

SOARING  
TO NEW  
HEIGHTS



# DESTINATION LEADERSHIP

**WHY TOURISM IS  
THE FIRST DATE  
FOR COMMUNITY  
DEVELOPMENT**





**CONGRATULATIONS!!!**





**CONGRATULATIONS!!!**





**AND IT'S GREAT TO BE BACK**











00:05

Stop

**IT'S THE END OF DESTINATION MARKETING...AS WE KNEW IT**





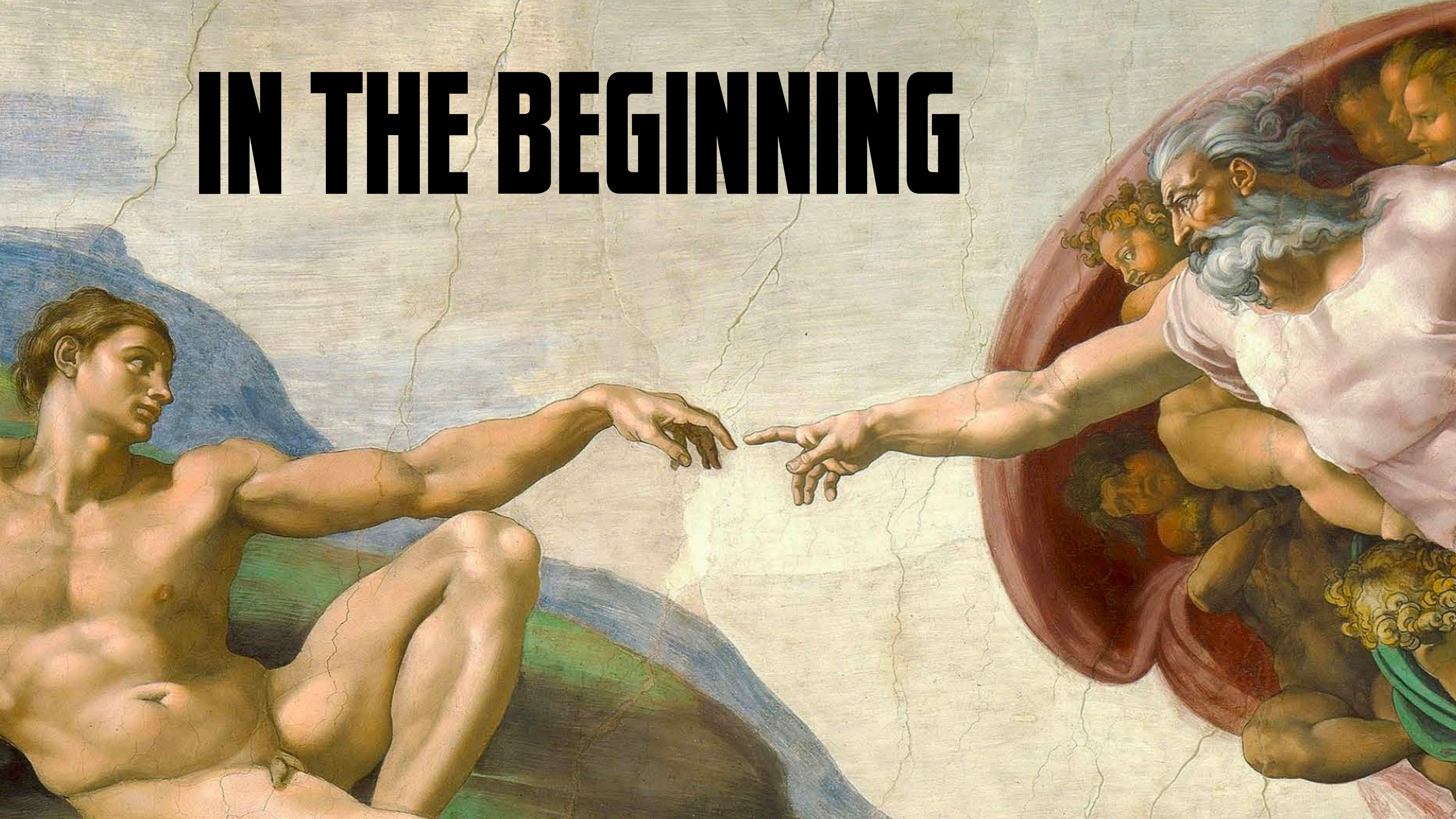
00:05

Stop

**IT'S THE END OF DESTINATION MARKETING...AS WE KNEW IT**



**IN THE BEGINNING**





# IN THE BEGINNING





SCIENCE OF SUCCESS

# He Thinks Your Next Vacation Should Be in Detroit. Yes, He's Serious.

The doom loop is over. Now it's a boom loop. But after the city revived itself, can Detroit rebrand itself?





A young woman with long dark hair is lying on her stomach on a bed with white linens. She is wearing a white tank top and white shorts. Her feet are raised and crossed at the ankles. She is looking towards the camera with a slight smile. The background is a bright, out-of-focus bedroom.

**IT'S NOW  
MORE THAN  
HEADS IN BEDS**





# CHEEKS IN SEATS

Image:  
*Huntsville Magazine*



# TORSOS THRU TURNSTILES





# FEET ON THE STREET





# FANS IN THE STANDS







**MORE IN THE STORE**



**MAURA GAST**  
**CHAIR / 2008-09**  
**DESTINATIONS INTERNATIONAL**





**MAURA GAST**  
**CHAIR / 2008-09**  
**DESTINATIONS INTERNATIONAL**





# 1: VISIT

Build a place where people want to visit.

# 2: LIVE

Then, you have a place where people want to live.

IT ALL STARTS WITH A VISIT.

— MAURA GAST

# 5: RESULT

Then, you're back to creating a place that people want to visit.

# 3: WORK

Then, you have a place where people want to work.

# 4: BUSINESS

Then, you have a place where business wants to be.



**MAURA  
GAST**



# 10 DESTINATIONS ACROSS NORTH AMERICA

**Strongly Agree that the  
Destination would be  
a Good Place to Live**

100





# 10 DESTINATIONS ACROSS NORTH AMERICA

**Strongly Agree that the  
Destination would be  
a Good Place to Live**

100





# 10 DESTINATIONS ACROSS NORTH AMERICA

**Strongly Agree that the  
Destination would be  
a Good Place go to College**

100





# 10 DESTINATIONS ACROSS NORTH AMERICA

**Strongly Agree that the  
Destination would be  
a Good Place go to College**

100





# 10 DESTINATIONS ACROSS NORTH AMERICA

**Strongly Agree that the  
Destination would be  
a Good Place  
to Start a Business**

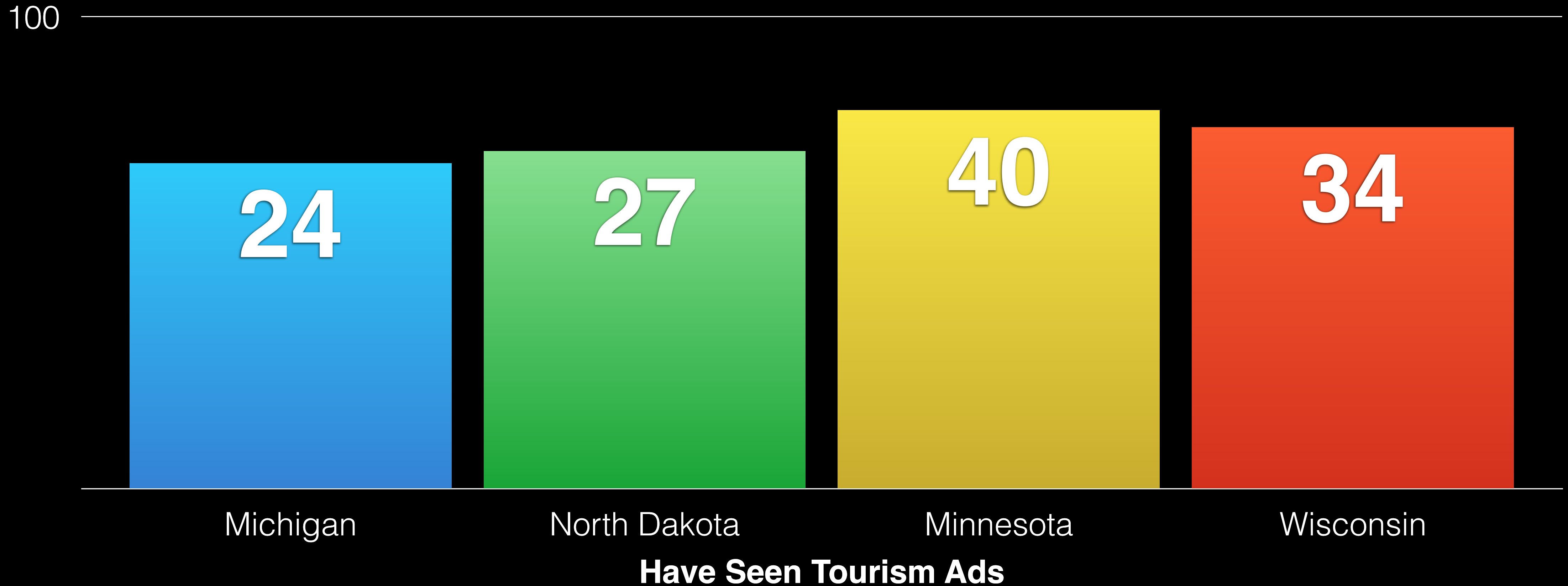
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# 10 DESTINATIONS ACROSS NORTH AMERICA

**Strongly Agree that the  
Destination would be  
a Good Place  
to Start a Business**





A young man with dark hair and a beard, wearing a blue denim shirt over a white t-shirt, is smiling and looking at a young woman with long red hair. They are both holding burgers and eating at a wooden table in a restaurant. The background is blurred, showing other people and warm lighting. The text "TOURISM IS THE FIRST DATE" is overlaid in white, bold, sans-serif font on the left side of the image.

**TOURISM IS  
THE FIRST DATE**



**THUS...  
WE NOW HAVE AN  
UNANTICIPATED  
MANDATE**





**LIVABILITY IS KEY**







**RESIDENT  
PUSH-BACK**





# ECONOMIC DEVELOPMENT



**HIGHER  
EDUCATION**

**COLLEGE**





# **WORKFORCE ATTRACTION**







**OUR WORKFORCE**





**NOW HIRING**  
**SIGN ON BONUS**  
**\$500 PART TIME**  
**\$1K FULL TIME**





# WORKFORCE RETENTION









-Ed Morrison



# WHAT'S ON THE HORIZON






# ROAD TRIP





MISSISSIPPI  
CIVIL RIGHTS  
MUSEUM

# HISTORY SMISHTORY

A young woman with long, wavy blonde hair and a serious expression is holding a dark blue identification sign. She is wearing a dark blue t-shirt. The background is a plain, light-colored wall.

POLICE DEPT.  
JACKSON, MS  
32422  
7-7-61



**BUT NOT JUST  
HISTORY**





A 3D line graph with multiple red lines showing a downward trend on a dark background with a grid. The lines are jagged and represent data points over time, all trending downwards from left to right. The background is dark with a faint grid pattern and some blurred light spots.

# THE IMPENDING RECESSION





**SOCIALIZE IDEAS**





**BE VISIONARY**



**UNDERSTAND  
THE NEW  
REALITY**







# SHAWNEE FLORIST



# REALTORS





# CAR DEALERS





# HEALTHCARE





**BE BIGGER THAN JUST TOURISM**





**DEFINE  
SUCCESS**





# DMO PRÖZ

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