



## 2024 Inspire Hamilton County Tourism Destination Stewardship

### Stewardship

*The careful and responsible management of something entrusted to one's care.*

### Position

Hamilton County Tourism seeks to use the tourism economy as a catalyst to give back to the community it serves. Through a destination stewardship program, Hamilton County Tourism hopes to contribute to the reduction of the social, economic, and environmental pressures of traditional tourism through activities that regenerate and provide a net benefit to our communities and residents, while continuing to support a meaningful experience for our visitors.

### Situation

- Hamilton County Tourism already invests in its community in a variety of ways and believes tourism should give back to the community that graciously welcomes more than 5 million visitors annually.
- The Hamilton County Tourism Board of Directors supports a policy on social inclusion that clearly defines a desire to ensure all people feel welcome and safe – both residents and visitors.
- Hamilton County destination stewardship work also should also reflect its core values: *Excellence, Community, Collaboration, Intelligence, Flexibility.*
- Hamilton County Tourism wishes to be more proactive in promoting support for environmental and sustainability initiatives, and especially those that support a healthy White River and watershed.

### Stewardship in Four Key Focus Areas

HCT wishes to grow its support of community by using its resources to:

- **Planet** – *Partner with organizations that support environmental sustainability and support projects that make a direct and positive impact on the environment.*
- **Prosperity** – *Support opportunities for equitable economic inclusion for all and invest in workforce development programs that lift up members of the hospitality industry.*
- **People** – *Amplify all voices, viewpoints and cultures equally through social impact initiatives that tell these stories.*
- **Place** – *Make wise financial and resource investments that make Hamilton County both a great place to live, work and to visit.*

### Implementation

- HCT staff will annually recommend include a specific new destination stewardship goal as part of its annual business plan and dedicate resources to support these efforts.
- HCT will annually adopt an Inspire Hamilton County action plan as part of its annual business plan.
- HCT will create community partnerships and support the work of those whose work supports planet, prosperity for all, people, and place.
- HCT will commit time, talent, and financial resources to supporting community efforts in the four defined areas.
- HCT will measure annual progress in its quest for destination stewardship through key metrics.

*Adopted & Updated 2024*