

BRAND PURPOSE FOR DESTINATIONS

TRAVEL ALBERTA INDUSTRY CONFERENCE
OCTOBER 28, 2019

STORMY
LAKE
CONSULTING



PURPOSE-DRIVEN BRANDS

WHAT IS A BRAND PURPOSE?

PURPOSE FOR DESTINATIONS

PURPOSE

HELPING YOU FIND YOUR PURPOSE

Q&A

“

In the past, destination marketing was about crafting messages to attract tourists, now it's a much more complex pursuit that needs to start with citizens – local residents – and create and generate a quality of life experience for them.

Pádraic Gilligan

”

**WHAT IS
BRAND
PURPOSE?**

**Before we define what it IS,
let's review what it's NOT.**



Brand purpose is not...

CSR or philanthropy

Brand purpose is not...

**purpose
driven travel**





Brand purpose is not...

**an advertising
campaign**

Brand purpose is not...

**a financial
opportunity**



So then what is it?

Simply stated, brand purpose is a reason for an organization to exist beyond profit.

It is the moral compass that defines why a brand exists and guides decisions on what they do and how they do it.



patagonia[®]

PRODUCT

Clothing and equipment
for the outdoors

PROMISE

Build the best product,
cause no unnecessary harm

PURPOSE

To inspire and implement solutions
to the environmental crisis

Why does it matter?

People want change.
Only 1 in 5 people believe the
system is working for them,
and large majorities express a
sense of injustice and a desire
for change.



Consumers want brands
to be part of the solution

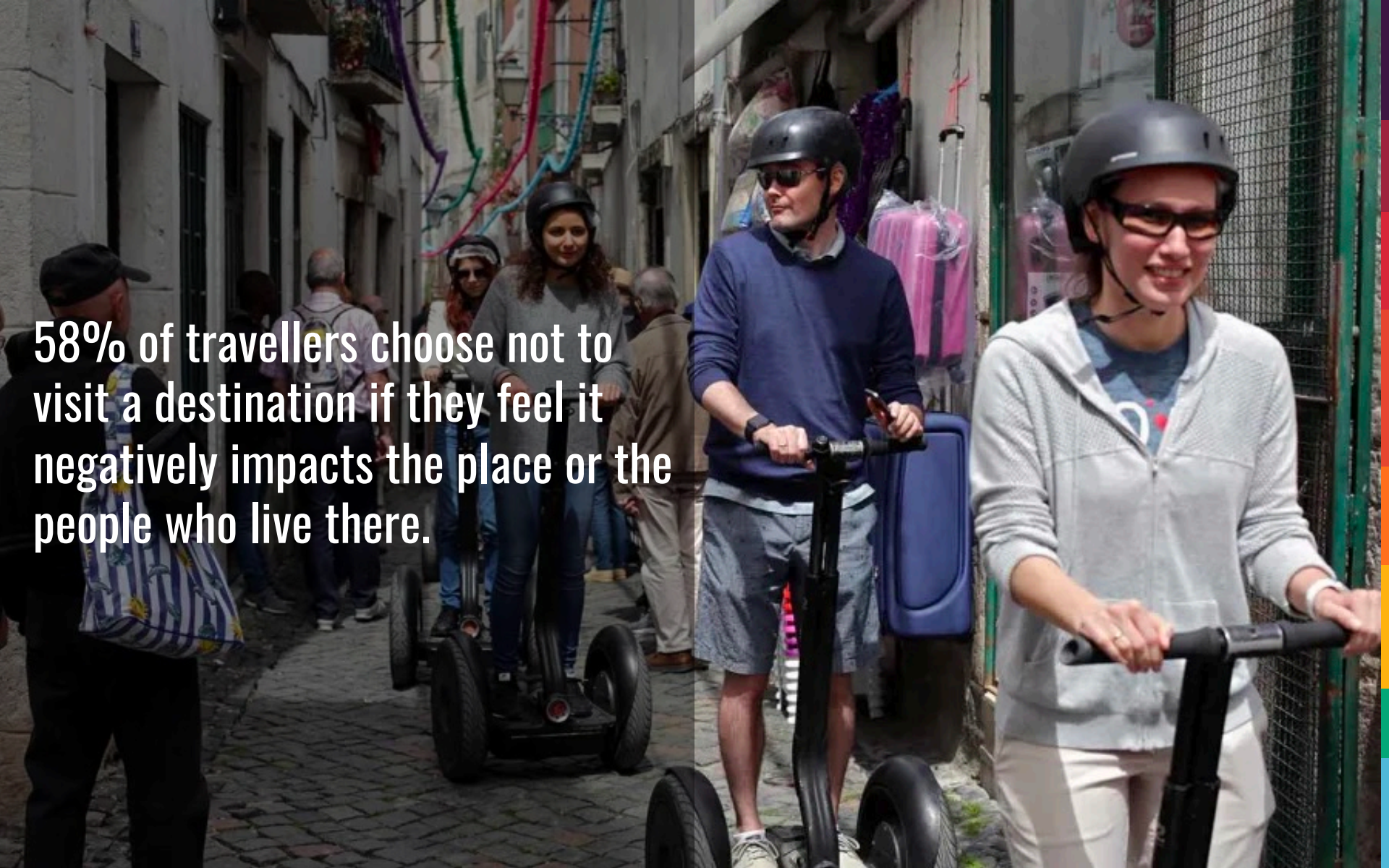


Nearly two-thirds* of surveyed consumers prefer to purchase products and services from companies that stand for a purpose that reflects their own values and beliefs (and will avoid companies that don't).

* Accenture Strategy Survey



58% of travellers choose not to visit a destination if they feel it negatively impacts the place or the people who live there.



CAUTION:

**30% of consumers say they want to
make ethical purchasing decisions.**

Only 3% actually do.

**By defining, communicating,
and acting on their purpose,
brands can better:**



**Connect with customers over
shared values**



**Differentiate from
their competitors**

For some brands, social, environmental or political causes are naturally aligned with their purpose

The Patagonia logo, consisting of the word "patagonia" in a lowercase, sans-serif font, is positioned in the top left corner of the dark overlay.

The President Stole Your Land

In an illegal move, the president just reduced the size of Bears Ears and Grand Staircase-Escalante National Monuments. This is the largest elimination of protected land in American history.

[Learn More](#)

ONE
FOR
ONE®





GIVE A FLAKE

PROTECT YOUR PASSION.
JOIN THE MOVEMENT.

Sometimes caring about an issue is not enough.

You have to do something. That's why Aspen Snowmass launched Give A Flake.

It's a way to turn our concern about climate change—and yours—into action. Because the planet is overheating. Winter is under attack.

Sign this letter and send it. Let's fight back.

#GIVEAFLAKE

It's The Aspen Way

ASPEN  SNOWMASS.

LEARN MORE AND TAKE ACTION
AT GIVEAFLAKE.COM





Not every brand's purpose
has to be saving the world

**For others, purpose can be about advancing
a value or belief system that is shared
between the brand and customers**

TO THOSE WHO TAUGHT US THE SPIRIT OF HARD WORK

Thank You



carhartt



REI[™]
CO·OP

**#OPT
OUTSIDE**

The image features a scenic mountain landscape at dawn or dusk. A large, prominent mountain peak is centered in the background, with smaller peaks and ridges extending to the left and right. The sky is a clear, light blue, and the foreground is filled with a thick layer of white mist or low clouds. The overall lighting is soft and golden, suggesting the time is either early morning or late afternoon. The text is overlaid in the center of the image, with the REI Co-op logo on the left and the hashtag #OPT OUTSIDE in large, bold, white letters to the right.

PURPOSE FOR
DESTINATION
BRANDS

**Purpose driven
tourism branding
identifies an overall
purpose of a place**



**Around the world, most destinations share
very similar product attributes**

Cities



Mountains



Beaches



**Defining a purpose can help destination brands
differentiate from competitors**

Purpose Driven Brands



Purpose Driven Places



THE BIG CHALLENGE



**The purpose of the place is often different than
the purpose of the destination marketers.**

**A reason for being,
beyond (tourism) profit.**

The core challenge of destination marketers, balancing the priorities of:



Engagement
& Alignment

FOR TOURISM
STAKEHOLDERS



Differentiation
& Appeal

FOR
VISITORS



Community Support
& Social License

FOR THE LOCAL
COMMUNITY

Sustainability

Differentiation
& Appeal



**NO COMMON
GROUND**



Engagement &
Alignment



Social
License

Differentiation & Appeal



Visitors

SHARED PURPOSE

Tourism stakeholders

Community

Engagement & Alignment



Social License

Differentiation & Appeal



Visitors

SHARED PURPOSE

Tourism stakeholders

REJECTION

Community

Engagement & Alignment



Social License

Differentiation & Appeal



Visitors

SHARED PURPOSE

REBELLION

Tourism stakeholders

Community

Engagement & Alignment

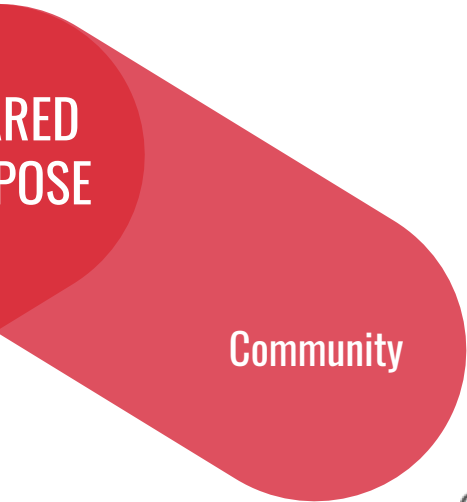


Social License

Differentiation & Appeal



RECESSION



Engagement & Alignment



Social License



PORT ALBERNI

ALBERNI
HARBOUR
QUAY

P

Adventure central

Visitors

SHARED
PURPOSE?

REBELLION

Tourism
stakeholders

Community

Revenue and fairness

Vibrant waterfront
community

A large, vibrant crowd of people is gathered on a beach, many of whom are in the shallow water. The scene is filled with colorful beach umbrellas in shades of blue, yellow, red, and green. In the foreground, a man with a black backpack and a light blue t-shirt stands with his back to the camera, holding up a smartphone to take a picture of the beach. To his left, a white concrete wall features graffiti that reads:

TOURIST:
YOUR LUXURY TRIP
MY DAILY MISERY

“

If tourism doesn't work for locals, it doesn't work in my mind. A city can have tourists, but the tourists shouldn't have the city. For example, using some of the money from tourism to have some free days at museums for locals and booked times for locals. So they are not just putting up with crowds of tourists all the time, they are getting a nice benefit too.

Doug Lansky

”

VENICE

Gondolas, art and history

Visitors

SHARED
PURPOSE

Tourism
stakeholders

REJECTION

Community

Constant growth in
visitor numbers

Space to be able to act
as a community and
enjoy the place they live

ANTARCTICA

A peaceful place of scientific discovery.
Cleansing and energizing.



To advocate and promote the practice of safe and environmentally responsible travel to the Antarctic.

Antarctica and the Southern Ocean - valued, protected, understood.

“

When you book to go to Antarctica, no matter what trip you go on, there will be educational presentations. And no, these aren't like the boring lessons that you had at school where you struggled to keep one eye open. These are exciting presentations by professionals who live and breathe Antarctica. These guys and gals have first-hand experience and knowledge of the region and you can really tell that they are passionate about what they do.

”

CALGARY

Natural surroundings and community spirit

Visitors

Big dreams
Big change
Big contributions

Tourism
stakeholders

Community

Economic success, shared
prosperity & strong community

Vibrant community
spirit and attitude


WHISTLER

All-round adventure, luxury and authenticity



Sustainable growth
And constant flow of
new visitors

Work hard play hard

An aerial photograph of a coastal city, likely Barcelona, Spain. The image shows a wide, sandy beach in the foreground, lined with palm trees and a promenade. The water is a vibrant turquoise color, transitioning to a deeper blue further out. A large, rocky breakwater extends into the sea on the right side. In the background, a dense urban area with various buildings and a few taller skyscrapers is visible under a bright blue sky with scattered white clouds.

Not every destination will have a purpose. They will just be a really popular place.

Many destinations may share a purpose, but will not necessarily have it articulated.



FINDING
YOUR
PURPOSE

GOOD NEWS FOR SMALL DMO'S

**The smaller the place, the easier
it can be to find a shared purpose.**

Aligning purpose requires broad involvement



**TOURISM
STAKEHOLDERS**

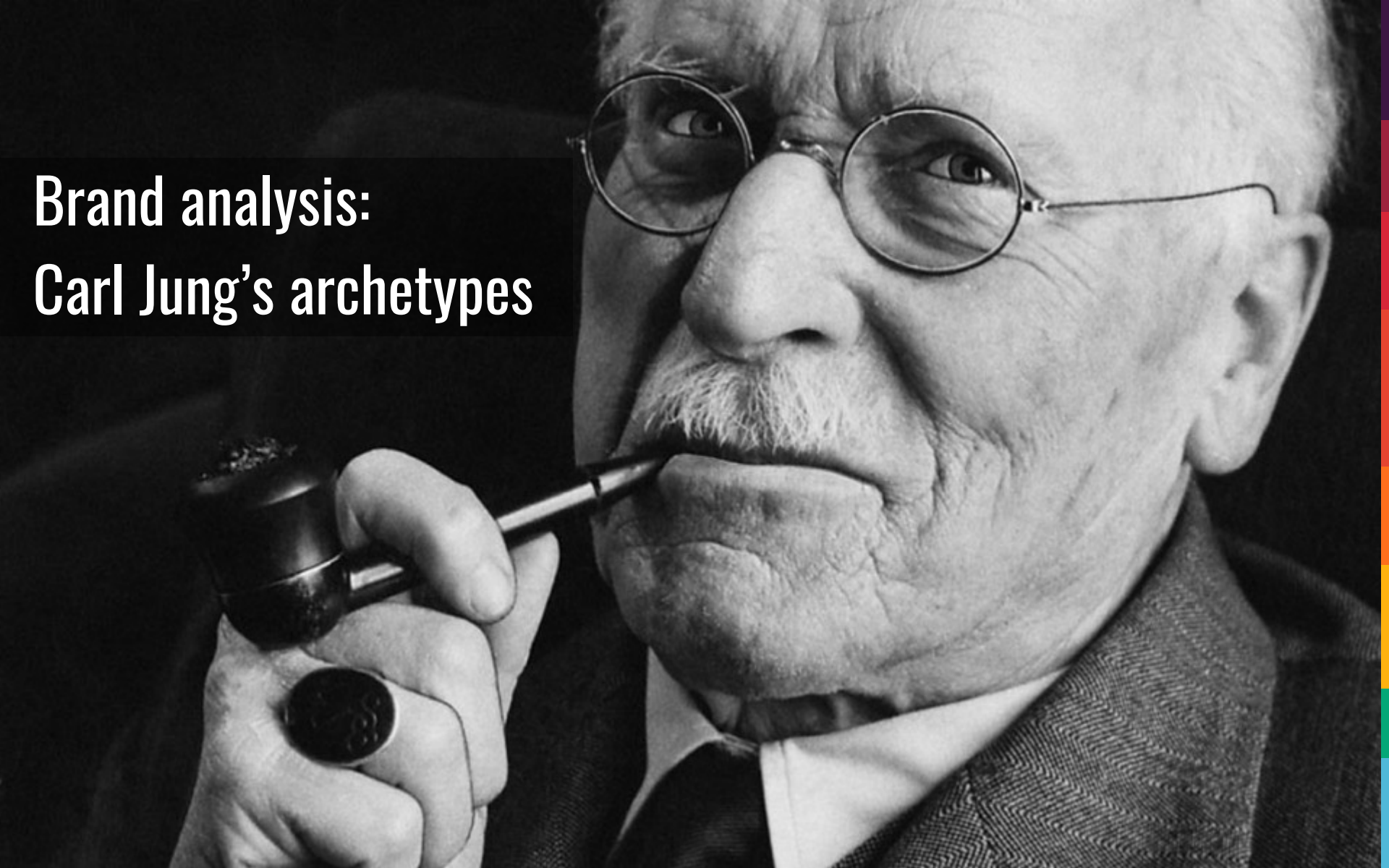


VISITORS



**THE LOCAL
COMMUNITY**

**Brand analysis:
Carl Jung's archetypes**



What archetypal role does your place brand fulfill?

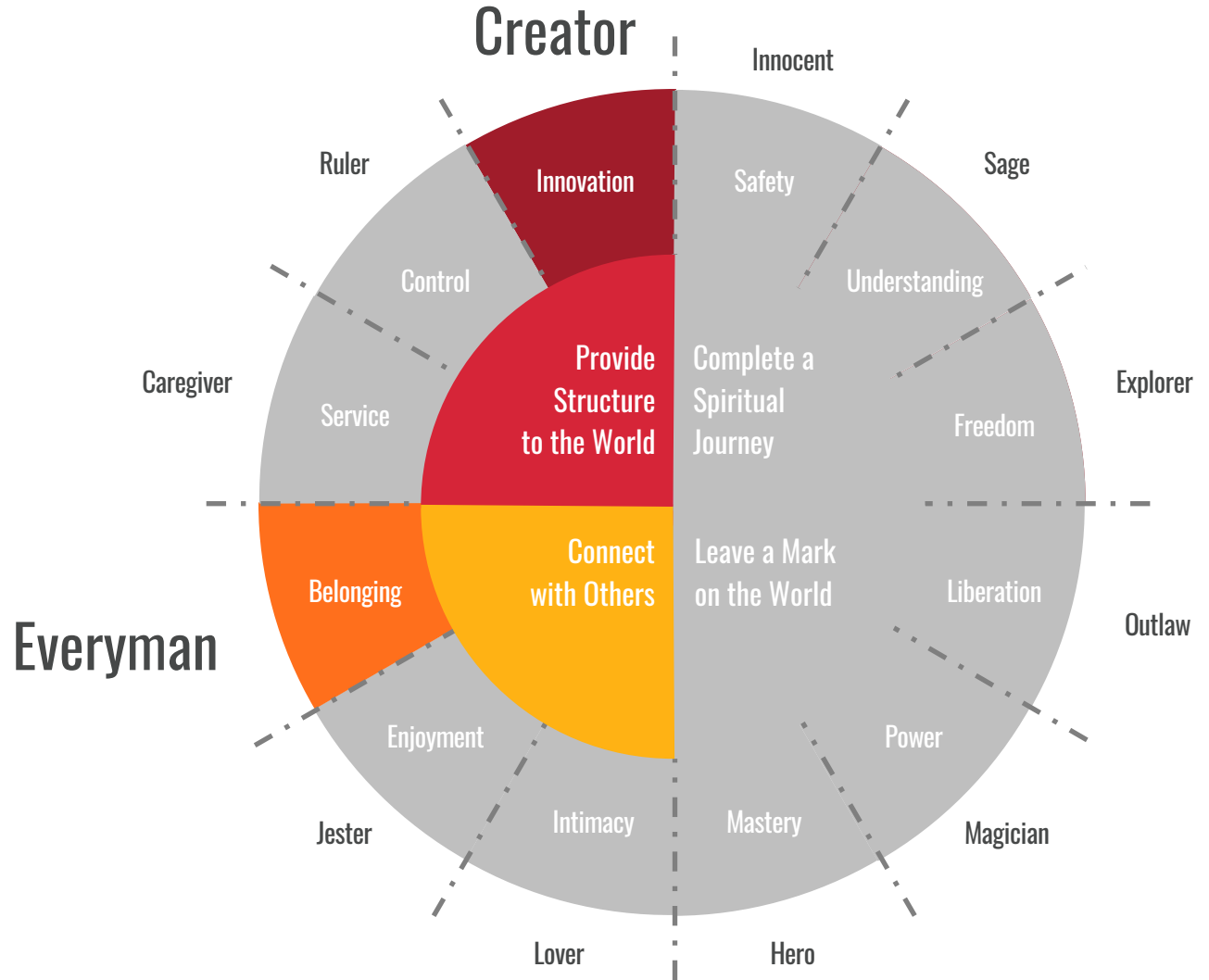
All basic human motivations can be categorized into twelve universal archetypes.

These archetypes can be applied to brands to help illuminate their purpose.



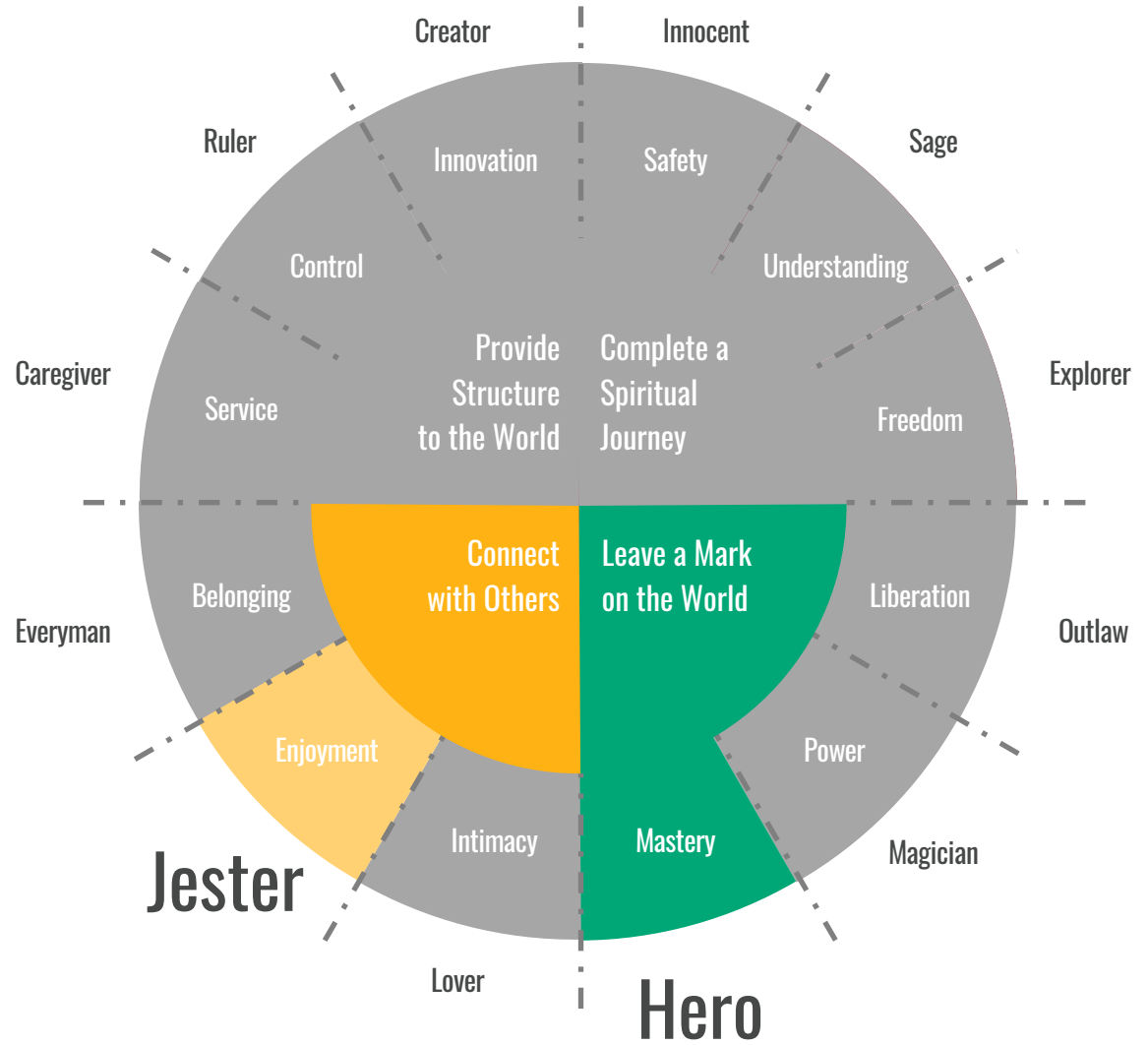
Calgary:

Big dreams
Big change
Contribution



Whistler:

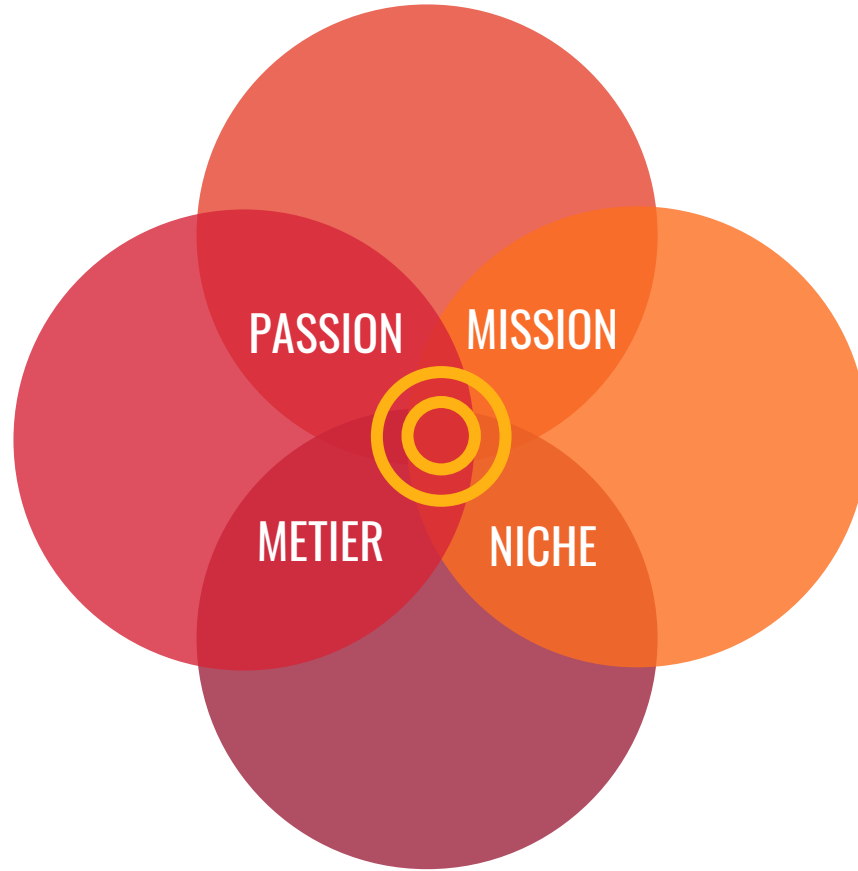
Balance



Place Ikigai

What are your people
passionate about?

What is your place
really good at



What does the
world need?

What will visitors pay for?

Community dialogue that needs to happen

- What is the holistic reason for our place to exist?
- What emotional need does this place satisfy?
- When we are old and looking back on the life of our place, what will that life look like if it has been a success?
- What do we want to have contributed to the world? How do we make lives better?
- What do we want to be known for?

Start with you



The Purpose Map

Visitor
Differentiation
& Appeal



**COMMON
GROUND /
SHARED
PURPOSE**

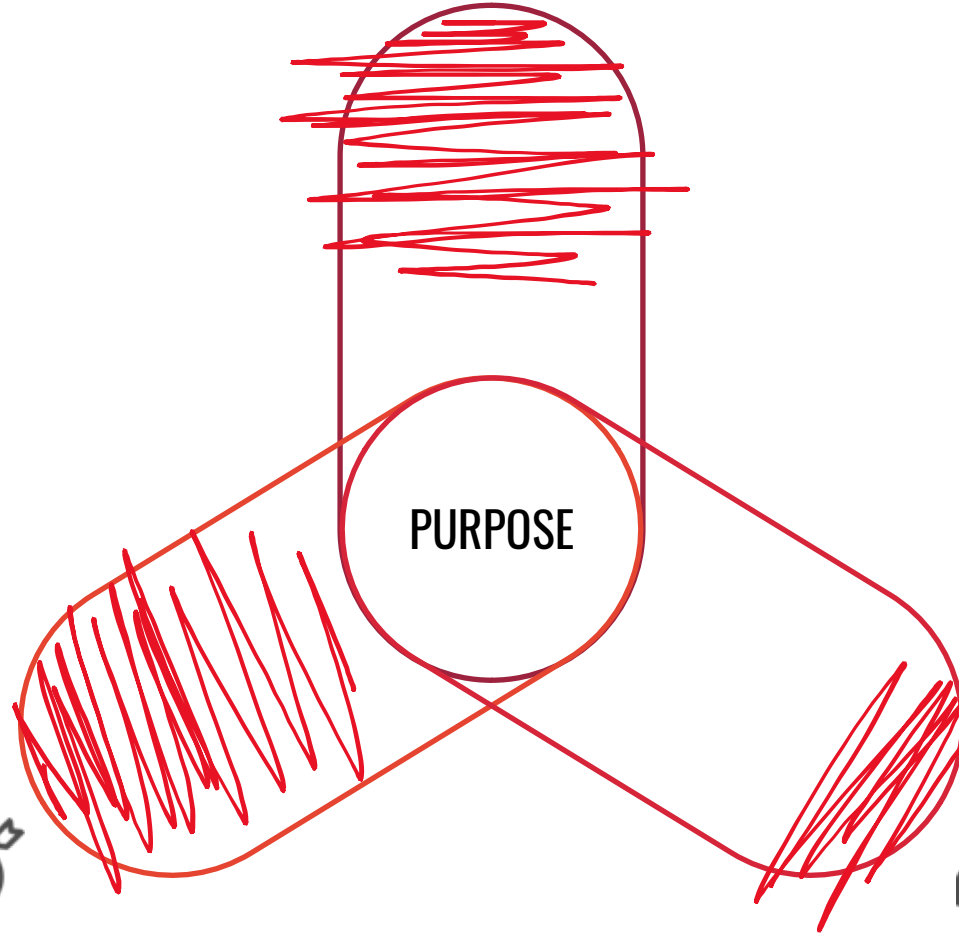
Stakeholder
Engagement &
Alignment



Community
Social
License

The Purpose Map

Visitor
Differentiation
& Appeal



Stakeholder
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Community
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You need to keep them involved, you need a community outreach plan, you need to have them support you in what you're doing and the elected officials will follow.

It's no longer putting heads in beds. Your goal is much better than that: It's to help that community.

Jack Johnson
Chief Advocacy Officer
Destinations International

”

Q&A

stormylakeconsulting.com

THANK
YOU