

The Challenge of Beginning



Destinations Are On An Identity Journey

Which Doorway Do We Walk Through?

Sustainability

Regenerative

Eco-Tourism

Green Tourism



Activating Our Strategies



**We finished
our strategic
plan!**

**Can anyone
find the ON
button?**



**We don't
want plans
to end up
here**





**Strategies
come to life
through
activation!**

Sustainability and Stewardship in Action

Sustainability and Stewardship In Action

- Destination Tourism Plans →
- Formal Recommendations to U.S. Secretary of Commerce →
- Wayfinder destination management tool →
- 2025 Research Studies: →
 - Destination Stewardship Resident Sentiment
 - Evaluating the Impacts of Destination Stewardship

