



The Destination Effect Participation Guide At-A-Glance

SHARE THE STORY OF YOUR COMMUNITY IMPACT

The Destination Effect is a storytelling platform created by Destinations International in partnership with Tempest that highlights how destination organizations strengthen communities through tourism, partnerships, advocacy and local impact.

These stories help audiences outside of our industry (such as policy makers, elected officials and community stakeholders) better understand the important role destination organizations play in supporting economic vitality, community well-being and quality of life.

WHY PARTICIPATE?

By participating in The Destination Effect, your organization can:

- Showcase the real impact of your work
- Highlight community partnerships and leadership
- Demonstrate how tourism supports local businesses and residents
- Share success stories with elected officials, stakeholders and media
- Strengthen understanding of the value destination organizations provide

Upon publication, you will receive a link to your story that you can share with stakeholders and the media.



**The Destination
Effect helps move the
conversation beyond
tourism marketing and
toward meaningful
community impact.**

THEDESTINATIONEFFECT.COM



WHAT MAKES A STRONG STORY?

The strongest stories are:

- Community-focused
- Human-centered
- Outcome-driven
- Supported by visuals, data and real examples

Strong stories often include:

- A community challenge or opportunity
- A clear role played by the destination organization
- Partnerships or collaboration
- Measurable impact or outcomes
- Compelling visuals and human stories

EXAMPLES OF STORY TOPICS

Your organization may consider submitting stories related to:

- Supporting local businesses or neighborhoods
- Workforce development initiatives
- Arts, culture or placemaking projects
- Accessibility or welcoming initiatives
- Resident engagement efforts
- Recovery or resilience campaigns
- Community partnerships
- Public-private collaborations
- Events or initiatives that created community impact
- Stewardship or sustainability efforts

[SEE STORIES HERE](#)

How to Participate

[SUBMIT YOUR STORY](#)



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STEP 1

Identify a story that demonstrates community impact and the role your organization played.

2

STEP 2

Submit your story idea through the Destination Effect submission form or by emailing join@destinationeffect.com.

3

STEP 3

Schedule a brief interview where we can learn more about your project and story (*lasting no longer than an hour*).

4

STEP 4

Share supporting visuals, data, quotes or background materials if requested.

5

STEP 5

Help amplify the published story through your own communications and stakeholder outreach.