

Stakeholder Mapping Guide

Inviting internal and external stakeholders to contribute to your assessment isn't just a tactical move—it's a strategic statement. It reflects a commitment to inclusive destination stewardship and strengthens your DSI by capturing on-the-ground perspectives from those who live, lead and labor within your destination ecosystem.

How to Use This Guide

This guide is designed to help you map the appropriate stakeholder group to each of the nine modules, using Survey Hub to encourage and enhance participation.

This guide:

- Breaks down each module
- Suggests potential internal and external stakeholder groups to target
- Helps streamline participation and avoid survey fatigue

Module-by-Module Stakeholder Engagement Suggestions

Module	Stakeholders	Why
Management Structure & Framework	Executive team, board, city partners, DEIA leads	In-depth understanding of governance, policies, funding and organizational structure
Stakeholder Engagement	Advisory councils, small business owners, nonprofit leaders, community groups	Direct knowledge of how well engagement and collaboration are occurring
Brand, Marketing & Communications	Marketing team, PR firms, visitor center staff, creative partners	Able to assess messaging alignment with values, audience targeting and brand essence

Destination Development	Planners, economic dev offices, attraction managers, transportation officials	Involved in infrastructure, visitor experience, access and product development
Resiliency, Risk & Crisis Management	Emergency managers, public health, city admin, safety officers	Crucial insight into preparedness, crisis communications, health standards
Economic Prosperity	Local business owners, chambers, workforce boards, economic development teams	Understand value chains, purchasing, employment and shared prosperity
Environmental Preservation & Ecological Balance	Conservation orgs, parks departments, sustainability consultants	Able to assess visitor flows, environmental focus, biodiversity and pollution mgmt
Identification & Preservation of Culture & Heritage	Indigenous leaders, museums, historians, event organizers, artists	Best equipped to weigh in on storytelling, cultural authenticity and heritage preservation
Social Well-Being	DEIA leaders, accessibility groups, human services, community health partners	Able to assess safety, accessibility, ethics and inclusion measures