

Creating the Tourism Destination the Easy Way: Using Destination Businesses



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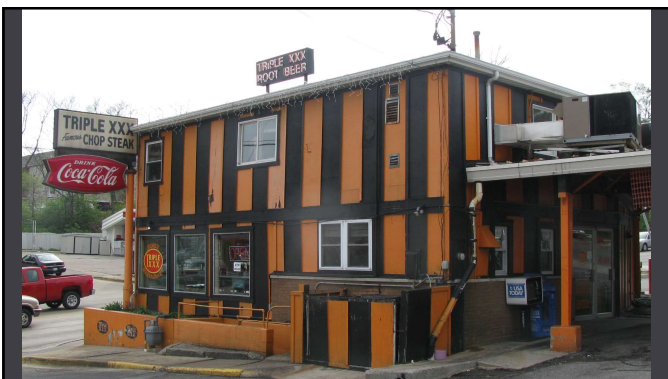
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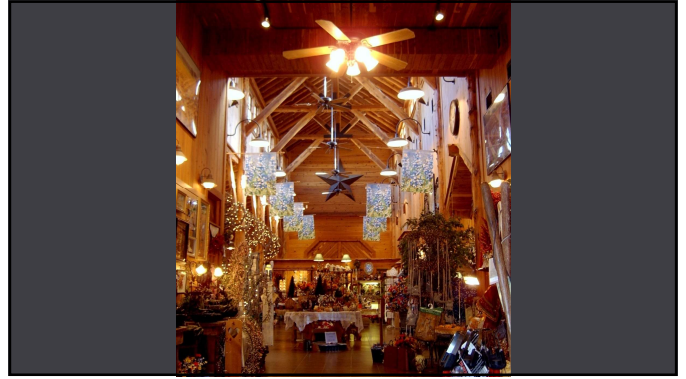


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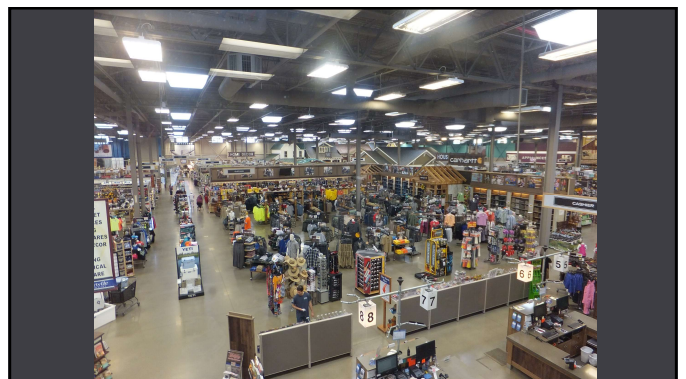
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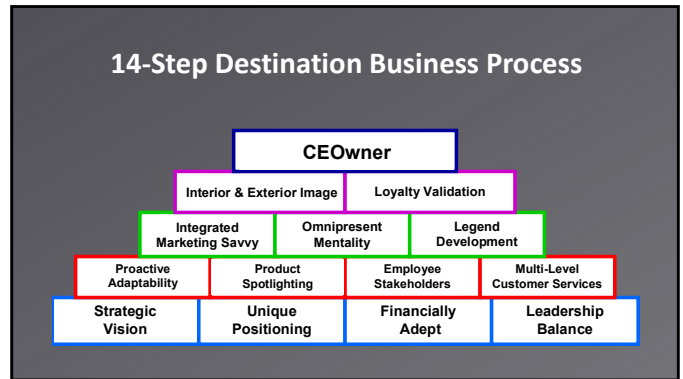
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Destination Businesses:
Not dependent on demographics

- **Fredericksburg, Texas:**
 - 8,911 -- \$43,670
- **Hartville, Ohio**
 - 2,944 -- \$41,012
- **Atchison, Kansas**
 - 10,925 -- \$31,109

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What is a Destination Business?


A business that's so *compellingly unique*, consumers say:
"I have to go to that place!"



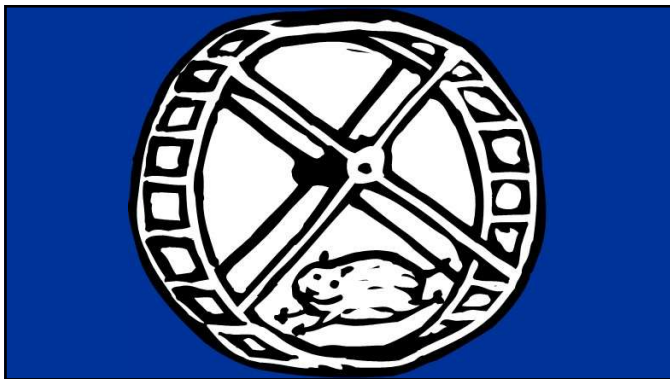
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What is a Destination Business?

A business that's so *compellingly unique*, consumers say:
"I have to buy from that place!"



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What types of businesses can become Destinations?

- Retail store
- Restaurant
- Service-business
- Professional practice
- Any unique draw targeting consumers
- Any tourist attraction or historic site



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What are the advantages for communities that have Destination Businesses?

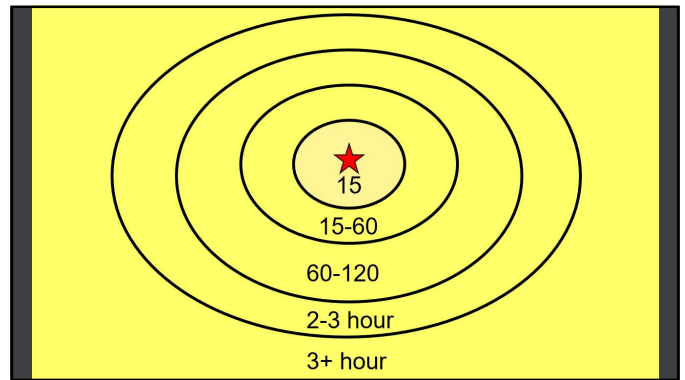
1. Non-locals spend more on every Individual Average Transaction (IAT) than locals
2. Destinations pull locals, tourists, & out-of-town customers from beyond the demographics of an area
3. Destination Businesses generate more free publicity
4. Destinations can compete with larger competitors, both physical and online



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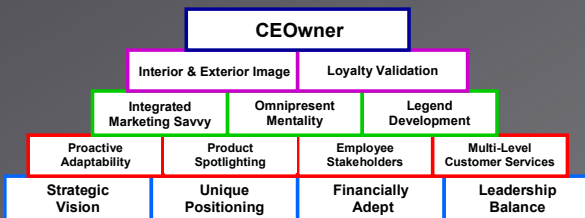


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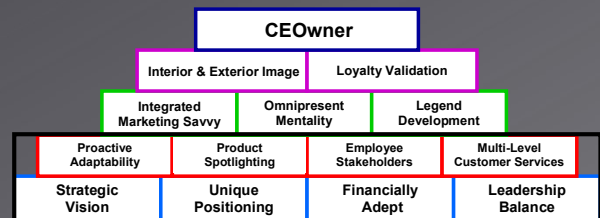
14-Step Destination Business Process



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14-Step Destination Business Process

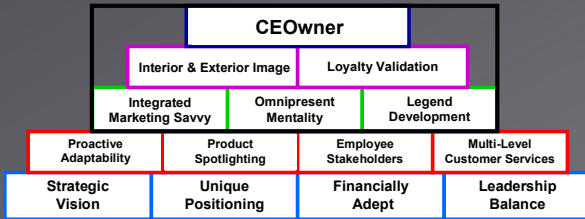
8 Strategic Steps



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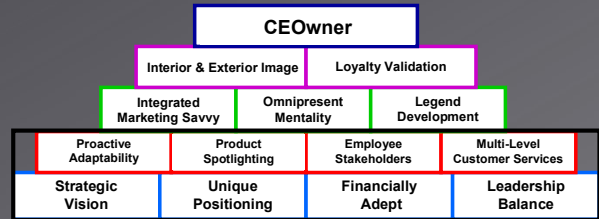
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14-Step Destination Business Process *6 Tactical Steps*



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14-Step Destination Business Process *How a Business is Unique*



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unique

[yoo-neek]
adjective

- 1 existing as the only one or as the sole example; single; solitary in type or characteristics
- 2 having no like or equal; unparalleled; incomparable

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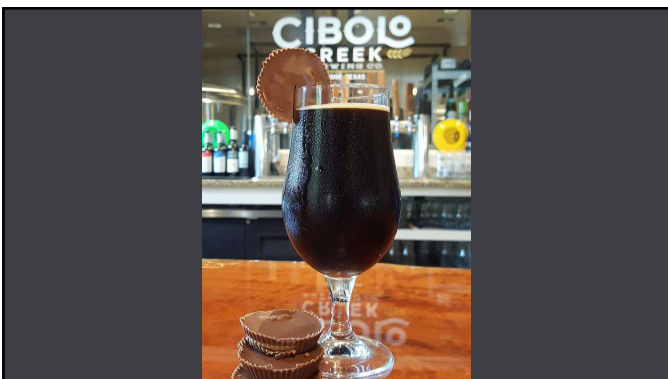
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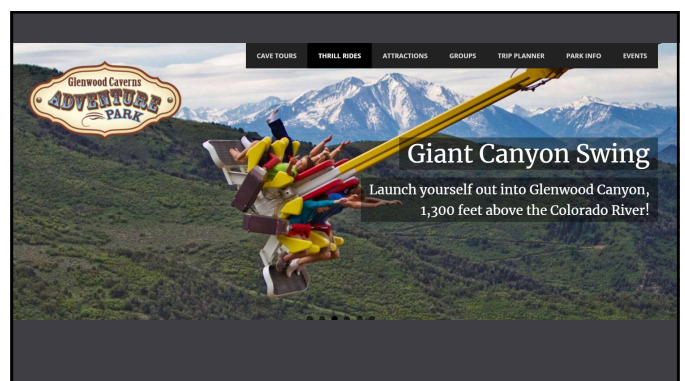
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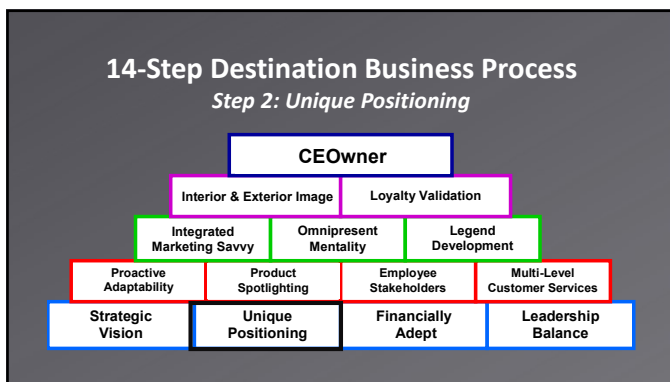
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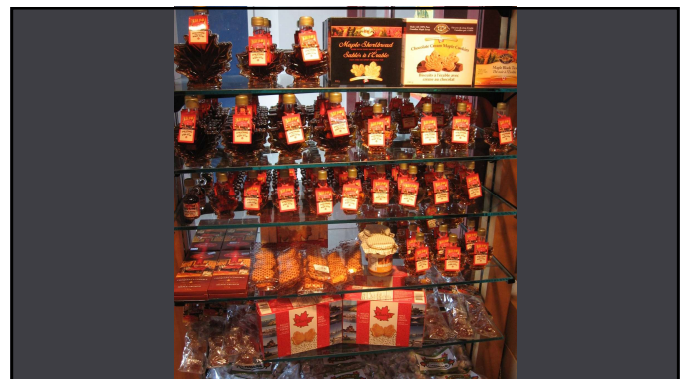
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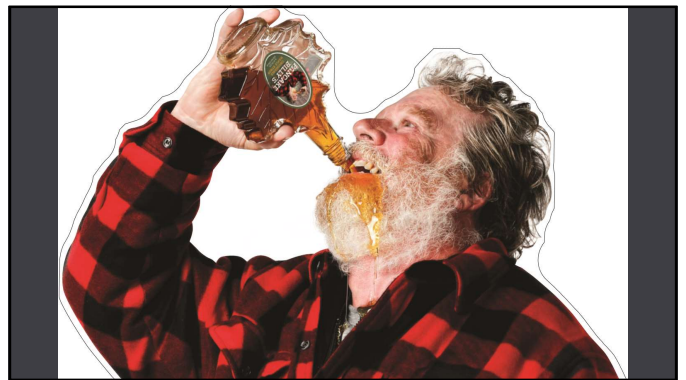
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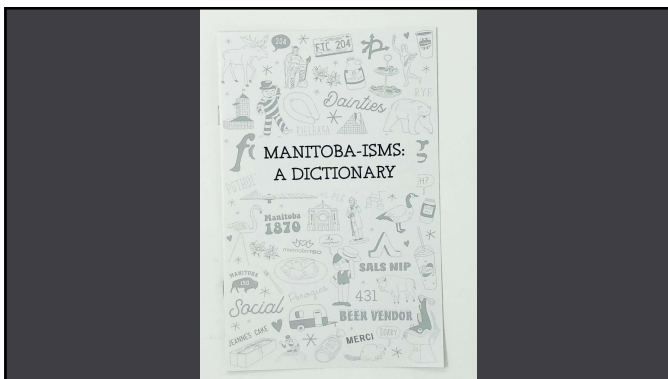
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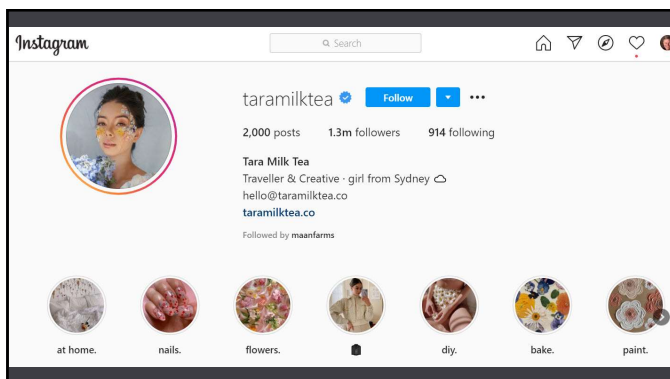
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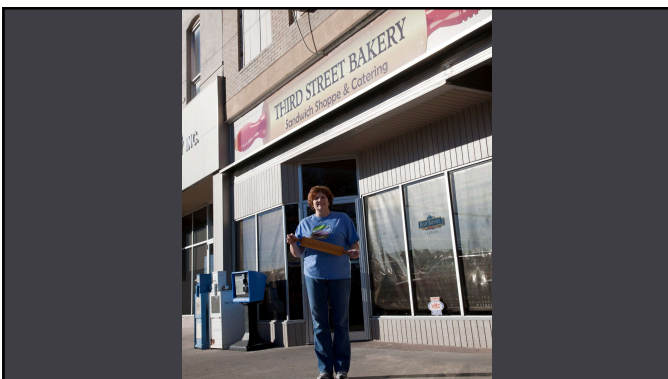
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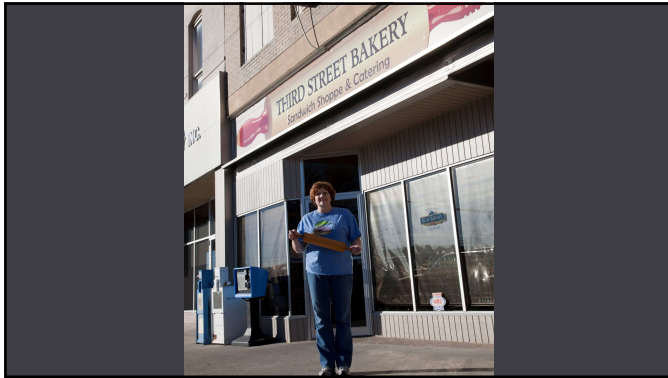


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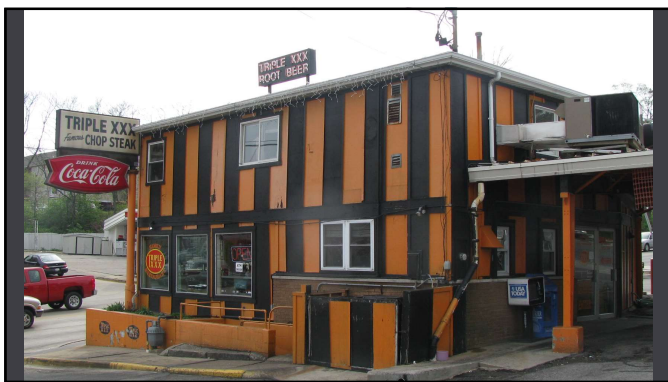
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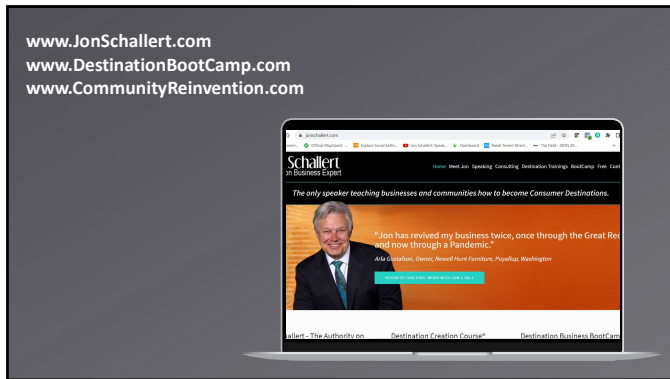


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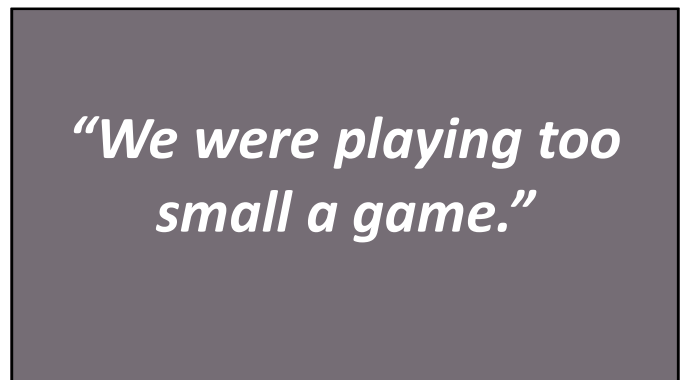
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