

Visitor Economy Stewardship

by: The New York Sherpa

Josiah Brown

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MARKETING**
BY JOSIAH BROWN



The New York Sherpa

THE NEW YORK -
SHERPA

Famous Destination



Destinations International:



New York State Tourism Industry Association



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Generational Shift: Visitor Economy Stewardship

7th to 2nd

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The background of the slide is a light-colored, textured map. At the bottom, there is a horizontal strip showing a dense forest of evergreen trees. A red location pin icon is visible on the right side of the map, near the bottom edge.

Tourism Industry: Who is our ultimate customer? Who gets the benefit of our product?

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Tourism Industry:

Pride of place, employment,
youth employment and training,
small business success,
beautification funds, tax relief,
and community stability

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A Travel Guide and a Website??

A niche way to grow sales tax and bed tax collection?

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Economic Development

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Work Live Play

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Visit Live Work

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- **Tax Revenue**
- **Jobs**
- **New
Company/Business**
- **Capital Improvements**



Tupper Lake, NY



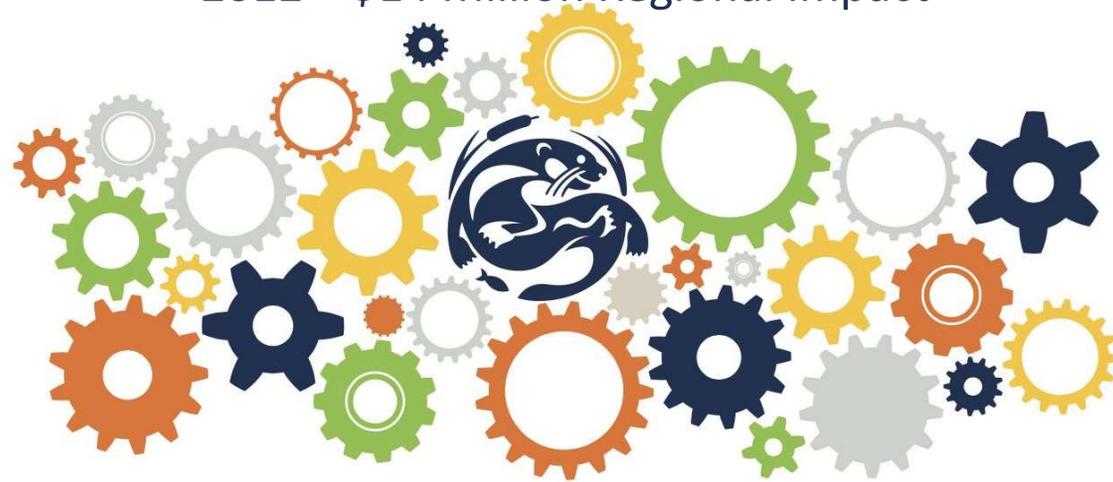
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THE W!LD CENTER

2012 – \$14 Million Regional Impact



**AN ECONOMIC ENGINE
FOR THE NORTH COUNTRY**

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THE W!LD CENTER

2017 – \$27 Million Regional Impact



AN ECONOMIC ENGINE
FOR THE NORTH COUNTRY



NORTH COUNTRY

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Work from home?

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Everyone is marketing everywhere now

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Visitor Economy Management

- **Champion of the Brand**
- **Marketing of Destination**
- **Seller of Destination**
- **Champion of Events**
- **Connector of Public/Private**
- **Destination Development**

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Just Visit

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“If you build a place people want to
Visit, you build a place where people
want to live.

If you build a place people want to
Live, you’ll build a place people want
to work.

If you build a place people want to
Work, you’ll build a place where
business has to be.

And if you build a place where business
has to be, you’ll build a place where
people want to visit.

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- Maura Gast, Destinations

What we are looking at for the future:

- “New Day” mindset – Destination Stewardship
 - It starts with a visit



Warren County Project Process:

- Initial Visit “Secret Shopping”
- Stakeholder Interviews
- Discovery
- Analysis
- Stewardship Plan

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Thank you!

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