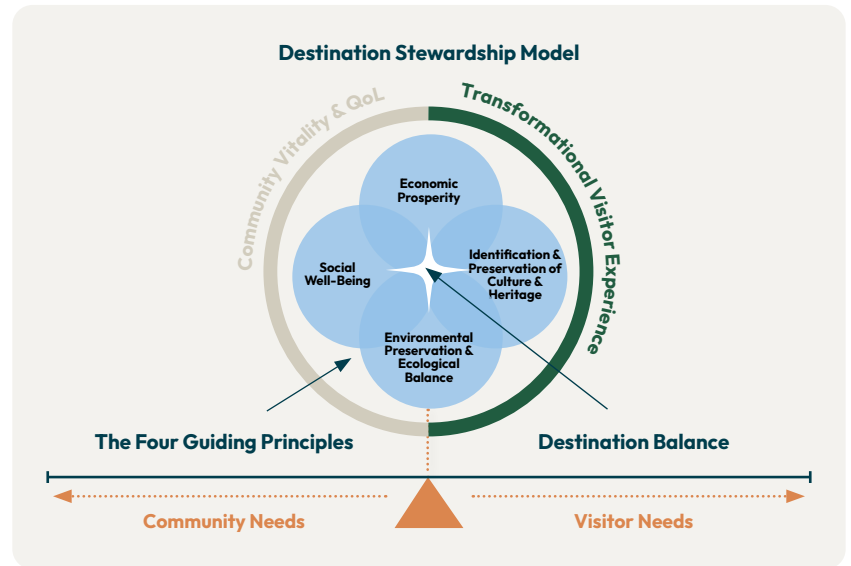


An Introduction to Destination Stewardship

Destination stewardship is the continuous pursuit of a net positive tourism ecosystem that exists in alignment with shared community values.

Stewardship aims to balance the needs and interests of residents alongside industry and visitor needs, using four guiding principles as a decision-making filter for destination organizations:

- Economic Prosperity
- Identification & Preservation of Culture & Heritage
- Environmental Preservation & Ecological Balance
- Social Well-Being



The Evolution of the Destination Organization

Destination organizations have evolved over the years, shifting focus from marketing to management, and now stewardship. Instead of replacing marketing and management functions, a stewardship approach expands on them by integrating promotion functions and enabling adaptive management in order to create a thriving destination for all stakeholders.

Destination Promotion

- Measure Demand
- Promote Supply
- Maximize Visitor Spend
- Curate Destination Brand

Destination Management

- Manage Demand
- Develop & Maintain Supply
- Optimize Industry ROI
- Enhance Visitor Experience

Destination Stewardship

- Balance Supply & Demand
- Balance Impact & Value
- Advance Sustainable Development
- Uphold Resident & Visitor Experience

Adopting a Destination Stewardship Approach

Destination stewardship is not just a trend, it's a strategic evolution to a holistic, community-centered model of tourism. As the first industry-led, evidence-based framework for destination stewardship, Destination Wayfinder helps tourism organizations operationalize stewardship, building capability and advancing outcomes with clarity, momentum and organization.

Destination stewardship offers an opportunity to preserve your point of difference in the world by being a steward for your place, its peoples and unique history, culture and nature.



Chart Your Course

Learn more about destination stewardship and how you can start transforming ambition into a legacy of leadership in our white paper, "Navigating Your Stewardship Journey."

DestinationWayfinder.com • Info@DestinationWayfinder.com