BRAVE, QUIRKY & BROKE

How to Build Inexpensive Creative Destination Campaigns That Actually Work

Cynthya Porter | Destination Strategies Co.

Think about the last five destination marketing campaigns you saw that weren't your own. Can you remember a single one?

...That's the problem.

The Sameness Trap

Everyone has some kind of waterway. Everyone has outdoor recreation. Everyone has an ice cream shop or a pie shop or a cute store. When every destination markets the same assets the same way, the result is tourism marketing clichédom — material that is interchangeable with countless other cities/towns and completely, utterly, hopelessly ineffective in getting anyone's attention.



A lake/river/creek

So does everyone else



Outdoor recreation

So does everyone else



An ice cream shop

So does everyone else

Wallpaper marketing – when nothing really stands out at all because virtually anywhere similar can say the same thing – is technically visible and functionally invisible — and most destination budgets are spent producing it.

Travelers Book Feelings, Not Destinations

Accor — 2026

Travelers book feelings, not destinations. Emotional resonance is the travel currency.

Mintel — 2026

Younger travelers' habits are tied to identity-building and emotional wellbeing.

74%

of travelers say they want meaningful experiences

<10%

say they actually get them

That gap is the entire opportunity this session is about.

SECTION I — THE KEY INSIGHT

Not the River. Not the Ice Cream.

What the research won't tell you directly — because travelers can't articulate it themselves:

What they'll tell you they want

A river or lake to paddle on. A good restaurant. Maybe a museum or a bike trail
And they do want those things. But that's not actually why they choose one destination over another, because those things are everywhere.

What they're unconsciously looking for

A place that they feel says something about them — that reflects back the version of themselves they want to be: adventurous, discerning, curious, chill, fun, ahead of the crowd. They want to find somewhere that gets them, that reinforces the identity they want.

And when they find it, they don't just visit. They come back. They tell people. They post about it — *because recommending that place becomes part of how they present themselves to the world.*

That is what we are actually selling. Not the river. Not the ice cream. The feeling of being understood by a place.

Every Generation Is Traveling — for Different Reasons

>50%

of U.S. leisure trips taken by Millennials and Gen Z by 2030 — the story-and-identity travelers (Arrivia, 2025)

40%+

of global luxury travel spending comes from Baby Boomers — active, healthier, and spending (Phocuswright, 2025)

20–30%

more spent on travel each year by Gen X than by Millennials — the sandwich generation (Skyscanner / Atlys)

37%

of Baby Boomers take multiple trips per year — more than younger generations (YouGov, 2026)

The budget excuse, dismantled: creative campaigns are a mental investment, not a financial one. Let's start with personality.

02

Give Your Destination a Personality

Traveler profiles lead this section.



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Every Destination Has 4–6 Traveler Profiles

Named, specific human beings

Profiles are models of people, not demographics. Not women 35-54 — Jane, the 40-year-old mom of three who likes wine, short weekend trips, walking trails, coffeehouse music and Instagrammable food. Once you understand who you are trying to reach, then you can figure out how to meet them where they are at.

Some profiles are aspirational

Travelers you WANT but don't have yet. This is the critical distinction most destinations miss.

One key question per profile

What does choosing our destination say about this person? Every profile has to answer it.

Even though they already found you, the traveler already coming may not keep coming if you don't understand exactly who they are and what they want from a trip. REALLY want. A destination that knows can step right in.

Monday assignment: write your 4–6 traveler profiles before you plan anything else.

Meet Four Travelers

Every destination has four to six named, specific travelers — not demographics. Here's what two of them actually want.

Bob & Myrna, late 60s

Retired couple, affluent, deeply devoted to each other

WHAT THEY SAY THEY WANT

Fine dining. Good wine. Poetry readings. Indie bookstores. Sunsets and easy, romantic walks where they can hold hands. They have the means to invest — good lodging, a cooking class, a concert, a piece of local art to bring home. They want to discover new favorite things during these sunset years of their lives.

WHAT THEY REALLY WANT: *confirmation that they've prioritized each other — that their kind of cool, late-in-life hipsterhood is real, that they are still vibrant and active – not old - and that they are living their best life.*

Lindsey & Adam, late 40s

Empty-nesters, just barely, back out on their own

WHAT THEY SAY THEY WANT

Pushing the edges of adventure — a new sport, a harder hike or climb, flights of new beer at the brewery. A coffeehouse singer-songwriter, a cover band that sounds like their twenties. They want to explore the things they missed while rearing a family.

WHAT THEY REALLY WANT: *to feel young again, revitalized, prioritized, liberated — permission that they deserve this next phase now that the kids don't come first every hour.*

Meet Four Travelers

The same question, two more travelers: what does choosing our destination say about this person?

Cole & Miranda, mid-30s

Family with kids 6, 9, and 12 — money-conscious, not cheap

WHAT THEY SAY THEY WANT

Experiential, kid-suited environments. Restaurants that welcome children without apology. Local activities that fill their kids with wonder. Lots of family photos for their albums and social feeds. Real, connected family time away from the grind at home.

WHAT THEY REALLY WANT: *to feel like good parents — that they're putting their kids first, that they're the family other families envy, with the photos to prove it.*

Bethany, 28

Solo traveler, young professional, growing social following

WHAT SHE SAYS SHE WANTS

Adventure and hidden gems. Instagram-worthy spots, culture-rich attractions, social hotspots. Pretty food, vibey places, lodging that photographs beautifully.

WHAT SHE REALLY WANTS: *for people to wish they were her — to be seen as having exquisite taste, as bold, interesting, and independent. That she is far out front of the ordinary traveler doing ordinary things.*

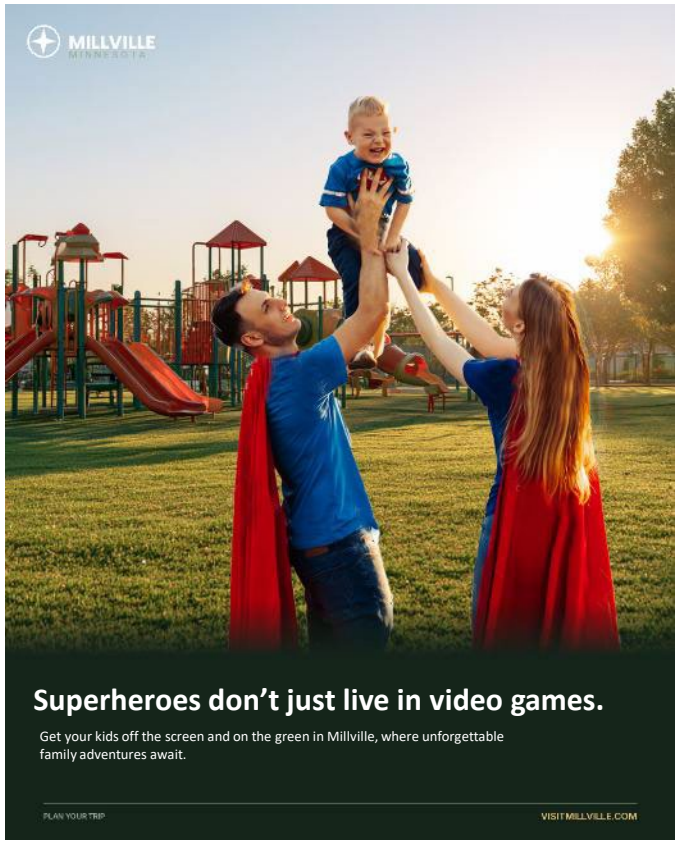
Telling vs. Feeling

Same audience, same destination, two different jobs for the ad to do — built for the Cole & Miranda persona.

Concept: Reframe a destination around identity, not amenities. Targets the gap between kids' onscreen heroes and their actual parents. Built to be clever without being accusatory about screen time. What parent doesn't want to be viewed as a superhero?



AD A — TELLS THEM WHAT'S THERE



AD B — GETS AT SOMETHING DEEPER

If Your Destination Were a Person at a Party...

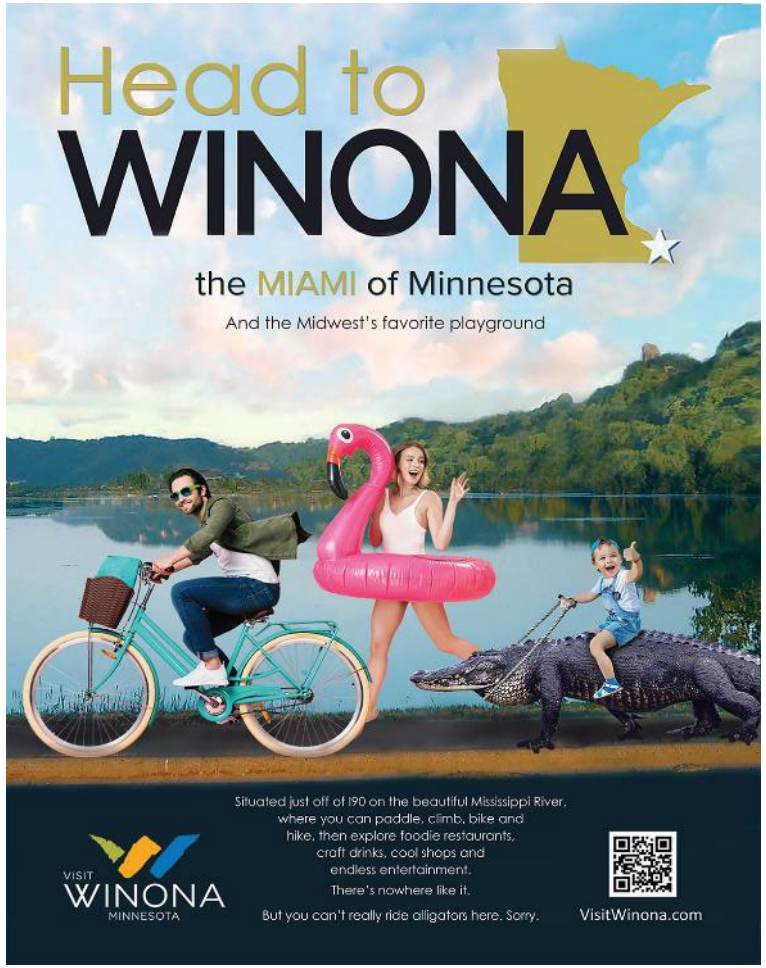
...who would they be? What would they wear, what stories would they tell, who would want to stand next to them? The exercise sounds silly. The answers are strategy.

4 in 5

Millennial and Gen Z travelers prioritize unique, authentic experiences over attractions — and say they would do something out of the ordinary if it makes a good story.

*A destination with a personality is a destination that produces good stories. That's the whole connection. Stop telling them what you *have* and start telling them who you are, what it's like to be there and what visiting there will make people think about them.*

The Miami of Minnesota



Built for a specific someone — a younger, culturally curious traveler who responds to audacity and humor.

The geographic insight from a map: Winona sits in the southeast corner of Minnesota exactly the way Miami sits in the southeast corner of Florida.

Record lodging tax. Millions in earned media. Measurably younger demographics.

One idea. Built for a specific someone. Found on a map.

The 30-Day Social Test

Scroll your destination's last 30 days of social posts.
Could your neighboring town have posted every single one of them, more or less?

If the answer is yes, you don't have a personality yet — you have a template and everyone else is following the same one.

03

Finding Your One Thing



The Asset Audit

Walk your community and write everything down — especially the weird stuff. Not the things that go in the visitor guide. The things locals joke about, apologize for, or stopped noticing years ago.



Write it all down

Every oddity, every character, every unexplainable local tradition. Volume now, judgment later.



The weird stuff is the point

The polished assets are on everyone's list. The weird ones are only on yours.



Bring other eyes

Locals stop seeing their own town. Fresh eyes find what familiarity has buried.

Three Rules for Choosing It



It doesn't have to be real

The Definitely Not Haunted Forest principle: a wink can be an asset. The Minnesota Gators were never real — that was the entire point, and everyone was in on it.



Hyper-local beats generic

Telling them about Aunt Betty's pie shop will out-perform saying “charming local dining” every time. Specificity is what makes a hook feel true. People want something that feels authentic.



One thing, not ten

Pick one thing or theme and commit. Ten priorities is how destinations end up back in the sameness trap.

The Whole Point

Why use humor or something hyper-local, such as aggrandizing one particular feature of your destination?

Because you need for them to stop scrolling long enough for your ad to actually register, and when it looks and sounds like everyone else's, that will almost never happen.

You need to get their attention and create an impression in just a few seconds. You need to do something different.

The Winona Ryder Test



Having an established personality lets you move fast.

TUESDAY, before the Super Bowl

Squarespace's Super Bowl ad drops — starring Winona Ryder, shot in Winona, Minnesota. The internet notices. But it is a less-than-flattering portrayal for the sake of commercial humor and it came with an actual website, built in Squarespace, they named “Welcome to Winona,” so we needed to hijack the narrative while Winona was in the spotlight.

THURSDAY night, two days later

A complete, exact reproduction of Ryder’s Winona's response site is live, titled “Welcome to the Rest of Winona,” but this one features beautiful imagery and our narrative about the community. Not weeks of committee review. Two days.

Our brand was well established as cheeky with over-sized swagger, which made the decision to build a copycat website quick and easy. A destination with a defined personality doesn't have to debate whether an opportunity is on brand — it already knows.

04

Build Your Idea Factory



How Many of You Are Creative?

A lot of people think they aren't. But creativity is not a trait a lucky few were born with.

Creativity is a designed process that can be used by anyone.

The room, the format, and the prompts do the work — not just a flash of inspiration.

But how you build it and who you put in the room matters.

Build the Room, Not Just the Rules

6 to 12 people	Hand-picked to ensure diversity in thoughts — enough voices in the room that ideas actually collide instead of politely agreeing.
Appetizers, and maybe a cocktail	A social setting on purpose. People generate better ideas loosened up around food than seated at a conference table.
Slips of paper, specific prompts	Each person gets prompts designed to get their individual creative brain moving before the group ever talks.
Go around and share out loud	Every answer gets read aloud to the room and people can (briefly) riff on it — that's where the magic kernels actually surface. You don’t need to leave the meeting with a committed campaign – just with a fist full of paper slips that fuel your brainstorming process.

Using Prompts and a well-designed, semi-structured setting — *the process is hilarious and highly effective at generating real creative kernels.*

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🎭 The “Zany & Absurd” Prompts

1	**The Anti-Mascot**	If our destination was an unhinged, overly honest cartoon character, what would their catchphrase be?
2	**Honest Travel Brochures**	What quirky local annoyance — aggressive squirrels, unpredictable weather — can we proudly market as a ‘premium, exclusive feature’?
3	**The Alien Briefing**	A spaceship lands here, and the aliens only understand pop culture. How do we explain what makes this place fun using only movies or music?
4	**Extreme Souvenirs**	If we could bottle one highly specific scent or vibe from this destination and sell it for $500, what exactly is inside the jar?

🧠 The “Brainy & Clever” Prompts

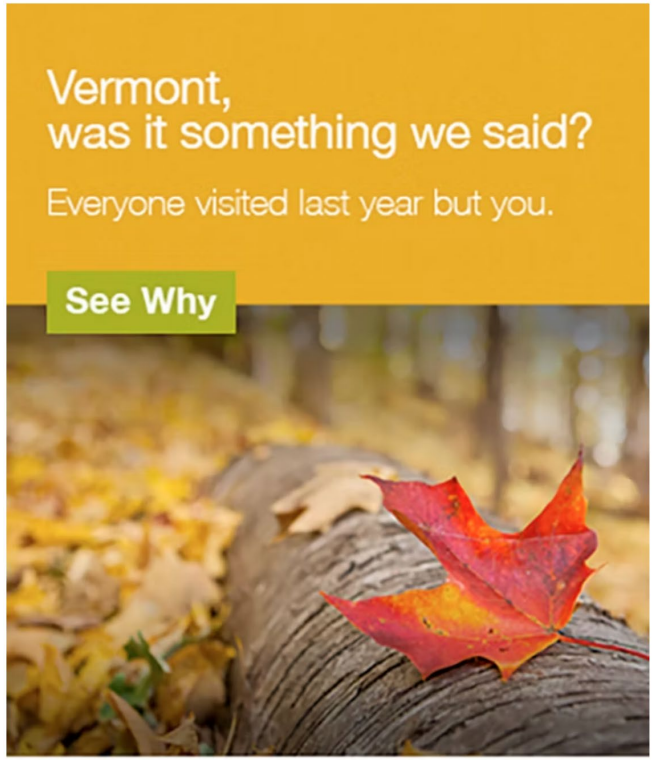
1	**Alternate History**	If a famous historical figure or fictional genius — Leonardo da Vinci, Sherlock Holmes — designed a weekend itinerary here, what bizarre things would be on it?
2	**The Reverse Marketing Campaign**	How would we design a campaign that actively tells people not to come here, in a way that makes them desperate to visit?
3	**Local Secrets Only**	If we could pass a local law forcing tourists to complete one hyper-local ritual before they're allowed to leave, what would it be?
4	**The 100-Year Prophecy**	If a time traveler from 2126 visited us, what completely mundane thing about our town today would they consider a mind-blowing luxury?



The “Social & Game-Night” Prompts

1	**Two Truths and an Absolute Lie**	Everyone pitches three facts about our destination — two real, weird local history facts, one made-up marketing lie. Can the room spot the fake?
2	**The $5.00 Marketing Stunt**	You have five dollars, a roll of duct tape, and a local landmark. What's the most chaotic, headline-grabbing stunt you can pull off tomorrow morning?
3	**Bad Movie Pitch**	If this destination were the setting for a cheesy direct-to-streaming action movie or rom-com, what's the ridiculous plot, and who's starring?
4	**The Underground Tour Guide**	Banned from showing tourists the main landmarks — only the weirdest, grittiest, most underwhelming spots — how do we brand it as a luxury ‘anti-tourism’ experience?
5	**The Over-Correction**	What's the most unfair stereotype or complaint people have about our destination? How do we lean into it so hard it becomes a badge of honor?
6	**The Local Myth Blueprint**	We need to invent a fake local cryptid or urban legend to drive viral mystery tourism. What's its name, where does it live, what does it steal from tourists?

Vermont, Was It Something We Said?



VISIT WINONA MINNESOTA

EXPLORE MINNESOTA

The insight

A visitor center guest book showed travelers from every state had signed — except Vermont.

The campaign

Lean into the snub — Vermont, was it something we said? — with ads run in Burlington itself plus throughout our actual target markets.

The real target

The real target was the drive markets. Vermont was the joke; the drive markets were the audience it was performed for.

The purpose: Make people say, "Wait, what?"

Gator Park: The April Fools Joke That Wouldn't Die



It started as an April Fools joke playing off of "The Miami of Minnesota" — and worked so well it got folded into our campaigns year-round.
Absurd imagery, played straight, doing exactly one job.

5M+	Nominal	Nat'l + intl.
views	spend	press

The imagery had a job: Stop the scroll. Then we could tell them about our city.

◆ SECTION IV — A CASE STUDY IN MOTION

Saint Paul Winter Carnival: 141 Years of Unused Story

A current Destination Strategies Co. client with a serious need: Reinvigorate us.

The Saint Paul Winter Carnival is the oldest winter festival in the United States. 141 years old. And while it has living groups that play the Royal Court and the Vulcans, its marketing has never capitalized on the story itself and its following over the years has waned.

A cast of mythological characters

At the center of its founding story: a king, a queen, and a fire insurgent who has overthrown the crown every single year — without exception. People attending parades or the overthrow finale see the characters and know the story. But no one else does.

Real dramatic tension

Backstories, rivalries, real drama — the raw material most destinations would have to invent are hard-baked into the Carnival. But they have never been used to promote the event.

The missed opportunity

The Winter Carnival has struggled to attract new attendees and new sponsors. It is widely considered stale (even by its own board) and only surviving as something of an “insiders” club for the organizations that provide the Vulcans and the Royal Court.

The Concept: Turn the cast of characters into avatars to use in marketing campaigns to bring the story to life well before the event.
The strategy capitalizes on the popularity of video games and quest-style movies, appealing to people who would like to be engaged with a story, not just show up at a parade if they happen to not be busy.
Avatars representing members of the royal court and the Vulcans implore people to choose Team Boreas or Team Vulcan. The crown or the fire.

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No audio yet — this is only a working draft of the concept. But when completed, a recruiting script goes in as voiceover and this becomes a 15-second social ad in which King Boreas asks people to join him in fighting the Vulcans. Five years ago this required a production company and a budget most of you don't have. Today it takes the right idea and a few readily available digital tools that anyone can learn to use.

Budget has never been the obstacle. The obstacle has always been imagination.

Three Sample Campaigns



Two real cities (chosen at random) and one fictitious town – examples of quirky, clever marketing taken as kernels from some of my real-world campaigns and transformed into concepts any destination can use

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Eat Your Heart Out, New York City — Prior Lake, MN

The attitude, side by side:

How a small town usually talks about a big city

We may be small, but we have so much to do too! Come see what our amazing town has to offer.

How Prior Lake would actually talk about New York City

Eat your heart out, New York City. Yeah, you have Tiffany & Co., but we have D Copperfield Jeweler, an old-school, family-owned jeweler with a dancing dog named Ella. Top that.

The blog launches the voice

A cheeky blog or post humorously compares some of the amenities of a small city to those found in a major destination – think: local statue vs. the Statue of Liberty, Edelweiss Bakery vs. Le Bernardin – it's absurd on purpose.

The 6-month, 6-city extension

Same swagger, new city each month: NYC, Chicago, Nashville, Denver, Boston, Austin. Sign-off: Eat your heart out, [City].

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Eat Your Heart Out — The Six-City Rollout

The blog launches the voice. Then the swagger goes on tour — one city a month, same attitude, a fresh specific jab each time.

Month 1 — New York City

Eat your heart out, New York City. Yeah, you have Tiffany & Co., but we have D Copperfield Jeweler, an old-school, family-owned jeweler with a dancing dog named Ella.

Month 2 — Chicago

Eat your heart out, Chicago. Sure, you have the Christkindlmarket. But Prior Lake has DecemBRRR Dazzle — a real downtown winter lights and family event. Fewer blocks, more parking, same hot chocolate energy and a lot more Rs.

Month 3 — Nashville

Eat your heart out, Nashville. Yeah, Nashville has hot chicken so spicy it comes with a verbal waiver. Prior Lake has Enzo's Pizza — no waiver required, though the garlic knots have ended a first date or two.

Month 4 — Denver

Eat your heart out, Denver. Sure, Denver has LoDo, a historic warehouse district packed with breweries. Prior Lake has exactly one brewery, but Emmett remembers your name by visit two, which LoDo does not.

Month 5 — Boston

Eat your heart out, Boston. Your traffic situation is 5th worst in the U.S. Our traffic situation is a guy on a pontoon, waving.

Month 6 — Austin

Eat your heart out, Austin. We're weird too. We just don't need a bumper sticker to prove it.

Same swagger, new city each month — six posts, six jabs, one identity, sold with hyper-local specifics instead of generic bragging.

Door Number... — Taylors Falls, MN

A couple is dreaming big — London, Paris, the Grand Canyon. Every door opens on Taylors Falls instead.



They picture a Rhine river cruise

Door opens on the Taylors Falls Queen, a paddlewheel boat running the Dalles of the St. Croix since 1906.



They picture Cappadocia's rock formations

Door opens on the glacial potholes of Interstate State Park — the largest known collection in the world.



They picture a European sculpture walk

Door opens on Franconia Sculpture Park: 100+ rotating pieces on 50 free acres, five minutes away.



They picture a hidden bistro in Lisbon

Door opens on Tangled Up in Blue — a seafood boil and bananas foster flambe in a town of 900 people.

Door Number... — How It Runs

1	**The format**	A four-part short vertical video series for social — one door, one reveal, one punchline, about 20 seconds each. Built for Reels and TikTok.
2	**The mechanic**	A millennial couple pours over travel brochures, trying to decide where to go on vacation. A game-show host voice says “door number one...” and the door is named one of the destinations they are dreaming of. The door opens to a feature from Taylors Falls instead — every single time.
3	**The sign-off**	Each video ends on the same beat: the couple's disbelief, then delight that a small version of everything they want is close to home, then the full campaign title card — Door Number... Taylors Falls, Minnesota.
4	**Rollout & measurement**	Four videos over four weeks, boosted in drive-market metros. Success is watch-through rate, shares, and website clicks from outside a 60-mile radius — not local likes.

Nobody Comes Here. — Millhaven, MN

If you are a destination so small that you struggle to articulate why people should choose you – then lean into it. The viral lift will propel a campaign even with the smallest budget. Just do something unexpected.

Millhaven is fictitious — an $85K budget, salary included, proving the method at the smallest real-world scale. A sample ad mockup:



The lodging-tax revenue loop: a personality-first campaign turns into heads in beds, and heads in beds fund the next campaign. Methods and messages. Not money.

05

Research as a Creative Spark

Reading others' inspiration sparks originality — and builds bravery. The international coverage is proof it works.



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Award Programs With Independent Judging

Crowd-sourced judging, or outside marketing professionals with no stake in the outcome — that's the filter. These four clear it:

U.S. Travel Association ESTO Awards

The national benchmark

City Nation Place

The international view

UMCVB Awards

Upper Midwest CVB peer work

TTRA Marketing Outlook Forum Awards

Research-community judging

Use AI tools as a research accelerator for finding and deconstructing this work faster. The rule that governs all of it: ***inspiration, never direct imitation.***

The Nine Campaigns

Tschlin, Switzerland — The Phone Nobody Should Answer

Population 166. Call the town square phone — the free trip happens only if nobody picks up. 30,000 calls, 4,000 conversations, 6 days, zero budget.

The kernel: *What simple thing could become an interactive experience?*

Sweden — The Swedish Number

One phone number for the whole country connects you to a random Swede. 170,000 calls from 186 countries, 9B impressions, $146M in media value on $0 spend. Obama mentioned it.

The kernel: *Your people are an asset. Are you using them?*

Banff — The Squirrel

A photobombing squirrel became the mascot — the destination claimed what was already happening.

The kernel: *What's already happening that you haven't claimed?*

The Nine Campaigns

Vilnius — G-Spot of Europe

Nobody knows where it is, but when you find it, it's amazing.

The kernel: *What true, slightly uncomfortable thing are you afraid to say out loud?*

Vilnius — Happy Belated Birthday

For its 700th birthday: a 90s infomercial for belated-birthday e-cards, shot on a real 90s camera, with intentionally bad actors.

The kernel: *What have you been ignoring about yourself that could become the campaign?*

Iceland — Out-Horse Your Email

Ponies on a giant keyboard write your out-of-office reply. Real emails. All gibberish.

The kernel: *Give people something to DO, not just see.*

The Nine Campaigns

Visit Omaha — Bob the Bridge

The 2008 bridge to nowhere got a name and social accounts in 2017, then a 0.9K marathon and a You Don't Have to Be in Shape sticker.

The kernel: *What asset has been waiting for someone to give it a name and a personality?*

Nebraska — Honestly, It's Not for Everyone

The self-deprecating state campaign, Carhenge, tanking, that odd kid copy. Traffic up 43%, with mug and t-shirt demand. It validates the Millhaven concept.

The kernel: *Stop apologizing for what you're not; celebrate what you are. It will convert.*

Mount Pearl, Newfoundland — The Mount Pearl Anthem



23,000	Shoestring	84M	$300K
population	budget	exposure	media, 10 days

Small city. Shoestring budget. International press coverage. A stuffed squirrel. If Mount Pearl can do it, I promise you, so can you.

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There is Destination Marketing and there is telling people stuff. Which are you doing?

Hint: They are NOT the same thing.

06

Bravery

The person in the room who doesn't get it.



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The Person in the Room Who Doesn't Get It

Every brave campaign has a meeting where someone tries to kill it. Not out of malice — out of discomfort. The work looks nothing like what came before, and unfamiliar reads as risky to the person whose name is also on it. Or not on it, but they still don’t like it.



What it looks like

A pause in the room. A too-careful question. Somebody asking to see it again, later, offline.



What it is not

It is rarely a real objection to the strategy. It is discomfort with the unfamiliar and a lack of understanding of the marketing strategy and goals.



What this section gives you

The tools to tell the difference, in the room, before the idea gets watered down to nothing.

Two Questions — Only One of Them Matters

The naysayer's question

Does this represent us well?

A taste debate. It can go around the table forever, because it's opinion against opinion.

The only question that matters

Does this image make someone stop?

A mechanics question, and mechanics can be measured.

If they're not stopping the scroll, you don't get to tell them anything. You need their attention.

Come Armed

1. Published research

The published evidence that humor/differentiators works in destination marketing – bring citations and big-world examples, not vibes.

2. Your own metrics

Website traffic from target markets. Social engagement from your target markets. Insane click-through rates. Lodging receipts.

3. Your ally, found before the meeting

Never walk in alone. The board member who gets it is recruited in advance, not discovered live.

The naysayer official's discomfort is an opinion. A 340% increase in click-through rate is not.

The critic in the Miami story: a local elected official who also happened to sit on our tourism board.

What to Actually Say

Name the real question out loud

If someone raises comfort, redirect it yourself: I hear that this feels like a departure. Here's what it's done everywhere else it's run.

Lead with the number, not the concept

Open the specific metric before you re-explain the idea. Numbers change the register of the conversation before opinions can fill it.

Let your ally speak second, not first

The room discounts the person who proposed the idea defending it. It listens differently to the second voice agreeing.

How the Miami of Minnesota Ended

After I left, the campaign was halted, despite ongoing record results. The people left in the room who didn't understand it outnumbered the people who did. That's the whole story, and it's the reason this section exists.

The lesson: Bravery is ongoing. Protect your ideas every budget cycle. A creative campaign must be re-won, not just won once. Keep running metrics – every media mention, every year-on-year increase. Set incremental quarterly goals then meet them. If you have positive metrics, then the idea is working. Keep track.

Did it fail because it was a bad idea?
Or because nobody in the room understood it or was armed well enough to defend it?

USE REAL METRICS

Rising Lodging Tax Alone Proves Nothing

Lodging tax rises incrementally every year from rate increases alone, that is not proof your marketing works. *That's treading water, and eventually you get tired and start to sink.*

STR reports

They distinguish occupancy from rate increases, the clean answer to whether more people are actually coming. If you can't get STR reports from lodging properties, then ask them or your main attractions for zip code reports.

Without STR: target-market web traffic

Measure website traffic from your target markets, not from your own zip code region. Locals use tourism websites for event calendars, so you must isolate figures relating to your target markets alone or your metrics will not be authentic.

Engagement from outside the community

Same goes for social media. If your most engaged social followers live within 25 miles of downtown, you are preaching to the choir and that isn't market growth, no matter how engaged they are. Use platform geographic breakdowns to justify real results.

If you can demonstrate real, irrefutable outcomes (because you used the methodology above), the critics lose their voice.

The Six Steps

1 Personality

Decide who your destination is, traveler profiles first.

2 One Thing

Find it in the asset audit. One, not ten.

3 Idea Factory

The room, the prompts, the process.

4 Research

Independently judged work as fuel. Inspiration, never imitation.

5 Commit With Bravery

Come armed. Find your ally. Re-win it every cycle.

6 Measure What Matters

The right numbers from the right places.

Personality → One Thing → Idea Factory → Research → Commit with Bravery → Measure What Matters

Budget was never the obstacle. Imagination was.

Methods and messages. Not money. The courage to act was the only currency ever required.

Find your one true thing. Refuse to let it be ordinary. Defend it with numbers. Win.

Questions.

Let's talk about your destination.

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