



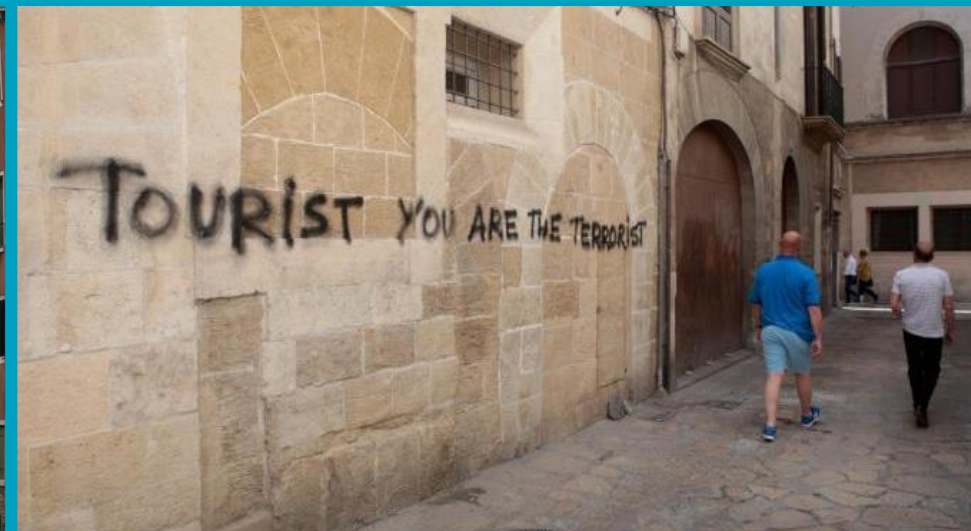
DESTINATION

Think!

Redefining Destination Marketing

William Bakker





The right visitor

01

Delivers economic value

02

Adds value to the local
community

03

Does not cause
a negative
environmental impact

THE END
OF
TOURISM
AS WE KNOW IT

TOWARDS A NEW BEGINNING OF
LOCALHOOD



STRATEGY 2020

**WONDERFUL
COPENHAGEN**



“We do not inherit the earth from our ancestors; we borrow it from our children.”

Palau approves huge Pacific marine sanctuary

Tiny archipelago seeks to create world's sixth-largest area to be fully protected from fishing or drilling



i A shark in Palau. There are more than 13,00 species of fish and 700 species of coral around Palau's hundreds of tiny islands. Photograph: Richard W. Brooks/AFP/Getty Images

Adam Vaughan 

Thursday 22 October 2015 12.45 BST



handmade pasta by grandma

Roma · Learn to make the real italian pasta

Lifestyle experience

Hosted by [Chiara E Giada](#)



4.5 hours total

1 meal, Drinks, 1 ticket and Transportation

Offered in English

About your host, Chiara E Giada

Our family owns land in Sabina where we grow our products, the ones you'll use. We love our land and we try to respect it. The recipes you'll learn are part our family treasure...we hope you'll love them!

What we'll do

Ciao! We are Chiara and Giada, two cousins. We want to share with you our treasure: Nonna Nerina, our grandmother! She is the best chef ever! She will teach you how to make perfect handmade italian p...+ [More](#)



\$123 per person

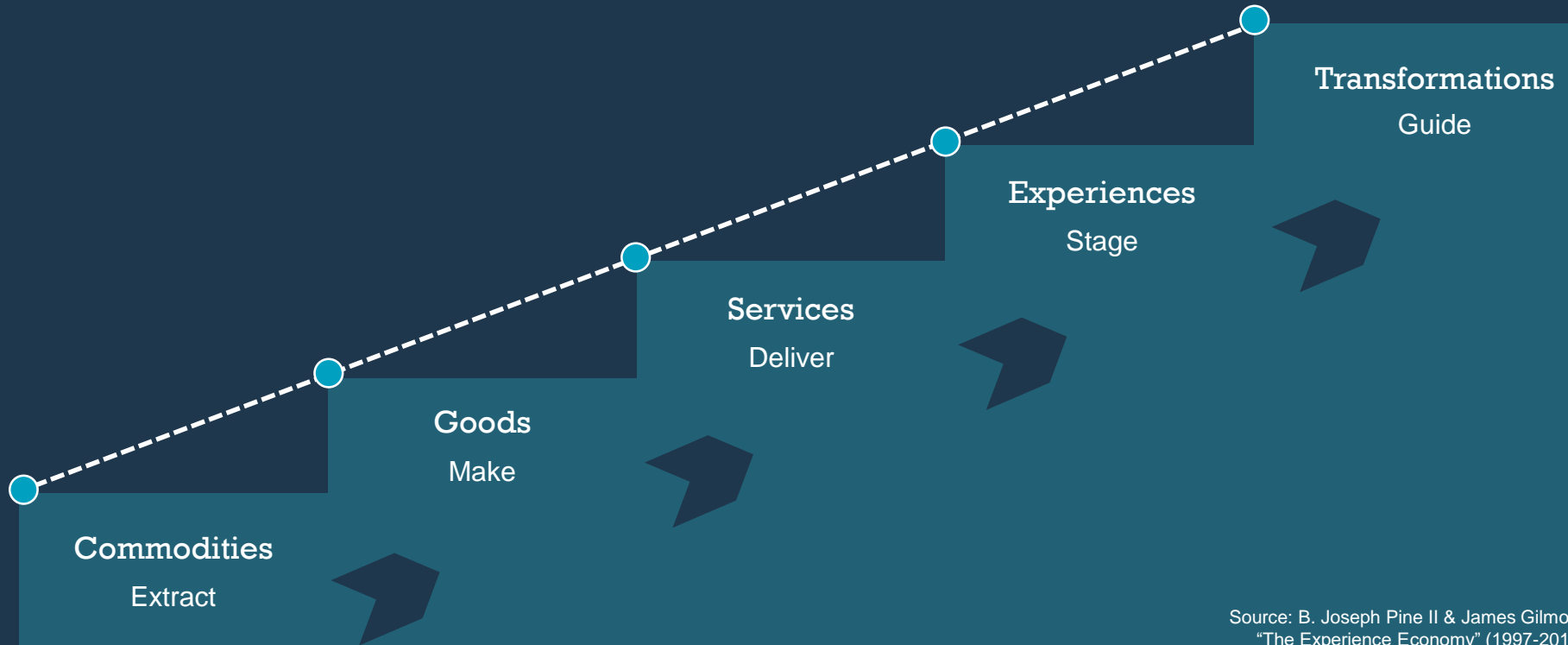
★★★★★ 103 reviews

[See dates](#)



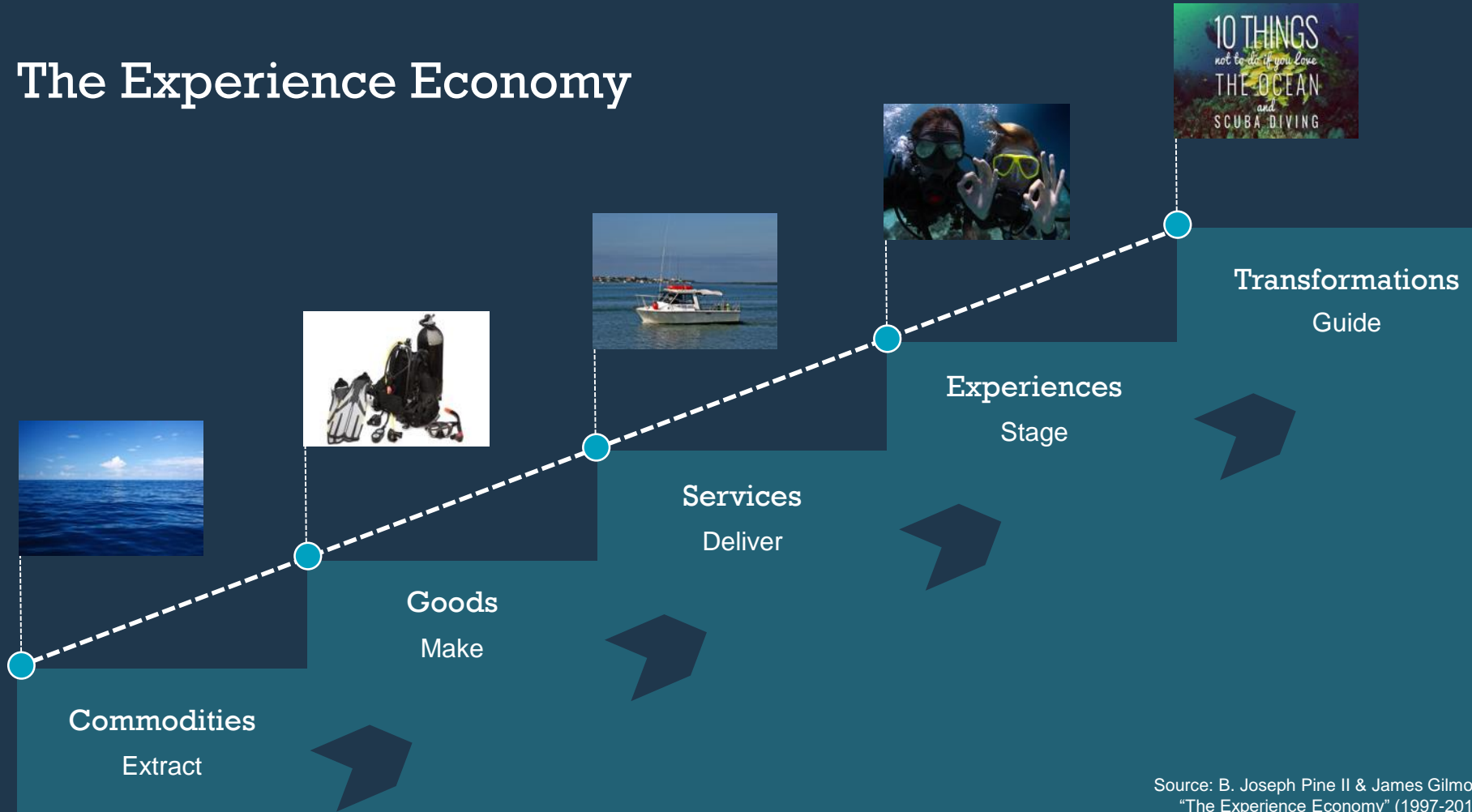
Saved to Wish List

The Experience Economy



Source: B. Joseph Pine II & James Gilmore
"The Experience Economy" (1997-2011)

The Experience Economy



Source: B. Joseph Pine II & James Gilmore
"The Experience Economy" (1997-2011)



“To give our guests opportunities to create memories with their friends, families and loved ones that will last forever.”







Moving Forward





Grow tourism?

Word-of-mouth

Each visit should result in more than
one repeat and/or referral





Destination promotion
happens through
destination stories,
told by many




Destination stories are
a direct result of the
destination
experience



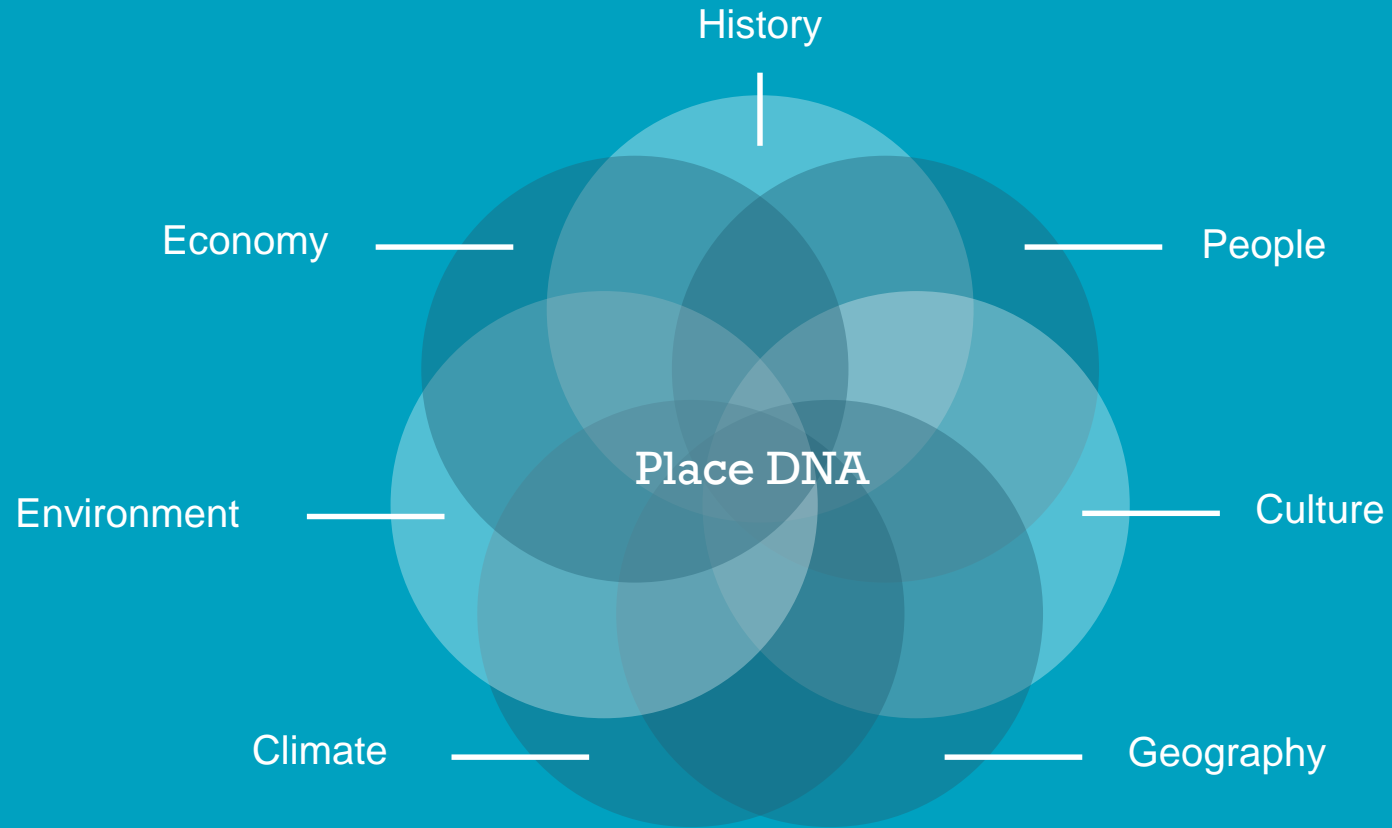
Use your true identity



A King penguin stands out among a large colony of its fluffy brown chicks. The adult penguin has a dark blue-grey body, a bright yellow patch on its neck, and a long, pointed beak with an orange base. It is surrounded by hundreds of young chicks, all covered in thick, brown downy feathers and having dark blue beaks. The scene is set outdoors, likely on a beach or nesting ground, with the ground visible at the bottom.

“Be yourself, everyone
else is already taken”

- Oscar Wilde



Place DNA affects
the product
experience



Arizona



Hawaii



Indianapolis

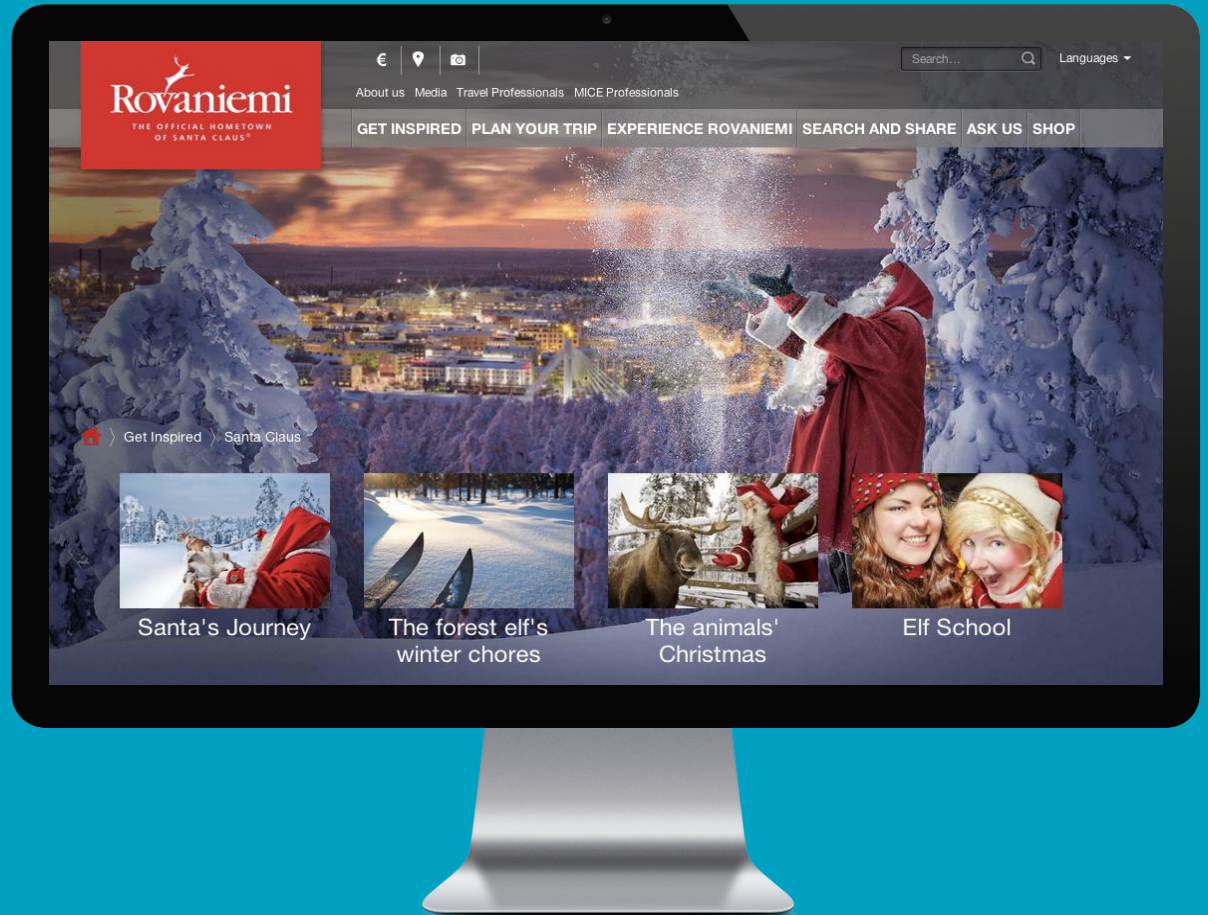


Scotland



Disney Resort

Destination
development flows
from place DNA





Destination Brand flows from place DNA

Destination
British Columbia™

A person wearing a blue long-sleeved shirt is shown from the chest up, holding a small bird on their left hand. The bird has brown and grey plumage. The person is also holding a camera with a large lens, pointed towards the bird. The background is a blurred forest scene. A teal-colored text box is in the upper right corner.

Niche markets flow
from Place DNA



Redefining Markets







WHY GREENLAND MAY NOT BE FOR YOU

A quick guide on how and when to travel to Greenland

START READING ↓

VISITFLANDERS





Flemish Masters ▶



Arts & Heritage ▶



Flanders Fields ▶



Belgian Beer ▶



Cycling in Flanders ▶



Belgian Chocolate ▶



Flemish Food ▶

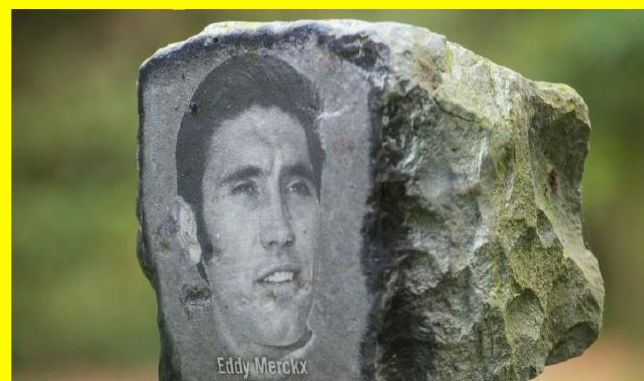


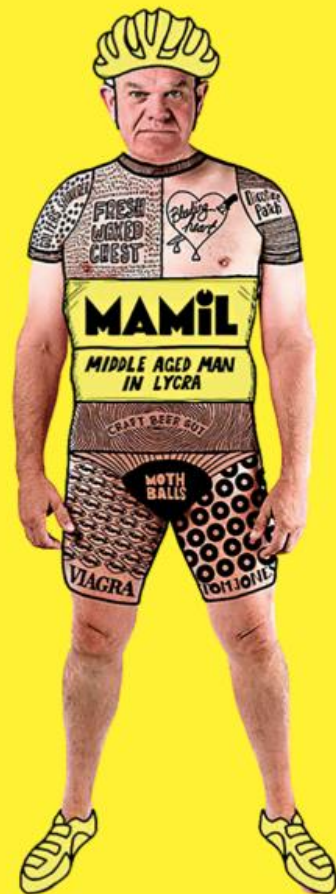
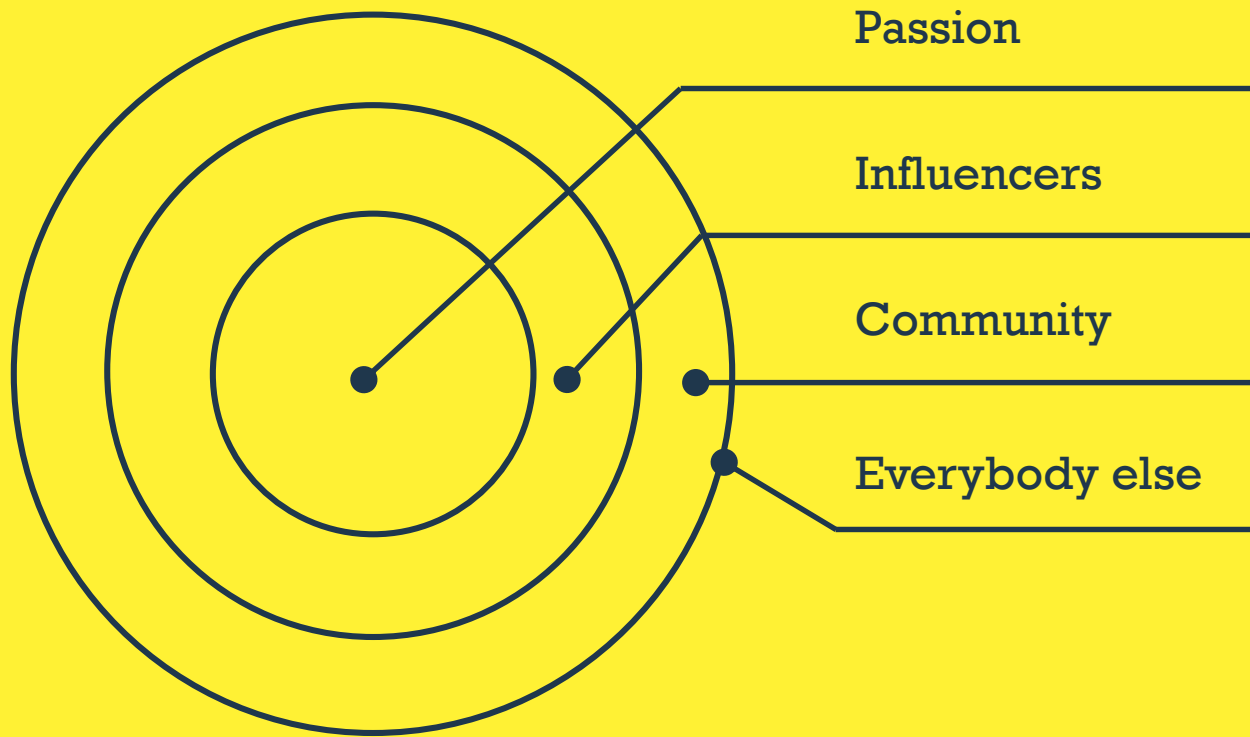
Flanders is a Festival ▶

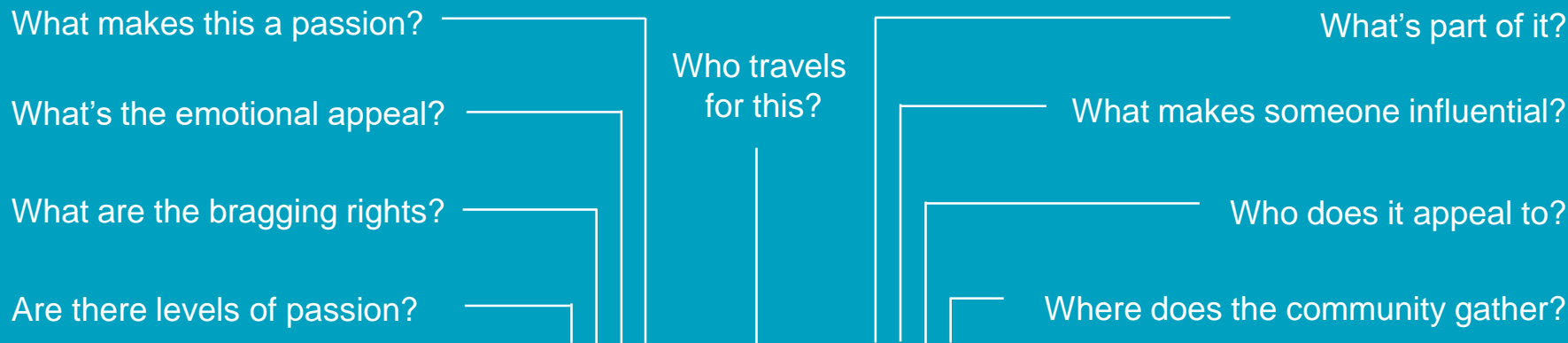


Product manager –
X-perience Manager









Passionography





Not Stupid, Sexy Flanders
but Suffering Flanders



Focus on improving the Customer Journey




**Accent
Inns**



“Make your marketing
so useful people
would pay for it.”

- Jay Bear





ICELAND

ACADEMY

INSPIRED BY ICELAND

The background of the image is a scenic landscape of Iceland. In the foreground, there is a field of dry, yellowish-brown grass with a simple wire fence running across it. In the middle ground, there are rolling green hills. In the background, there are large, rugged mountains with patches of snow. The sky is filled with white and grey clouds.

ICELAND

ACADEMY

INSPIRED BY ICELAND

Manage the experience, manage the stories



Destination promotion
happens through
destination stories,
told by many



Destination stories are
a direct result of the
destination
experience

Thank You!

William Bakker

william@destinationthink.com

@wilhelmus

DESTINATION

Think!