

EVOLVING BRANDS INTO VIBRANT DESTINATIONS

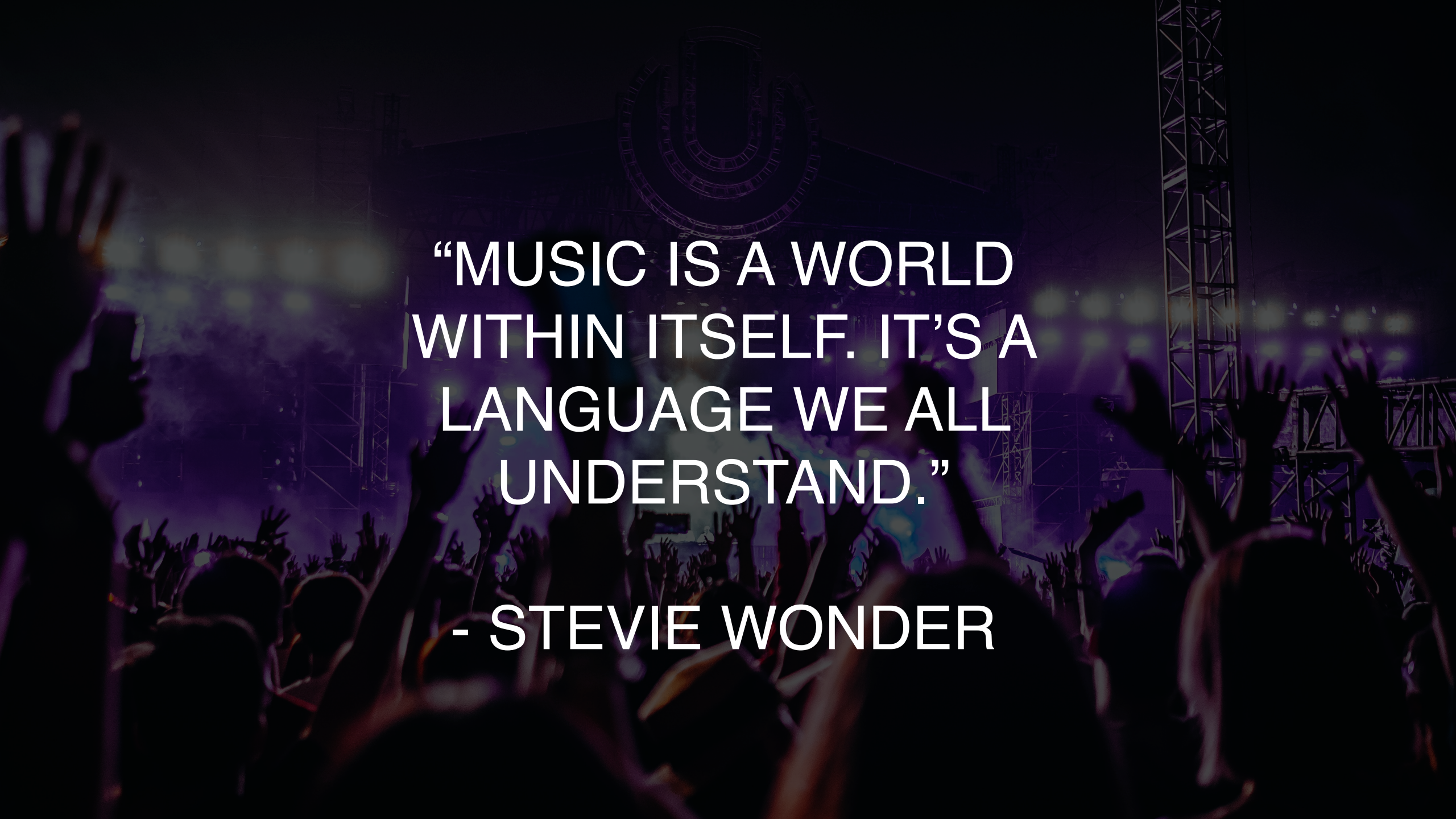
Josh Collins



@sixsteps268



@sixsteps268

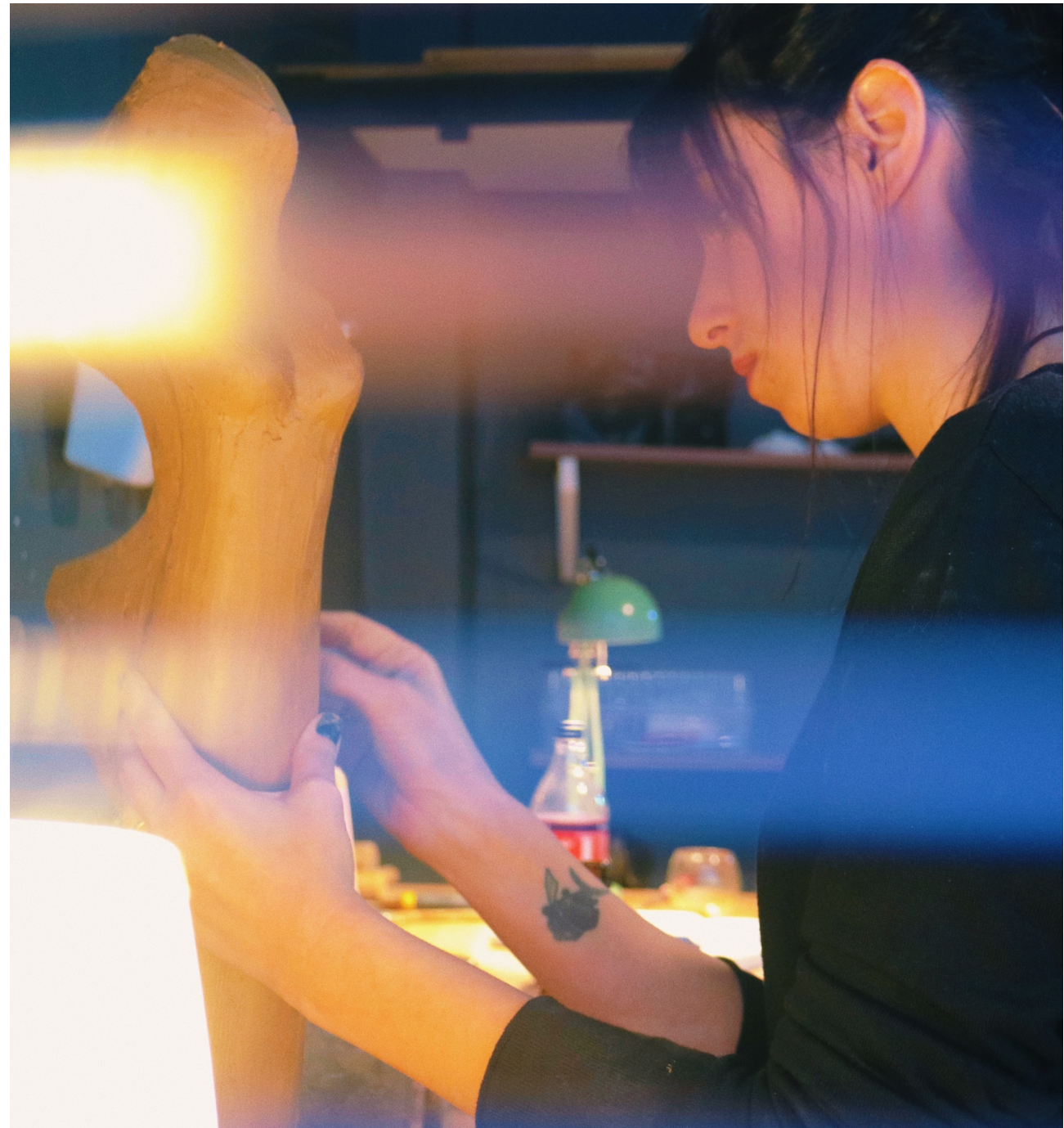


**“MUSIC IS A WORLD
WITHIN ITSELF. IT’S A
LANGUAGE WE ALL
UNDERSTAND.”**

- STEVIE WONDER

FIDELITY

We've all been given incredible gifts. But there's a fidelity required if those gifts are going to facilitate human connection.





LISTENING

There's an inseparable relationship between listening and human connection. Brands who aren't listening aren't connecting.

TRAVEL +
THE EXPERIENCE ECONOMY

ECONOMIC EVOLUTION

3300 BC - 1760



AGRARIAN

Society and markets are dominated by farming activity — commodities were harvested and extracted.

1760 - 1960



INDUSTRIAL

Prosperity is created by factories and mills where goods are manufactured, packaged, and processed.

1950 - 2010



SERVICE ECONOMY

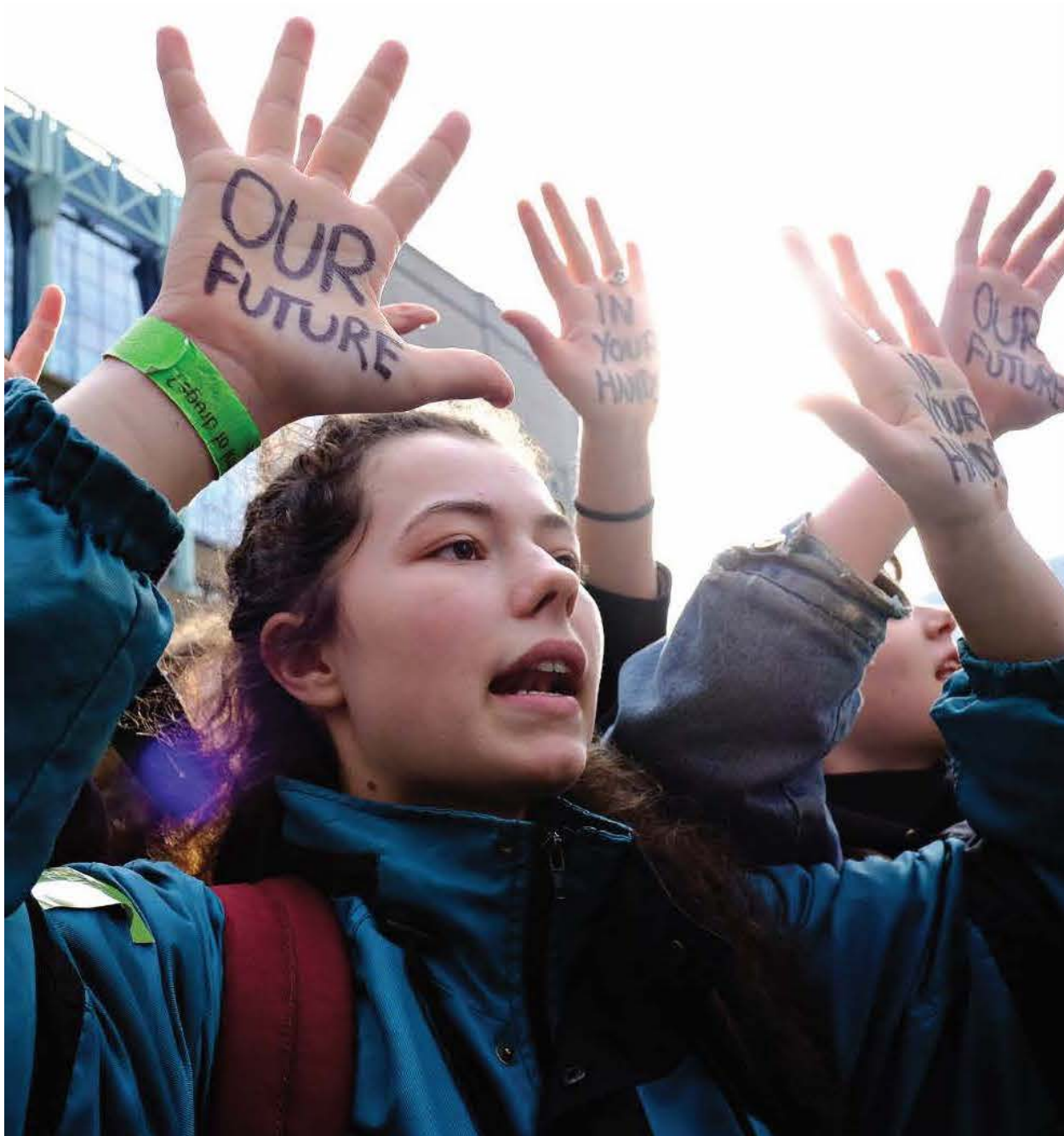
Economic engine of US markets are advisory and based on technical and professional expertise.

2010 - PRESENT



EXPERIENCE

Competitive market advantages are created by emotional interactions with intended customers.



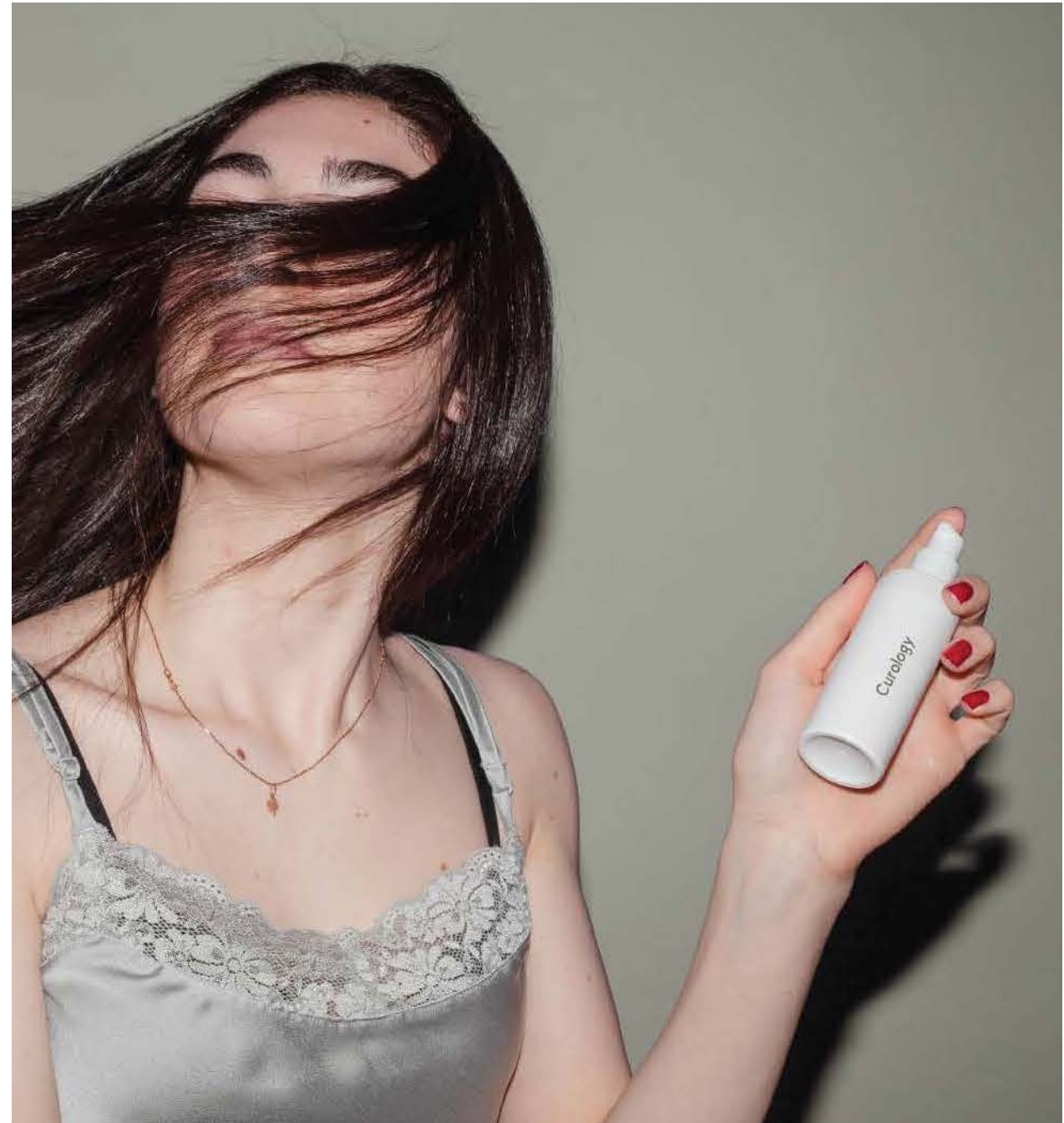
WHAT IT MEANS TO BE GEN Z

- Many Gen Z'ers identify as Pluralists and believe the existence of different types of cultures, beliefs and opinions within a society is vital.
- Not only that, but 25.9% of America's population belong to Gen Z!

SPENDING POWER

Gen Z is the most influential consumer group out there right now. Here are some key facts about this spending giant:

- \$44B Spending Power
- Expected to represent 20% of US workforce by 2020





THE ONLINE GENERATION

In an age where content is king and distribution is queen, social media has never been more important to assist authentic human connection.

- 64% of Gen Z say their phone is the most important thing in their lives.
- 45% say it is social media.

WHAT SHOULD WE BE
HEARING?

WHAT MATTERS MOST

Our audiences are craving purpose, happiness and meaning. They are searching for experiences containing the hope or promise that'll give them what they long for most.



A photograph of a sunset over the ocean. The sky is filled with dark, dramatic clouds, and the sun is low on the horizon, creating a warm, orange glow. In the foreground, the dark silhouettes of people sitting in a boat are visible. In the middle ground, a wooden pier extends into the water, with several small boats moored nearby. The overall mood is serene and contemplative.

OUR TIME

KRONOS VERSUS KAIROS



STEWARDS OF TIME

Brands evolving into heathy and sustainable Vibrant Destinations grow to become stewards of the experiences their audiences crave most.



WHAT IS A VIBRANT
DESTINATION?

A street scene at night. In the foreground, the front of a dark car is visible on the left. The background features a brick building with several windows. A street lamp stands in the middle ground. To the right, there is a cafe with a sign that says "CAFÉN". People are visible near the cafe entrance. The overall lighting is dim, with some interior lights from the shops and cafe providing illumination.

“IN ORDER TO GET ANY PICTURE AT
ALL OF A THING, IT IS SOMETIMES
NECESSARY TO BEGIN WITH A
FALSE PICTURE AND THEN
CORRECT IT.”

- C.S. LEWIS



SOUNDS LIKE THIS

Like the notes for the right and left hands playing a piano sonata, the Kronos and the Kairos do not fight for prominence. Both are needed to create the harmony, and both are needed to connect with our audience.

LOOKS LIKE THIS

If a Vibrant Destination sounds like a great piano sonata, then it looks like watching the conductor of a great philharmonic orchestra perform Beethoven's 5th in C minor.



PRACTICAL TAKEAWAYS

BUILD TRUST

Initiatives like On The Table can be great kick starters to facilitating the conversations necessary for key stakeholder groups and leadership organizations to come together and coalesce around a common vision.





LISTEN TO THE DATA

Create data co-ops to facilitate the holistic pictures of how well the destination performs against its consumer and competitive sets.

CURATE THE CULTURE

Consumer outreach is no doubt crucial to any destination's success but so is local in-reach. Curate the culture of your destination through ambassador and leadership development programs designed to continuously invite new ideas and new leaders into the conversation.





EMBRACE THE CHALLENGES

No brand or destination is perfect. It's normal to make mistakes and face challenges. Embrace them honestly and vulnerably. Your audience wants you to.

THANK YOU

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