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Destinations International Releases “Destination Promotion: A Catalyst for Community Vitality” Report

A ground-breaking industry study that proves destination promotion is a catalyst for economic development

February 29, 2024 (Washington, D.C.) Today, at the Destinations International Marketing & Communications Summit, Destinations International released an industry groundbreaking study titled "Destination Promotion: A Catalyst for Community Vitality."

The research demonstrates the far-reaching positive impacts of destination promotion, extending beyond the tourism industry to benefit the entire community. It reveals how attracting visitors acts as a catalyst for broader economic development, improved quality of life, and a stronger sense of place.

“This study underscores the transformative power of destination promotion,” said Don Welsh, President & CEO of Destinations International. “Beyond the well-known benefits to the tourism industry, we now have data-driven evidence showing how destination promotion fundamentally strengthens communities.”

Key discoveries from the study include:

- Measurable benefits from destination marketing: Increased visitor spending translates to significant economic benefits, including job creation, tax revenue generation, and support for local businesses.
- Impact extends beyond visitor-related industries: Visitor spending has a ripple effect, positively impacting industries beyond hospitality and leisure, such as finance, insurance, and real estate.

- Enhanced resident quality of life: Tourism development supports a broader range of amenities and cultural offerings, enriching the lives of residents and attracting new talent.
- Destination brand as an economic driver: Effective destination marketing not only attracts visitors but also strengthens the community's overall image, fostering economic growth and attracting talent.

“This report underscores that successful communities engage in destination promotion to leverage the power of travel to help achieve the community’s goals,” said Jack Johnson, Chief Advocacy Officer at Destinations International. “This report clearly shows that not only does destination promotion work to drive government revenues from non-hospitality related taxes, but it also serves to attract talent, grow the whole economy, and influences the quality of life for everyone in the community.”

Furthermore, the research underscores the indispensable role of Destination Organizations (Destination Marketing Organizations, Convention and Visitors Bureaus, Regional Tourism Boards) in driving these positive outcomes. Destination Organizations play a pivotal role in attracting visitors, promoting local businesses and cultural assets, and advocating for policies that bolster a thriving tourism economy.

Tourism Economics, Longwoods International, Clarity of Place, and MMGY NextFactor prepared the report. “We’ve known for decades that destination organizations provide a lift to the entire economy,” said Adam Sacks, President of Tourism Economics, an Oxford Economics Company. “This study provides definitive evidence for how that works. Whether through destination branding, improving residents’ quality of life, building the workforce, or facilitating economic development, we now have more clarity than ever before on the significant ways that communities benefit from the work of destination organizations.”

The full report, "Destination Promotion: A Catalyst for Community Vitality," is available for download exclusively to Destinations International members at <https://destinationsinternational.org/destination-promotion-catalyst-community-vitality>, while non-members can access the Executive Summary. For membership inquiries and to gain access to the complete report, visit <https://destinationsinternational.org/become-member>.

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About Destinations International

Destinations International is the world's largest and most reliable resource for destination organizations. In short - DI educates, equips, and empowers our members to grow the success of their destinations and to excel professionally. Membership grants access to a wealth of important industry resources, educational opportunities, and exclusive benefits. For more information, visit www.destinationsinternational.org.

About Tourism Economics

Tourism Economics, an Oxford Economics company, focuses on the intersection of the economy and travel sector, providing actionable insights to our clients. We provide our worldwide client base of over 300 leading companies, associations, and destinations with direct access to the most comprehensive set of historic and forecast travel data available. Our team of specialist economists develops custom economic impact studies, policy analysis, and forecast models to help drive better marketing, investment, and policy decisions.

About Longwoods International

Longwoods International is a leading travel and tourism research consultancy with headquarters in Columbus, Ohio and Toronto Canada, and offices in Florida, North Carolina, New York, Indiana, Michigan, Illinois, and Wisconsin. It conducts Longwoods Travel USA®, the largest ongoing survey of American travelers, as well as image, advertising effectiveness, advertising return on investment, sentiment, and other custom research in 12 countries around the globe.

About Clarity of Place

Clarity of Place is an advisory services firm that helps destination organizations, and their communities work more strategically. The firm uses its data-driven, proprietary methodology to solve client challenges and identify ways to use the visitor economy's positive impacts to contribute to the community.

About MMGY Global

MMGY Global is the world's leading integrated marketing firm specializing in the travel, hospitality, and lifestyle industries. With operating brands across the world, the award-winning organization maintains a global communications practice in all marketing channels, serving many of the world's premier travel and tourism brands. As a company dedicated to the travel industry, MMGY Global strives to create a connected, inclusive, and peaceful world by promoting travel as a cultural bridge of understanding. For more information, visit mmgyglobal.com.