

— Market Watch

nobody wants to work anymore

But companies refuse to look in the mirror.

— Industry Insider



**ACT 3**

# **THE REWRITE**



The future isn't coming.

***IT'S HERE.***

Hi! We're so excited to host you.

Let us know if you need anything! ❤️



# THE SHARING ECONOMY GREW UP

Gen Z didn't reject ownership. *They redefined it.*



## THE RISE OF COLLECTIVE ACCESS

Access > ownership.  
They value what something gives them, not what it looks like on paper.



## NATIVE TO DIGITAL TRUST

They trust platforms, reviews, and peers more than they trust brands. And they move fast.



## GLOBAL MINDS. LOCAL LIVES.

They're globally connected but deeply invested in experiences that feel local, authentic, and meaningful.



## PURPOSE IS THE PREMIUM

They choose brands that choose better — for people, places, and the planet. Values are a dealbreaker.



## FLEXIBILITY OVER EVERYTHING

They design their lives in real time. Work, travel, stay, live — on their terms.



## EXPERIENCES THAT BELONG

They don't just want to go somewhere. They want to feel like it's for them.

*\* This isn't just a travel shift. **IT'S A GENERATIONAL RESET.***

# 2

## AI REPLACES REDUNDANCY, **NOT HOSPITALITY.**



AI is very good at tasks.  
**It is not good at moments.**



It can answer the FAQ.  
**It cannot read the room.**



It can generate the itinerary.  
**It cannot feel local pride.**



AI will compress the administrative layer –  
**the redundant tasks eating your time.**



The question: does leadership invest  
those gains back in people?  
**Watch that space.**



Automate the busywork. *Elevate the human work.* ❤️

# 3

## IDENTITY TRAVEL RISES



### IDENTITY PROXIMITY

The distance between a destination — and who the traveler believes they are in a given moment.



People don't travel to see places. They travel to confirm something about themselves.



When you understand identity proximity, you stop marketing amenities and start marketing belonging.



And belonging is something no algorithm can manufacture.



PEOPLE DON'T CHOOSE DESTINATIONS. *They choose alignment.* ★

# 4 PLATFORMS REWIRE THE JOURNEY

## THE OLD FUNNEL (LINEAR. PREDICTABLE. GONE.)

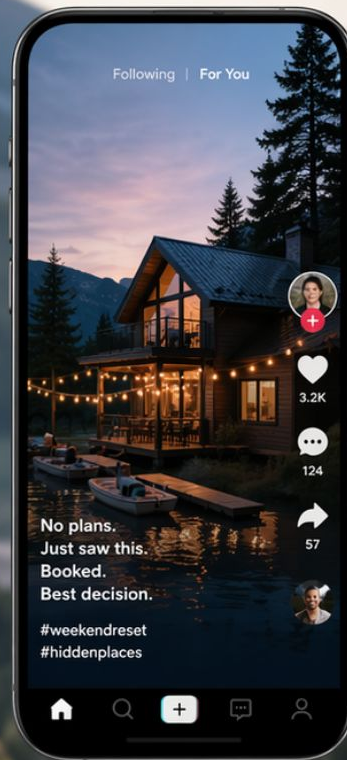


## NOW (INSTANT. UNPREDICTABLE. REAL.)



- Inspiration and transaction are collapsing into the same moment.
- The experience has to be the marketing. You don't get to separate them anymore.
- The person walking through your door is already creating content.
- Make it worth sharing.

THE JOURNEY ISN'T LINEAR.  
IT'S LIVE.



**adventure\_lex**  
Just got back from here. Unreal spot!  
2h Reply

**mikeonthemove**  
Adding to my list RIGHT NOW.  
1h Reply

**roamwithsam**  
Where is this?! Need details.  
1h Reply

You don't just host experiences anymore. You launch stories people want to live.

# 5

# AUTHENTICITY OUTLASTS INFLUENCE



## PEOPLE ARE TIRED.

Tired of curated. Tired of perfect.  
Tired of the influencer who never actually stayed.



## WHAT'S REPLACING IT?

*credible content.*



## THE PEOPLE THEY TRUST MOST:

The local who genuinely loves their town.  
The host who knows every trail.



## THAT AUTHENTIC, IMPERFECT, DEEPLY KNOWLEDGEABLE HUMAN

is worth more than any influencer package.



## YOUR JOB:

*Find them. Empower them. Get out of their way.*

## THE INFLUENCER

Looks good.  
Doesn't last.



## THE AUTHENTIC

Real stories.  
Real impact.



LIVES HERE.  
LOVES HERE.



KNOWS THE  
PLACES MOST  
DON'T SEE.



SHARES WHAT  
MATTERS,  
NOT WHAT  
PERFORMS.



BUILDS TRUST  
THAT ALGORITHMS  
CAN'T BUY.



Real people. *Real connection.*

**REAL RESULTS.**

# COMMUNITY BECOMES THE PRODUCT. OR THE CASUALTY.



Tourism doesn't happen to  
a community.  
*It happens inside one.*



That choice is made by people like you,  
in rooms like this, right now.  
*Choose connection. Create impact.*



*STRONGER COMMUNITIES.  
BETTER EXPERIENCES.*



*You don't just welcome guests.* **YOU WELCOME PEOPLE HOME.**



ACT 4

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# THE GUEST INFLECTION POINTS

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*Five moments that turn transactions into memories.*



# 1

INFLECTION  
POINT

# THE DECISION MOMENT.



BEFORE THEY ARRIVE.



BEFORE THEY BOOK.



SOMETIMES BEFORE THEY  
KNOW THEY'RE PLANNING.



**SOMETHING HAPPENS — A MILESTONE. A LOSS. A RESTLESSNESS.**  
AND THEY NEED TO GO SOMEWHERE.

THEY'RE NOT SEARCHING WITH KEYWORDS.  
**THEY'RE SEARCHING WITH A FEELING.**

“

“I NEED  
A RESET.”

“

“WE NEED TO  
RECONNECT.”

“

“I WANT MY KIDS TO  
SEE SOMETHING REAL.”



**YOUR JOB: BE THE ANSWER TO A FEELING** THEY HAVEN'T FULLY NAMED YET.

# THE ARRIVAL WINDOW

# 2

INFLECTION  
POINT



1

THE FIRST  
**20**  
MINUTES.



2

THEIR BRAIN  
IS ASKING:

“WAS THIS  
THE RIGHT  
CHOICE?”



3

THIS ISN'T  
LOGISTICS.

THIS IS THE  
EMOTIONAL  
CLOSE.



4

A WARM  
WELCOME  
ISN'T THEATER.

IT'S  
NEUROLOGICALLY  
SIGNIFICANT.



5

TRAIN FOR IT.  
REWARD IT.  
BUILD  
AROUND IT.

Celebrate the  
people who are  
extraordinary  
at it.

# 3

INFLECTION  
POINT

## THE FRICTION MOMENT

**SOMETHING  
GOES WRONG.  
IT ALWAYS DOES.**



**HANDLED WELL?  
MORE LOYALTY.**



**HANDLED POORLY?  
YOU LOSE THEM.**



**IT'S NOT ABOUT THE PROBLEM.  
IT'S ABOUT WHAT HAPPENS NEXT.**



**DID SOMEONE  
GIVE A DAMN?**



# 4

## INFLECTION POINT

# THE PEAK EXPERIENCE

*This is the  
moment they  
came for.*



THE WATERFALL.

THE FIRST BITE.

THE LOOK ON  
THEIR KIDS' FACE.

THE SUNSET  
THEY DIDN'T PLAN.



**YOUR JOB HERE:**

MOSTLY DON'T RUIN IT. **GET OUT OF THE WAY.** DESIGN FOR IT.



**KNOW WHAT THE PEAK EXPERIENCES ARE.**

MAP THEM. **MAKE THE PATH FRICTIONLESS.**



THE PEAK EXPERIENCE IS WHAT THEY DESCRIBE  
WHEN SOMEONE ASKS **"HOW WAS THE TRIP?"**



# 5

INFLECTION  
POINT

# THE RETURN WINDOW



**THE MOST UNDERINVESTED MOMENT  
IN DESTINATION MARKETING. BY A LOT.**



**THE GUEST IS HOME.  
UNPACKING. STILL IN THE AFTERGLOW.  
TELLING PEOPLE ABOUT THE TRIP.  
ALREADY A LITTLE SAD IT'S OVER.**



**THAT IS WHEN YOU SHOW UP.  
NOT SIX WEEKS LATER WITH A GENERIC EMAIL BLAST.  
RIGHT THEN.**



**THIS IS WHEN LOYALTY IS FORMED.  
MOST DESTINATIONS MISS IT COMPLETELY.**



**YOU NOW KNOW IT EXISTS.**

*The 48 hours  
after they leave.*

*They're reliving it.  
You're still part  
of it—if you show up  
right now..*





**ACT 5**

# **THE SEND-OFF**



*What 250 years asks of  
the people in this room.*





**WE. THE PEOPLE.**



The people who show up.



**You are what makes destinations**

**VISITABLE.**

*Welcoming. Navigable. Worth the drive.*

**That is a civic act. Whether your business card says so or not.**

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# The Pocono Mountains is not a backdrop.



*It is a character in the American story.*

The people in this room steward that.  
Every single day.  
Without a parade. Without a monument.

**And that is what makes a place unforgettable.**

YOU ARE **NOT** INFRASTRUCTURE.

YOU ARE **NOT** OVERHEAD.

YOU ARE **NOT** A LINE ITEM.



# YOU ARE THE **PEOPLE.**

YOU ARE THE REASON THEY COME.

YOU ARE THE REASON THEY STAY.

**YOU ARE THE REASON THEY REMEMBER.**





Me. 2004  
So, we meet again. ;-)

# I'M NOT DONE WITH YOU YET.

★  
*Come find me!*



**SCAN TO CONNECT**  
Follow me on LinkedIn  
**Watch me fuss**  
at tourism live.



*Jenn Barbee*  
DESTINATION INNOVATE