



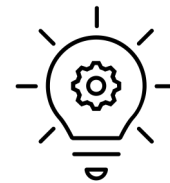
2023 Wisconsin Fall Tourism

*Advocating for the Value of Tourism in
an Illogical World*



Andreas Weissenborn

Research & Advocacy



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.

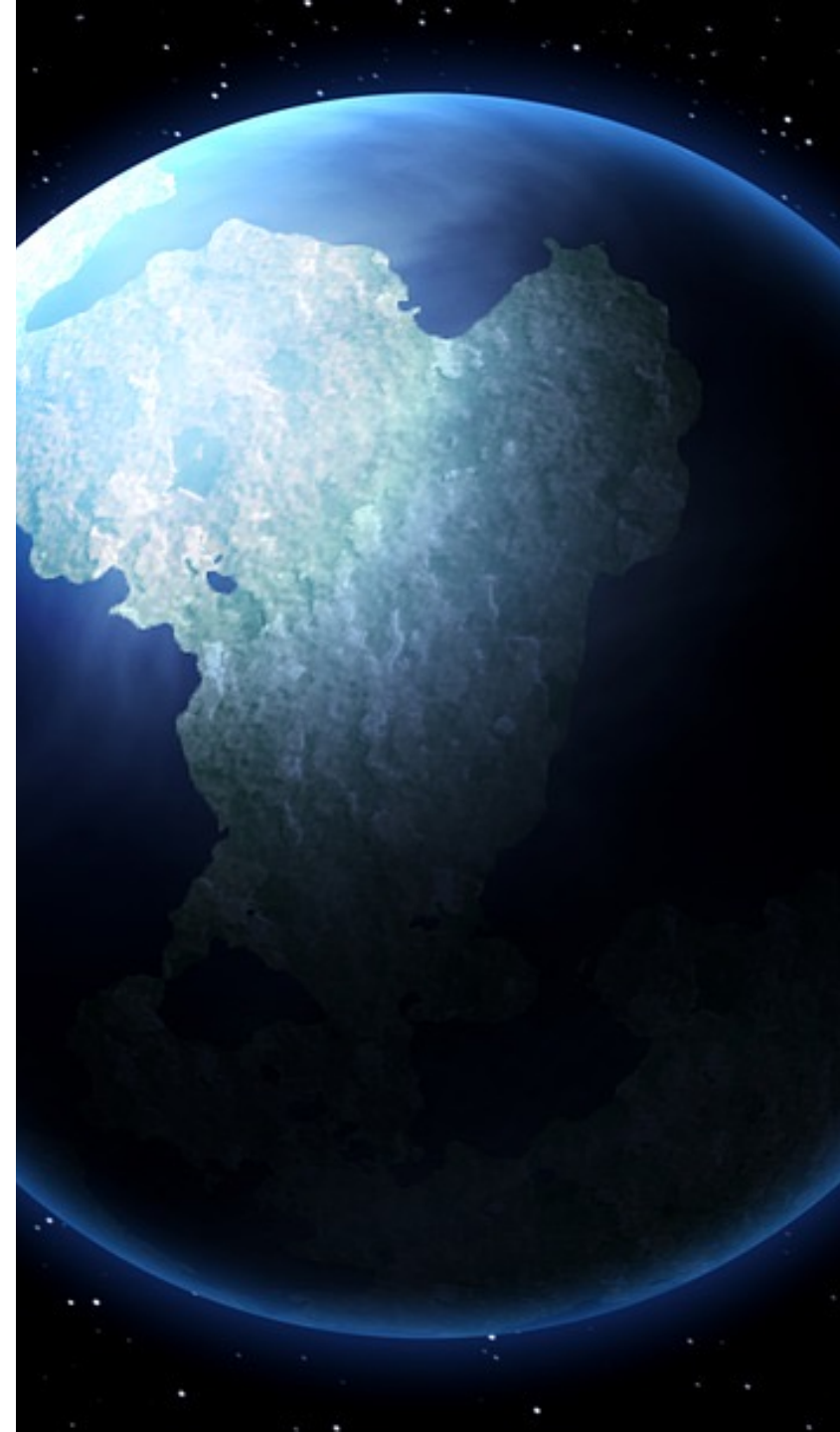
Destinations International Foundation

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



For Today

1. Define an illogical world.
2. Redefine our values and work.
3. Reframe how we talk about our work.
4. Pivot how we measure our worth.



Living in illogical Times



**Financial
Insecurity**



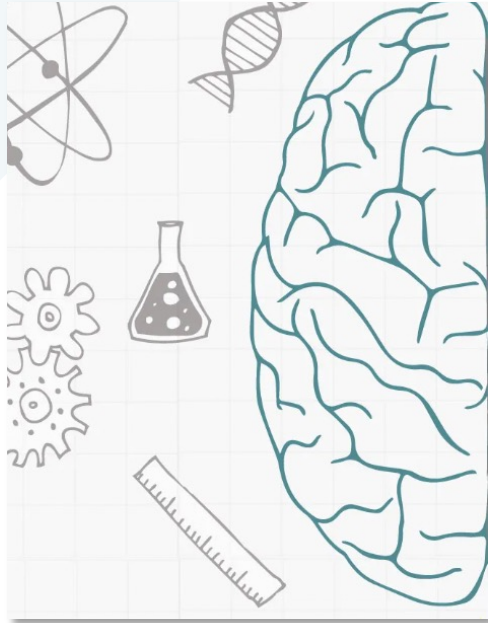
**Trust in
Institutions**



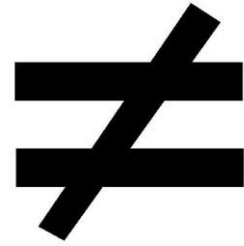
**Misinformation
age**



**Our
Arguments
No Longer
Resonate**



LOGICAL
Argument



EMOTIONAL
Argument

2nd - Values

Values
are where **emotion**
and **logic** meet.

What is the Value Statement for Our Existence?

The 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.***



**What is the
Community
Need?**



**What are the
*Solutions?***



**Why are we
the Solution?**



**Who are we
*Helping?***

THE WORK OF A DESTINATION ORGANIZATION

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 and residents 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 and residents will invest.

Travel professionals are essential for brand management.

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Travel professionals are essential by acting as a destination steward and driving destination investment.

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Travel professionals are essential for promoting and selling a destination.



Travel professionals are essential for keeping the wheel moving – not too fast and not too slow.

THE WORK OF A DESTINATION ORGANIZATION

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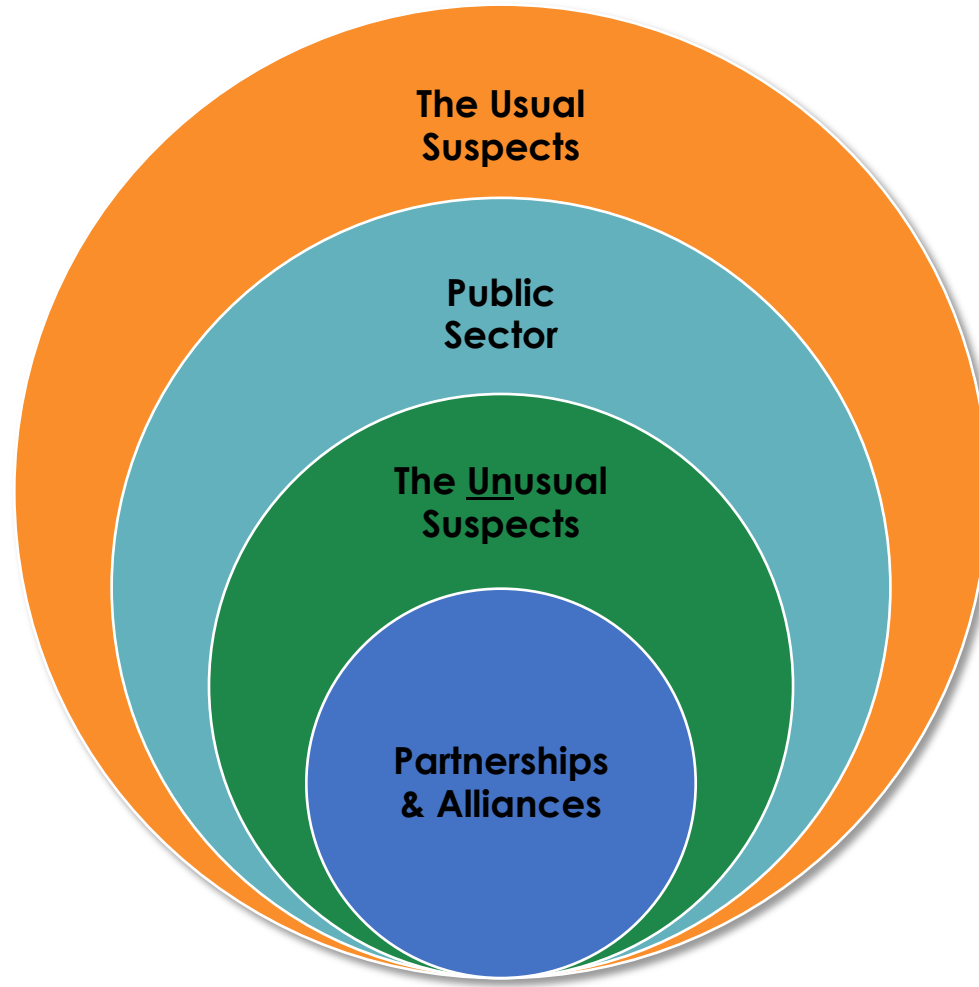
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3. WORK

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

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

Public Sector

The Unusual Suspects

Partnerships & Alliances

The Usual Suspects:

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

Public Sector/Government:

National
State/Province
Local

3rd - 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 Lexicon

Background & Context

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.



HOW REPUBLICANS REWRITE POLICY

| INSTEAD OF THIS | SAY THIS |
|------------------------|--------------------------|
| Government | Washington |
| Tax reform | Tax simplification |
| Global economy | Free market economy |
| Foreign trade | International trade |
| Tort reform | Lawsuit abuse reform |
| Trial lawyer | Personal injury lawyer |
| Corporate transparency | Corporate accountability |
| Healthcare choice | The right to choose |
| Drilling for oil | Exploring energy |



Rewrite Our Narrative

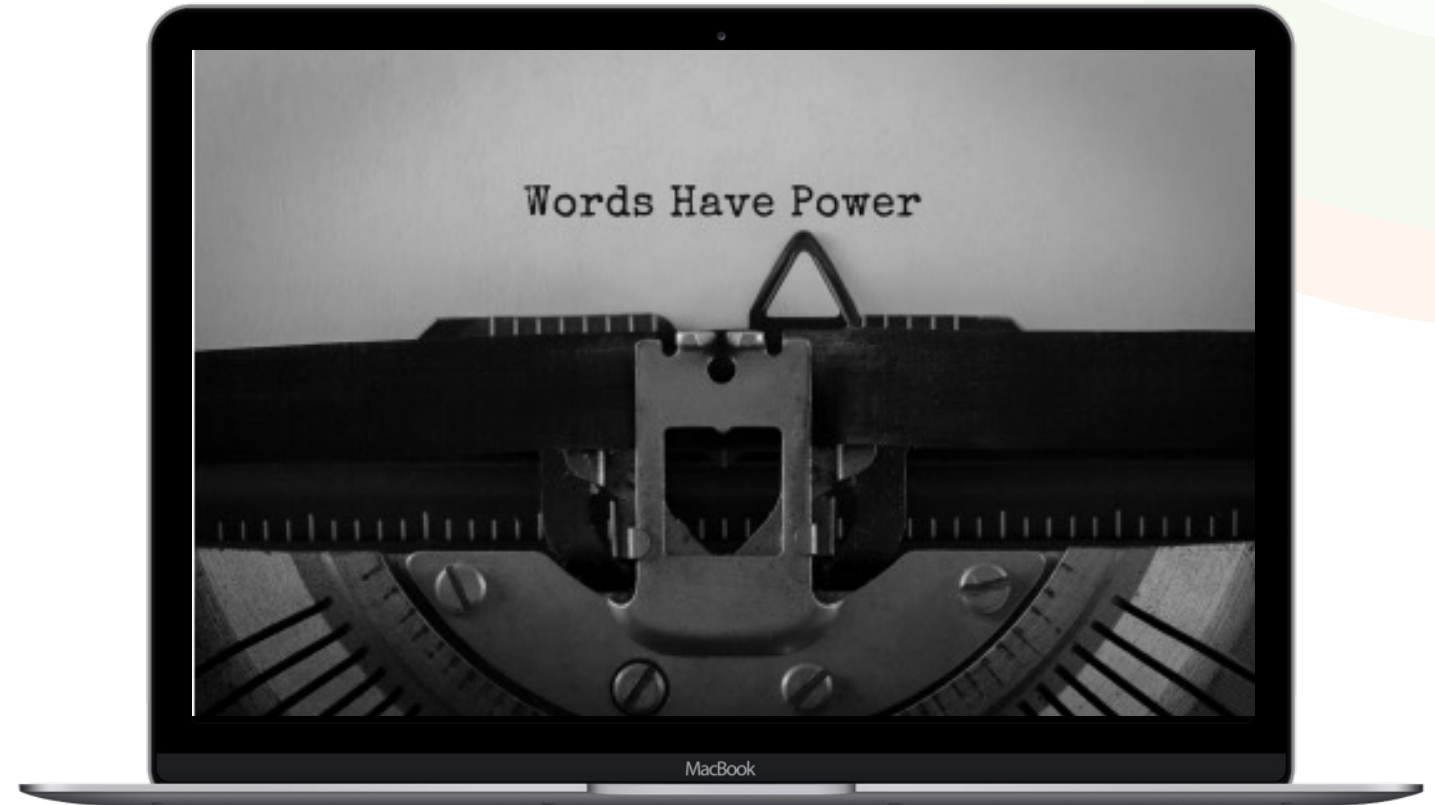
Helping the Community

Common Goods

Why The Tourism Lexicon?

We all know the positive impacts our work has on the communities we represent, and our industry is filled with exceptional leaders whose ideas for the future can position their organizations as champions within their destinations.

But what you say in defense of those ideas matters, and what people hear matters even more.



Developing Our Tourism Lexicon

- Develop a syntax and methodology to track other common goods terminology.
- Analyze where politician's share their messaging to their constituents.



Syntax:

Clean Water

- Ex. "Treatment plants" OR "Water mains" OR "DPW"

Economic Development

- Ex. "Downtowns" OR "Neighborhoods"

Education

- Ex. "Teachers" OR "Curriculum"

Safety

- Ex. "First Responders" OR "EMT"

Infrastructure

- Ex. "Roads" OR "Bridges"

Subjects:

Governor Laura Kelly @GovLauraKelly

Recently, I announced \$1M in grants available through @TravelKS. Kansas' tourism industry is a vital economic driver — creating jobs, bringing in revenue, & attracting visitors from across the globe. The grant application is still open. Apply today at TravelKS.com.




travelks.com
Plan Your Kansas Adventure | Kansas Tourism
 The Kansas experience is a salute to the real. To the rowdy. To the wide-eyed wanderers. To the dreamers. To the Stars.

Governor JB Pritzker @GovPritzker

It may not be very Midwestern to brag, but I'm taking this moment to be damn proud of our state's \$78 billion travel and tourism industry.

Because all across our state, we're seeing record numbers of return after the pandemic.



wgil.com
Galesburg tourism contributes to record economic growth in Illinois
 Tourism generated nearly \$100 million in economic impact for Galesburg, Illinois, and Knox County in 2022.

Randy Boissonnault @R_Boissonnault

Beautiful British Columbia is home to some of our country's most famous tourism icons. In BC, the importance of the tourism industry to local communities is clear, and the new Federal Tourism Growth Strategy will be there to help tourism soar to new heights!



Destination Canada and Destination Vancouver

Our Countries:



USA



Canada



United Kingdom



Australia

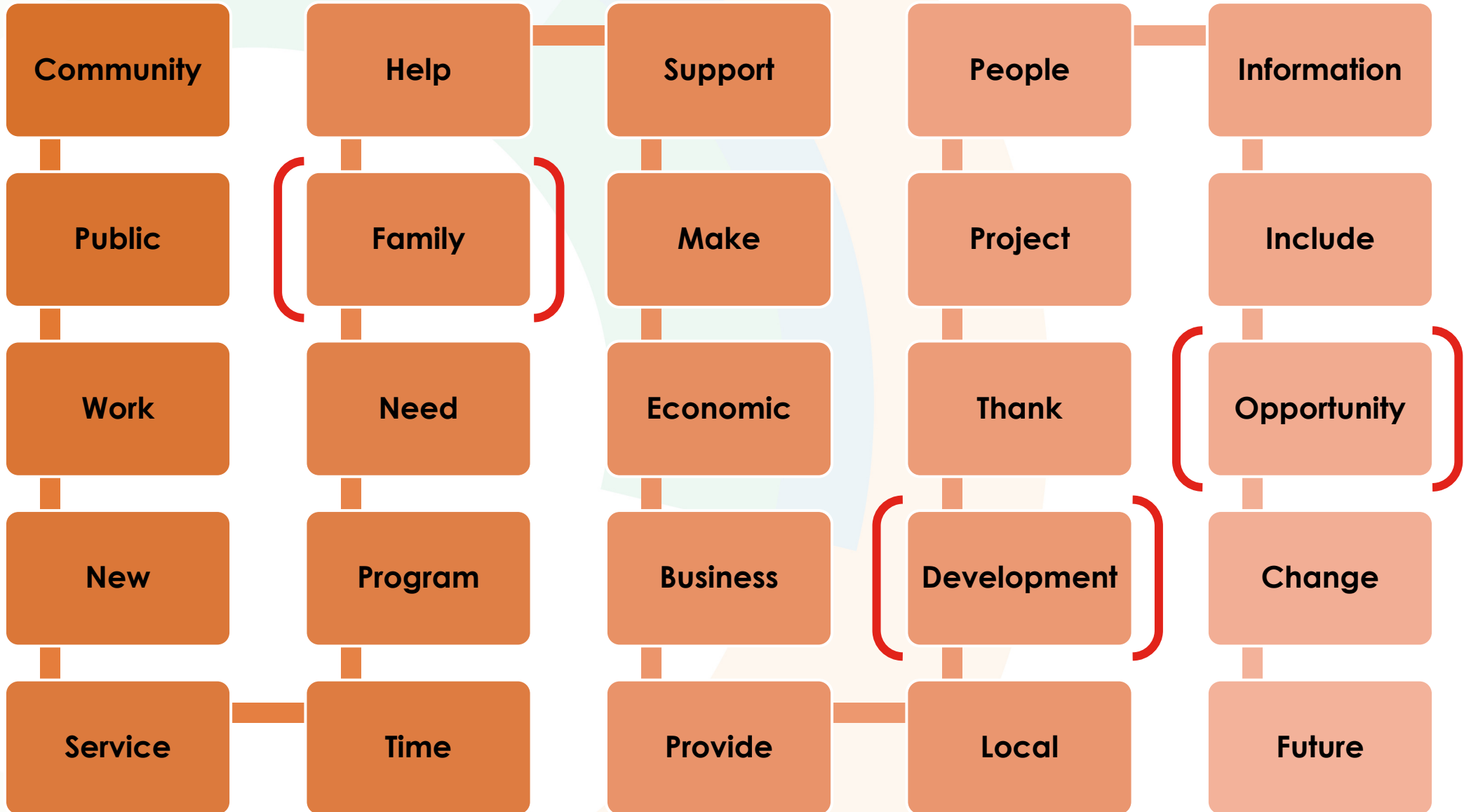


United States

(Est 2018)



United States



How and where to use it

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

What is a Destination Organization?

"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"

What is a Destination Organization?



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Destination marketing organization

From Wikipedia, the free encyclopedia

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.

USA – “Family” Theme

Quality of Life:

*A vibrant tourism industry enhances the overall quality of life for local **families** by providing access to new experiences, events, and facilities.*

Education and Enrichment:

*Destination promotion can be channeled into educational **programs** and cultural experiences that benefit local **families**, offering **opportunities** for learning and enrichment.*

Community Events:

*We can organize **community** events that cater to **families**, fostering a sense of belonging and unity among residents and visitors alike.*

Economic Benefits for Families:

*Destination promotion directly benefits local **families** by creating jobs, supporting local **businesses**, and increasing property values, contributing to a stronger and more prosperous **community**.*

USA – “Opportunity” Theme

Economic Opportunities:

*Destination promotion opens doors to **economic opportunities**, including job creation, increased revenue for local **businesses**, and potential for entrepreneurship in the tourism sector.*

Cultural Exchange:

*Robust destination promotion funding allows for cultural exchange **programs** and events, fostering an enriched sense of **community** and creating **opportunities** for residents to share their heritage with visitors.*

Sustainable Development:

*Destination Promotion can be used to **support** sustainable tourism practices, ensuring that the **opportunities** created benefit the **community** while preserving the natural and cultural resources for future generations.*

Youth Engagement:

*Destination promotion offers **opportunities** for youth engagement through internships, training **programs**, and involvement in tourism-related activities, helping develop valuable skills and future career prospects.*

How to Start

1. Train People

- Internal
- Board of Directors

2. Strategic Statements

- Mission
- Vision
- About us

3. Delivered Content

- Social Media
- Newsletters
- Press Release



How to Continue

4. Public Facing Documents

- Business Plan
- Strategic Plan
- Annual Report

5. Verbal Communications

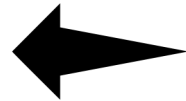
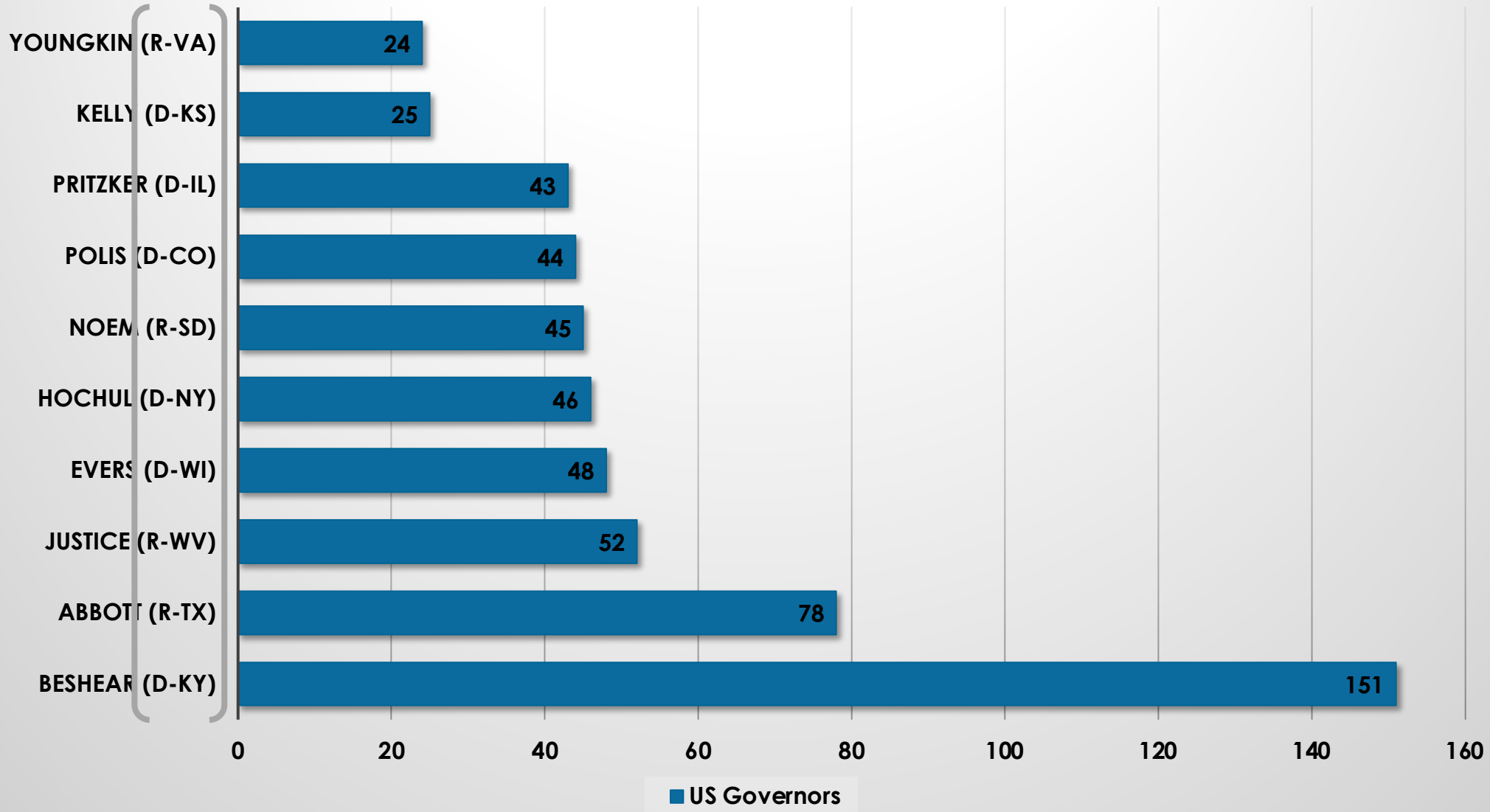
- Press/Media Interviews
- Legislative Testimony
- Stakeholder speaking



Who Talks Tourism?

Looking at the state governors over the past 12 months.

Positive Tourism Mentions in the Past Year



#4 How We Measure Ourselves

Why Do We Measure Ourselves?

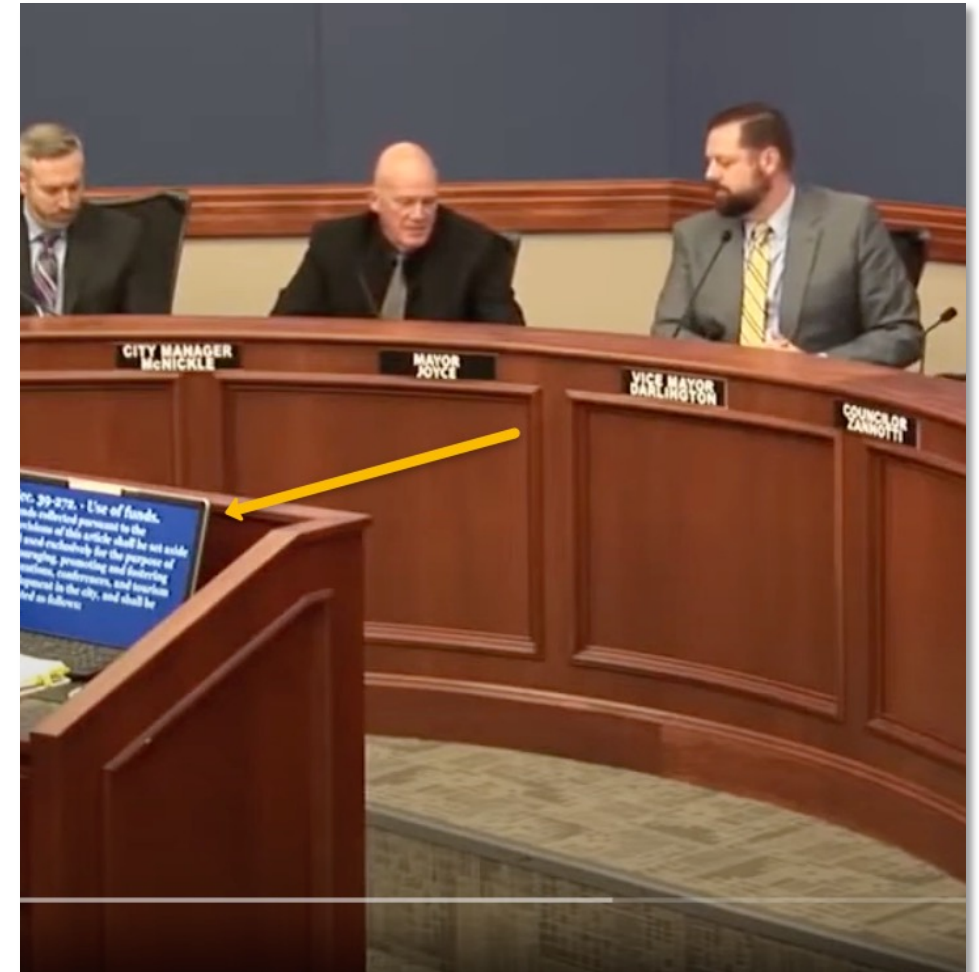
ROI is not the winning argument for supporting Tourism.

It is only a measurement of whether you are doing your job once the decision to support Tourism has been made.

2018 Unnamed City Council Meeting

“ We’ve had a lot of discussions with our destination organization about ROI and industry standards, but we don’t understand them.

One of the key issues is our destination organization has this absolute belief in those industry standards and we can’t wrap our arms around it”



The Need for a Community Indicator

These community indicators must be understood and accepted by the community, be reliable and valid, and need to answer three questions:

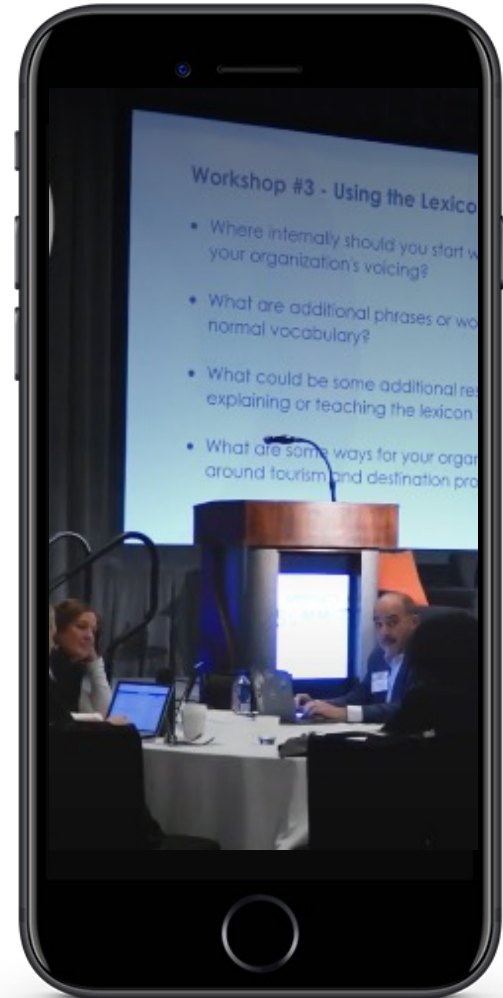
1. *What does DMO/Tourism do?*
2. *How well did DMO/Tourism do?*
3. *Are the residents of the community better off?*



What Should be Ours?

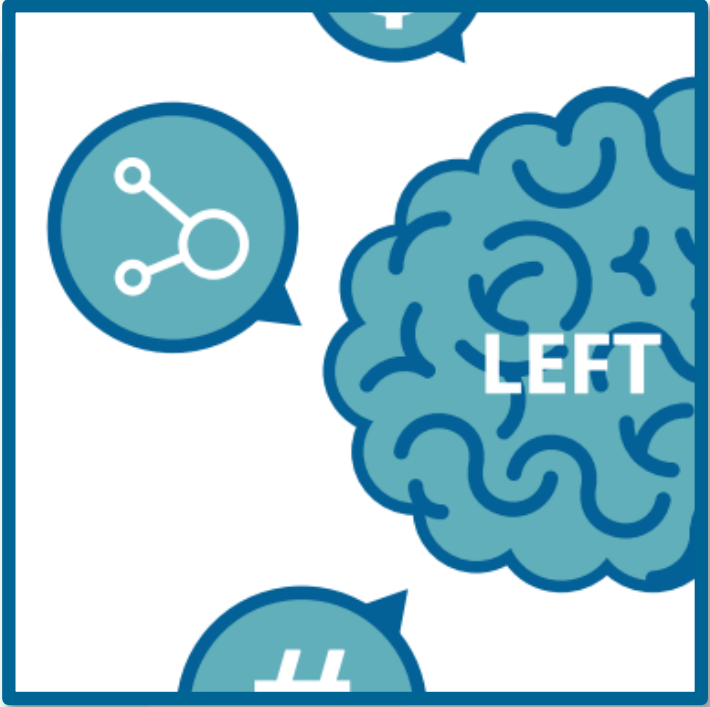
If we say tourism builds community, how do we prove it?

Field Work



* Results from the audience to the question: "what are some suggested indicators your community should care about the work you do?"

Industry Brief



Left Brain

LOGIC



Right Brain

EMOTION

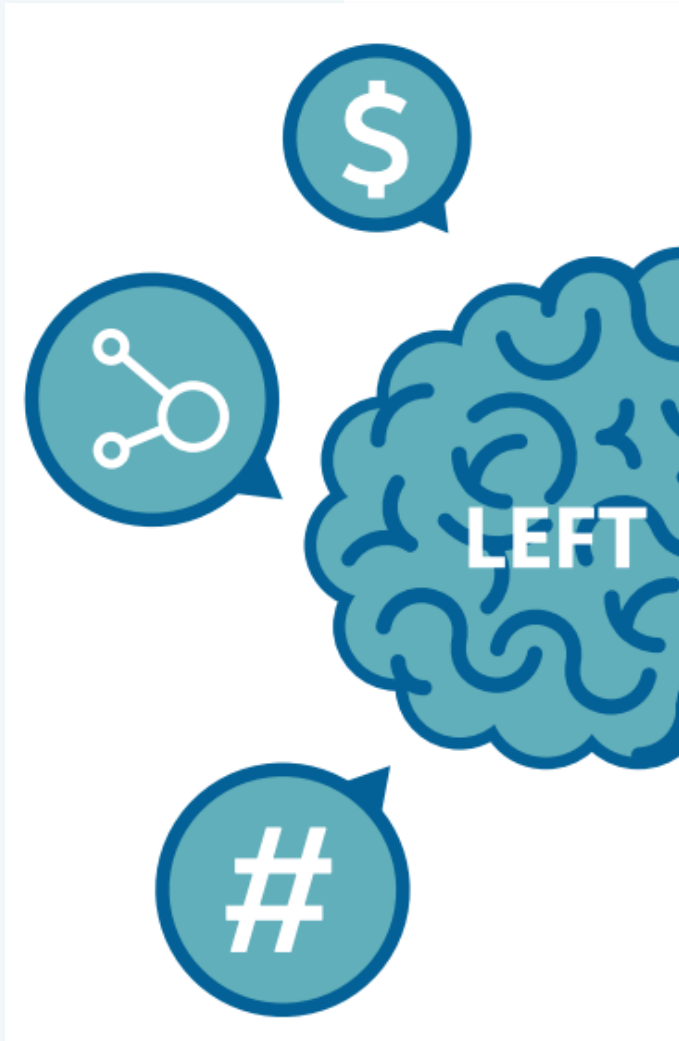
Industry Brief: Index

We must present our 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)

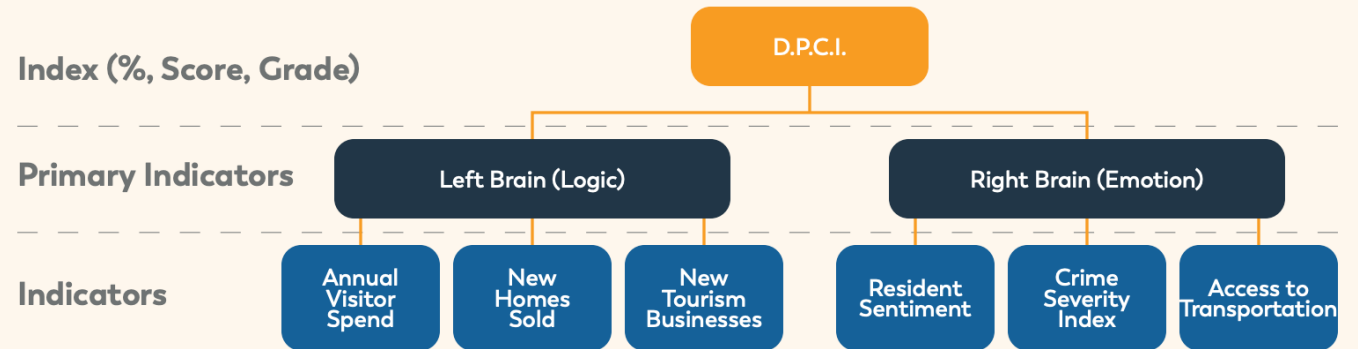


Industry Brief

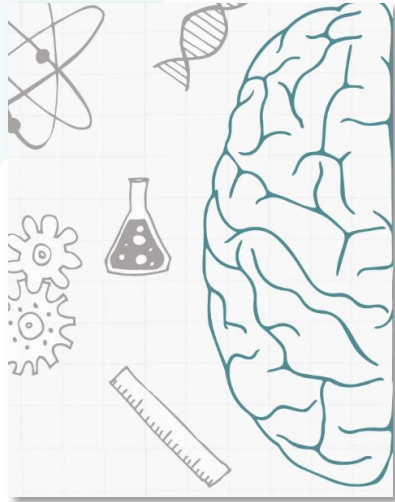
ORBITAL MODEL



PYRAMID MODEL



*D.P.C.I, 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

Understand

Understand your core values.

Articulate

Articulate your work and your worth.

Measure

Measure yourself as integral to your community.



**KEEP
CALM
AND
LET'S
RECAP**

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

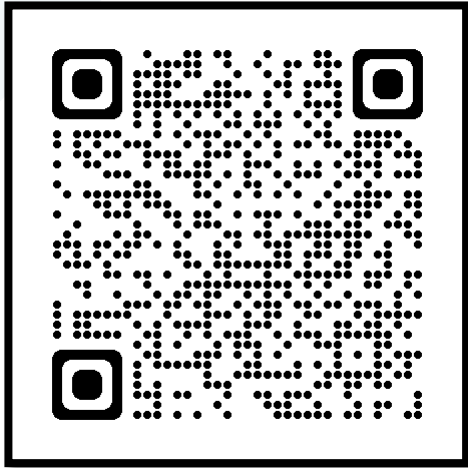
Work to tell your **community's** story, defend your brand and drive **investment** and **opportunity** in your **neighborhoods**.

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

Tourism Builds **Community.**

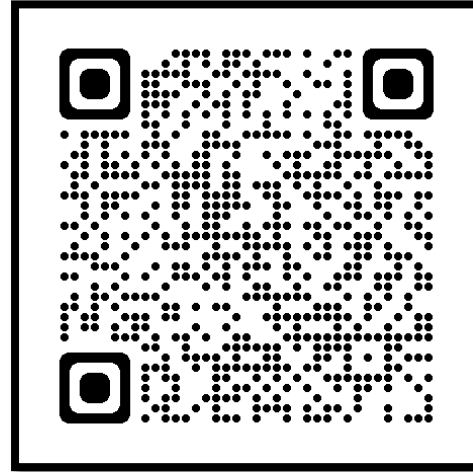


Thank you, **Wisconsin!**



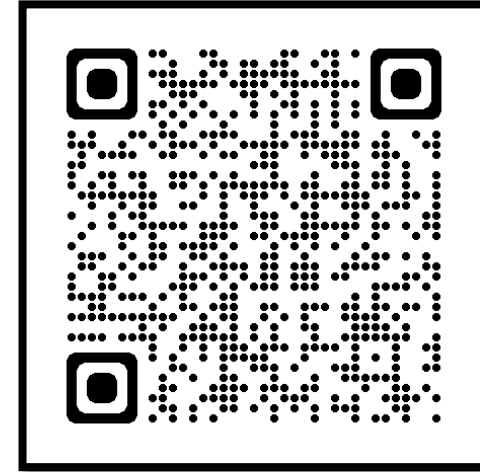
**Community Shared
Values**

*Cornerstone, Vitality
Wheel*



**Newest Tourism
Lexicon(s)**

USA, CAN, AUS, UK



**Destination
Promotion
Community Index**

Left/Right Brain

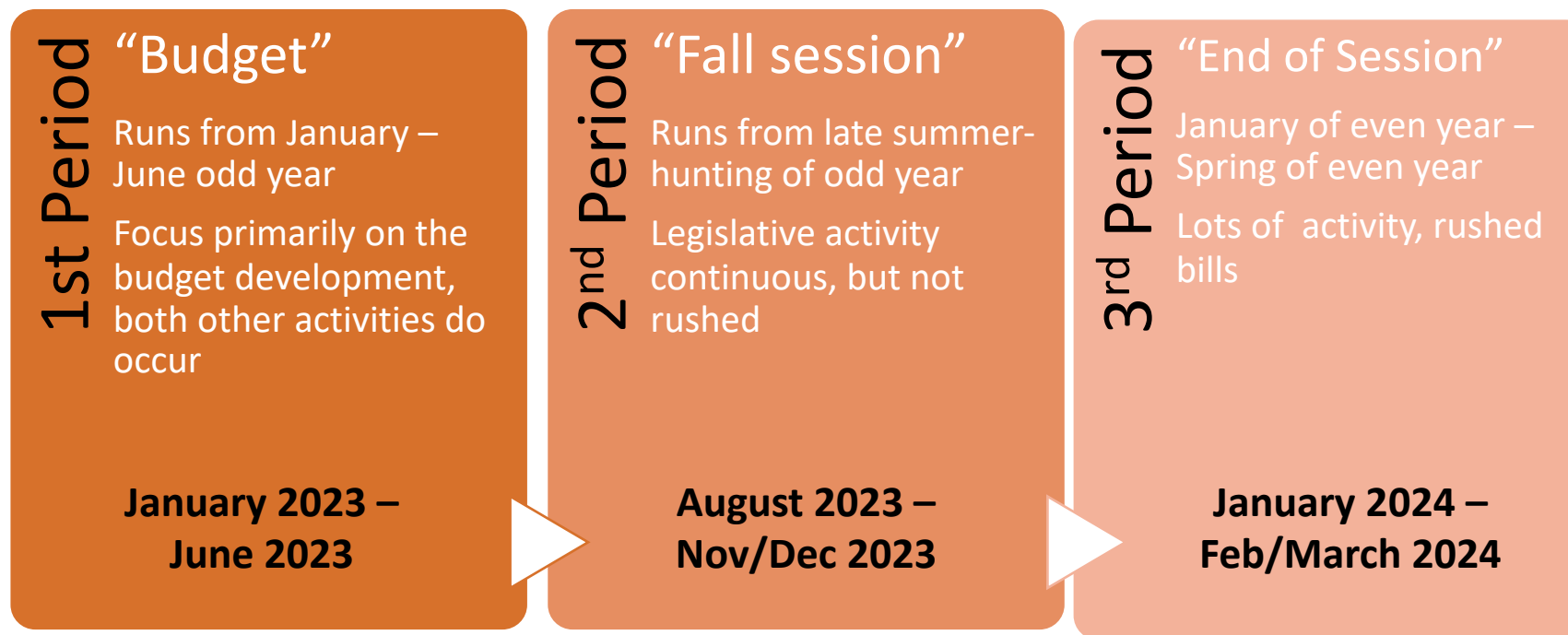
Wisconsin Legislative Update



Caty McDermott
Hamilton Consulting Group

Quick Overview of Wisconsin's Legislative Session

- “3 periods” – Like hockey
- Session: Used two ways



We are here



2023-24 Legislative/Executive Make-Up

Legislative

Executive

State Agencies

*Appoints Agency Heads
such as Dept. of Tourism &
WEDC*



Assembly

99 seats

GOP: 64
Dems: 35



Senate

33 seats

GOP: 22
Dems: 11



2023-24 Legislative Session:

Tourism 2023-25 Budget Highlights

- Major focus on the 2023-25 state budget, which was passed & signed into law in July.
 - *Tourism Marketing Funds: \$30 mil in one-time \$*
 - *Tourism Marketing Funds: \$1 mil base funding increase*
 - *Opportunity Attraction & Promotion Fund: \$10 mil set aside/ legislation still forthcoming on details*
 - *Continuation of Office of Outdoor Rec (still as project positions)*
 - *Non-state Local Projects: \$50 mil in one-time \$ for local projects with a statewide impact*

2023-24 Legislative Session:
Bills to Watch

Oppose

- School Start Date
- Superior Expo District (seeking amendment)

Support

- Rural Creative Economy Grants
- Premier Resort Tax

Monitor

- Brewers Stadium
- Alcohol Regulation
- Peer-to-Peer Vehicle Sharing

Developing

- Opportunity Fund Trailer
- Tourism Entity Clarification

2023-24 Legislative Session:
What's Ahead?

- \$7.1 billion surplus projected
 - *But no compromise on what to do with it (tax cut vs. spending)*
- More Evers' appointees rejected?
- Impeachment of Wisconsin Elections Commission Administrator?
- Still thinking about impeachment of WI Supreme Court Justice Janet Protasiewicz
- Governor Suing Legislature – will State Supreme Court take it up original action?

2023-24 Legislative Session: What's Ahead? Redistricting.

- Filed day after Protasiewicz was seated
- Court accepted hearing the case 4-3 on 10/6/23.
- Asks all 132 state lawmakers to be up for election in November 2024.
- Are current districts contiguous? If no, do they violate the WI Constitution's separation of powers?
- Attorneys challenging current districts claim 54 out of 99 in the Assembly and 21 out of 33 in the Senate violate the state constitution's contiguity requirement

