

# GainingInsights into Destination Master Plans

## Introduction

Tourism, conventions and events can be a powerful force in helping shape communities into diverse, vibrant and thriving places. Yet for destinations to have future success, they must be carefully planned for the benefit of residents, businesses, and visitors alike.

Every destination needs to have a long-term direction for its tourism and business events sector. A shared path for stakeholders to follow for the next 10 years and beyond. Sustainable and enduring tourism and conventions do not happen solely by great marketing and geographic good fortune. They must be designed with a broad perspective focused on how the community plans come together to deliver unique, positive experiences for all visitors.

## Destination Master Plans

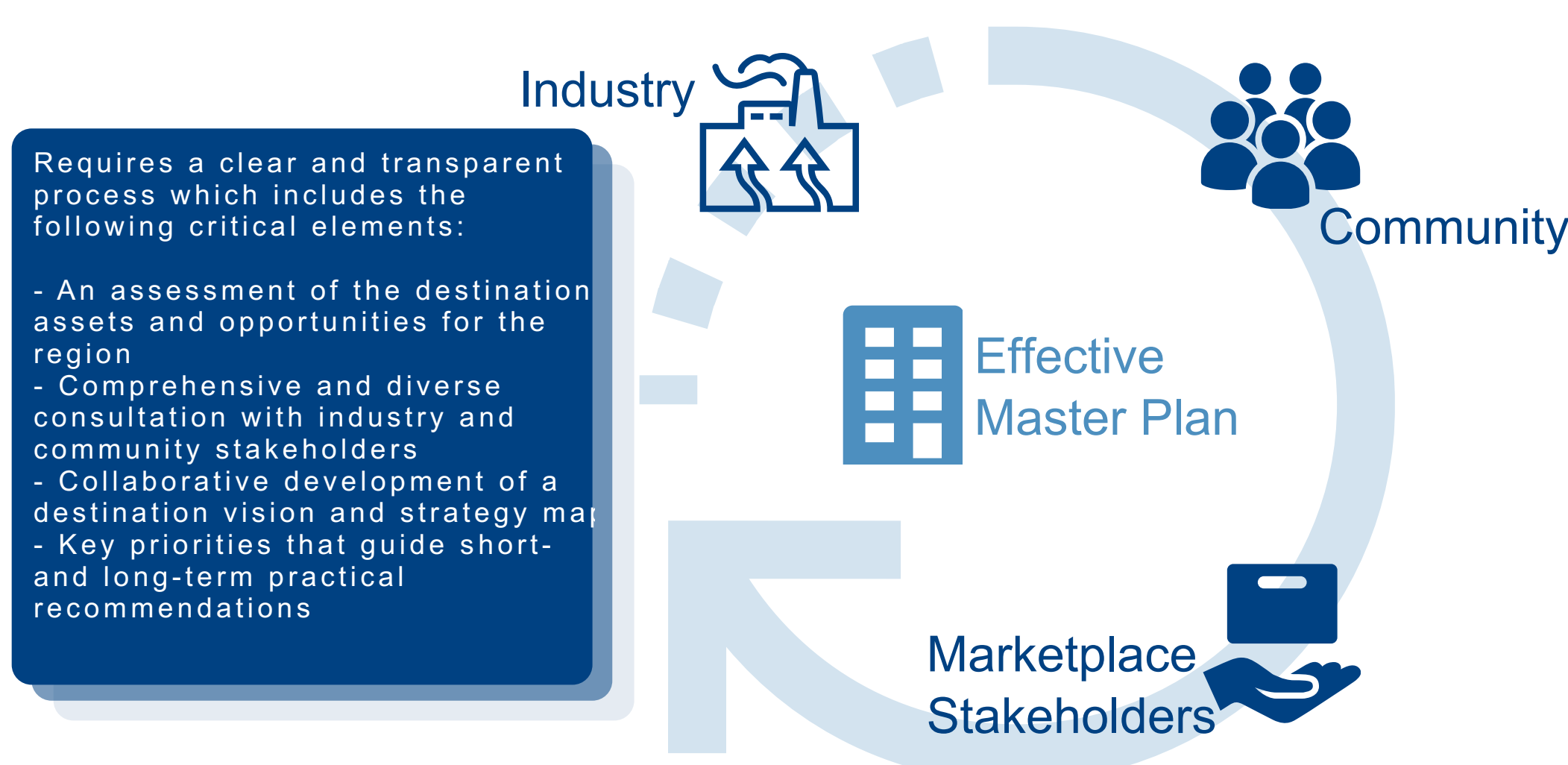
The following diagram provides an overview of the phases conducting a destination master plan



## Elements for Success

**Leadership** It is incumbent upon the leadership in the destination to ensure that community support remains strong and that the destination has the necessary attributes to compete.

**Stakeholder Engagement** The effective engagement and alignment of these stakeholders is the key design element in an enduring destination master plan:



## Master Plan Elements



## About the Author



**Paul Vallee**  
Executive Consultant – Americas  
**GainingEdge**

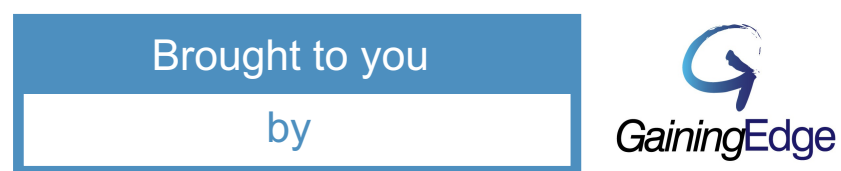
Paul Vallee who is Executive Consultant – Americas, with GainingEdge, is also Managing Director of the BestCities Global Alliance. He provides strategic leadership and is responsible for the performance of the Alliance on behalf of the 12 convention bureau partners on six continents. Paul has extensive experience managing complex organizations, strategic planning with diverse stakeholders, and destination master planning.

[Email Paul](#)

## Meet the GainingEdge team

Meet Paul Vallee and Gary Grimmer at the DMAI Annual Convention in Montreal, Canada from 11-14 July.

[Email Gary](#) [Email Paul](#)



## The Iceberg

GainingEdge is a proud partner of The Iceberg, an initiative of The Joint Meetings Industry Council (JMIC)



Africa: The Event / The Iceberg Special Report  
THE ICEBERG | Business Events World | Issue 12