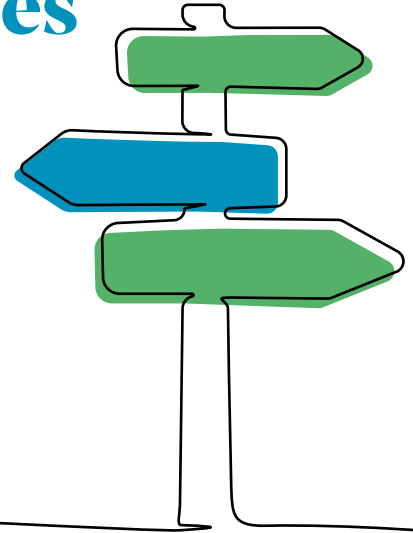




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Navigating Hot Button Issues as a Destination Marketer



The most successful destination marketing organizations know their core values and amplify them to both visitors and stakeholders. As stewards of your destination's image, you are uniquely positioned to lead marketing efforts centered on values that reflect your community's spirit.

Here are seven things to consider when navigating challenging moments that have sparked local or national debate:

- 1** **Align** your mission, vision, and values with your destination's unique identity.
- 2** **Know** your audiences—residents, stakeholders, and visitors—and their expectations.
- 3** **Walk** the walk: Ensure your marketing campaigns reflect your destination's values.
- 4** **Engage** through community initiatives, not divisive political rhetoric.
- 5** **Create** safe, welcoming spaces for diverse audiences—both locals and visitors.
- 6** **Collaborate** thoughtfully with stakeholders to address sensitive issues behind the scenes.
- 7** **Focus** on initiatives that enhance your destination's community and reputation.

Aligning your destination's mission, vision and values can help navigate hot button moments effectively, fostering both internal cohesion and external trust. Important questions to explore:



Mission Statement

- Does it describe what your destination offers, how you're different and what you are passionate about?
- Does it explain how you create value for your visitors and local stakeholders?
- Can people make decisions using this as a lens?
- Does it inspire and motivate key internal and external stakeholders?



Vision Statement

- Does it motivate and provide direction to your destination representatives?
- Will it attract visitors and supporters?
- Does it look to the future and define success?
- Is it concise and memorable?



Value Statement

- What attitudes, traits and beliefs do you look for in new destination representatives and partners?
- More than the moral high ground – do your values come to life daily?
- Are there ESG, CSR or DEI objectives core to the success of your destination?
- When pressed, what do you stand for?

Questions? I'm happy to chat.



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