

# The Future of Vibrant Communities Through the Power of the Visitor Economy

By: Josiah Brown  
The New York Sherpa



**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN



# “I’m from New York”

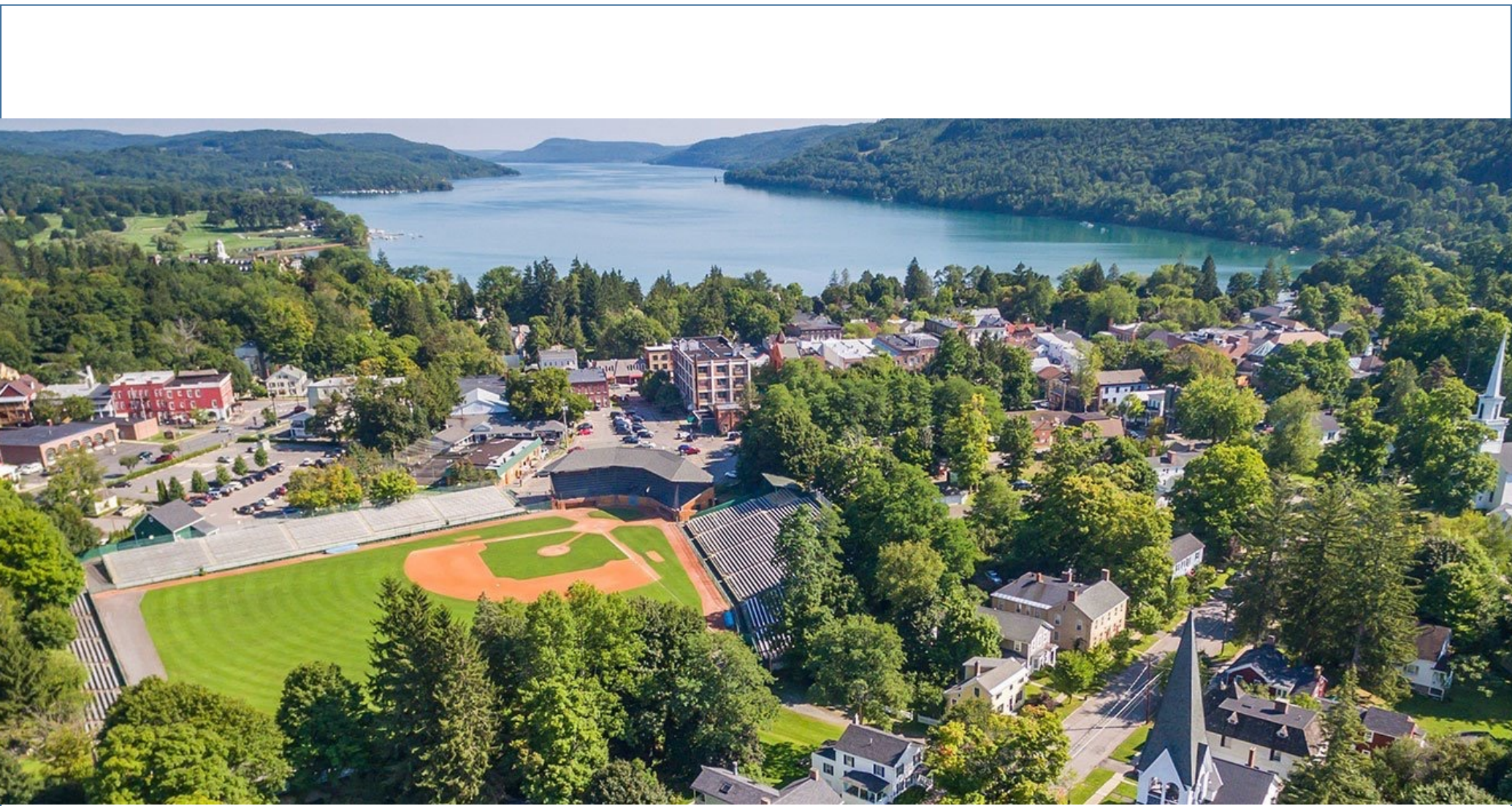
**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN


















They don't understand...

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN

- THE NEW YORK -  
**SHERPA**



**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN





- THE NEW YORK -  
**SHERPA**

**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN



# FAMOUS DESTINATION MARKETING

BY JOSIAH BROWN





1,000,000+ miles

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN





# Destination Marketing & Visitor Economy Stewardship

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN



# Generational Shifts...

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN







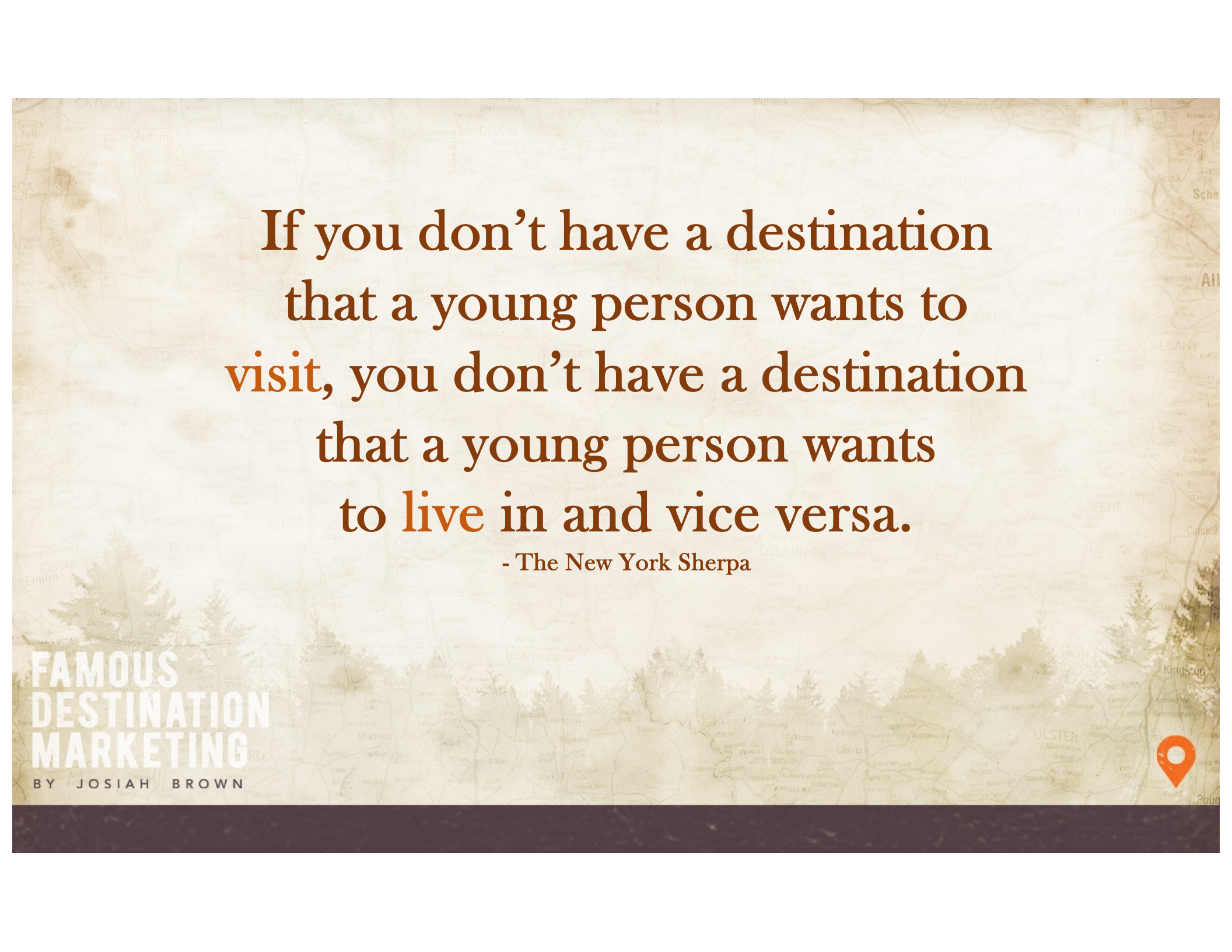




# Quality of Place

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN



**If you don't have a destination  
that a young person wants to  
visit, you don't have a destination  
that a young person wants  
to live in and vice versa.**

**- The New York Sherpa**

**FAMOUS  
DESTINATION  
MARKETING**

**BY JOSIAH BROWN**



# Tourism Industry: Who is our ultimate customer?

**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN



*Oh, it's only the best day of the year.*

**FAMILY  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN





 HANNIBAL  
TONIGHT 10/9c

# FAMOUS DEST MARKETING

BY JOSIAH BROWN



We saved  
you \$678  
dollars on  
your taxes  
this year!



FAM  
DESTINATION  
MARKETING  
BY JOSIAH BROWN



Don't care!

 HANNIBAL  
TONIGHT 10/9c

FAMC  
DESTINATION  
MARKETING

BY JOSIAH BROWN





# FAMOUS DESTINATION MARKETING

BY JOSIAH BROWN



# Tourism Industry:

Pride of place, employment, youth  
employment and training, small business  
success, beautification funds, quality of life,  
and community stability

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN



# Resident First Thinking

**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN





#1

# Visitors Spark a Cycle of Investment

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN

# Detroit - 1890



**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN



# Tupper Lake, NY



**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN





**FAMOUS  
DESTIN  
MARKETING**  
BY JOSIAH BROWN





# FAMOUS DESTINATION MARKETING

BY JOSIAH BROWN





FAN  
DES  
MA

BY JOSTIAH BROWN





# Economic Development

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN




#2

# 2nd Lane of Economic Development

**FAMOUS  
DESTINATION  
MARKETING**


BY JOSIAH BROWN



# Work Live Play

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN



# Play Live Work

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN

A vintage-style map of New York State, showing county boundaries and names. The map is overlaid with a semi-transparent forest scene at the bottom. A red location pin is visible in the bottom right corner. The text "Visit Live Work" is centered on the map.

# Visit Live Work

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN



# 2nd Lane of Economic Development

**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN



- **Increased capital investment**
  - **Jobs/Business**
  - **Stable workforce**
  - **Quality of Life**

**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN





# Healthcare Tech Community Manufacturing

...they need workforce, they need quality of  
life... quality of place

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN





**Economic  
Development  
Agency**

**Industrial  
Development  
Agency**

**Destination  
Tourism  
Stewardship**

**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN





# Quality of Place

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN



#3

It's a particular set of skills

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN

**I HAVE A VERY PARTICULAR SET OF  
SKILLS**

**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN

quickmeme.com





# A Travel Guide and a Website??

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN

# Role Destination Stewardship

- Champion of the Brand
- Demand Generator/Marketing
- Sell the Destination
- Champion of Events
- Connector of Public/Private
- Destination Development/  
Stewardship

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN



# What is a brand?

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN



# Brand = Emotional Reaction

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN





**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN





# Safety

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN





# FAMOUS DESTINATION MARKETING

BY JOSIAH BROWN



Does that feeling matter?

**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN

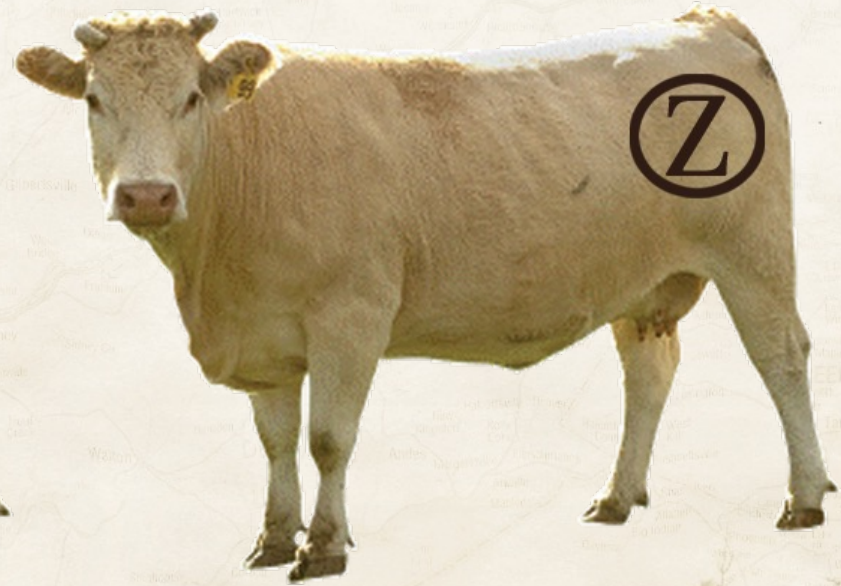
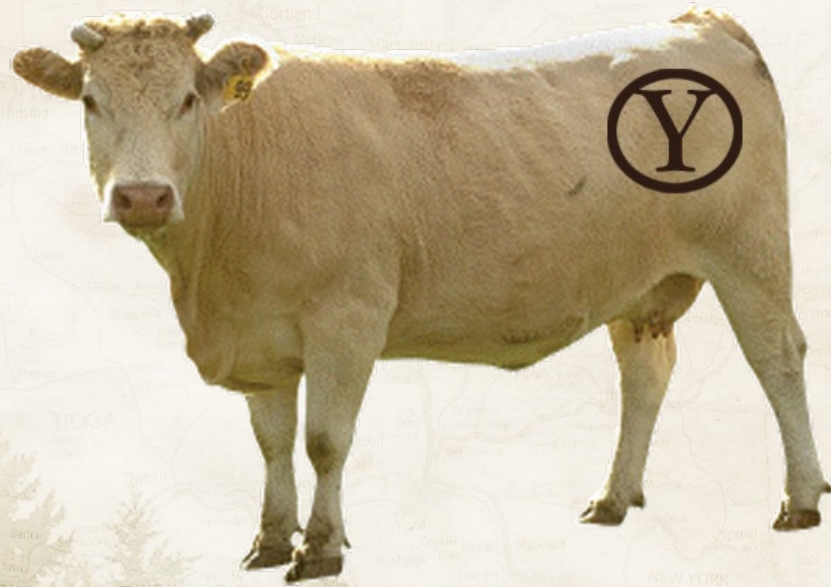




**A brand is NOT just a logo**

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN



**FAMOUS  
DESTINATION  
MARKETING**

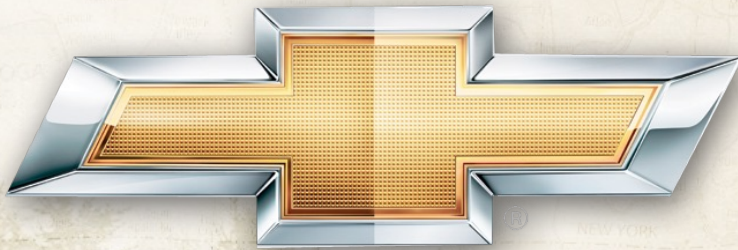
BY JOSIAH BROWN

# Ranching Industry





*Holiday Inn*



**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN



# Lancaster, PA

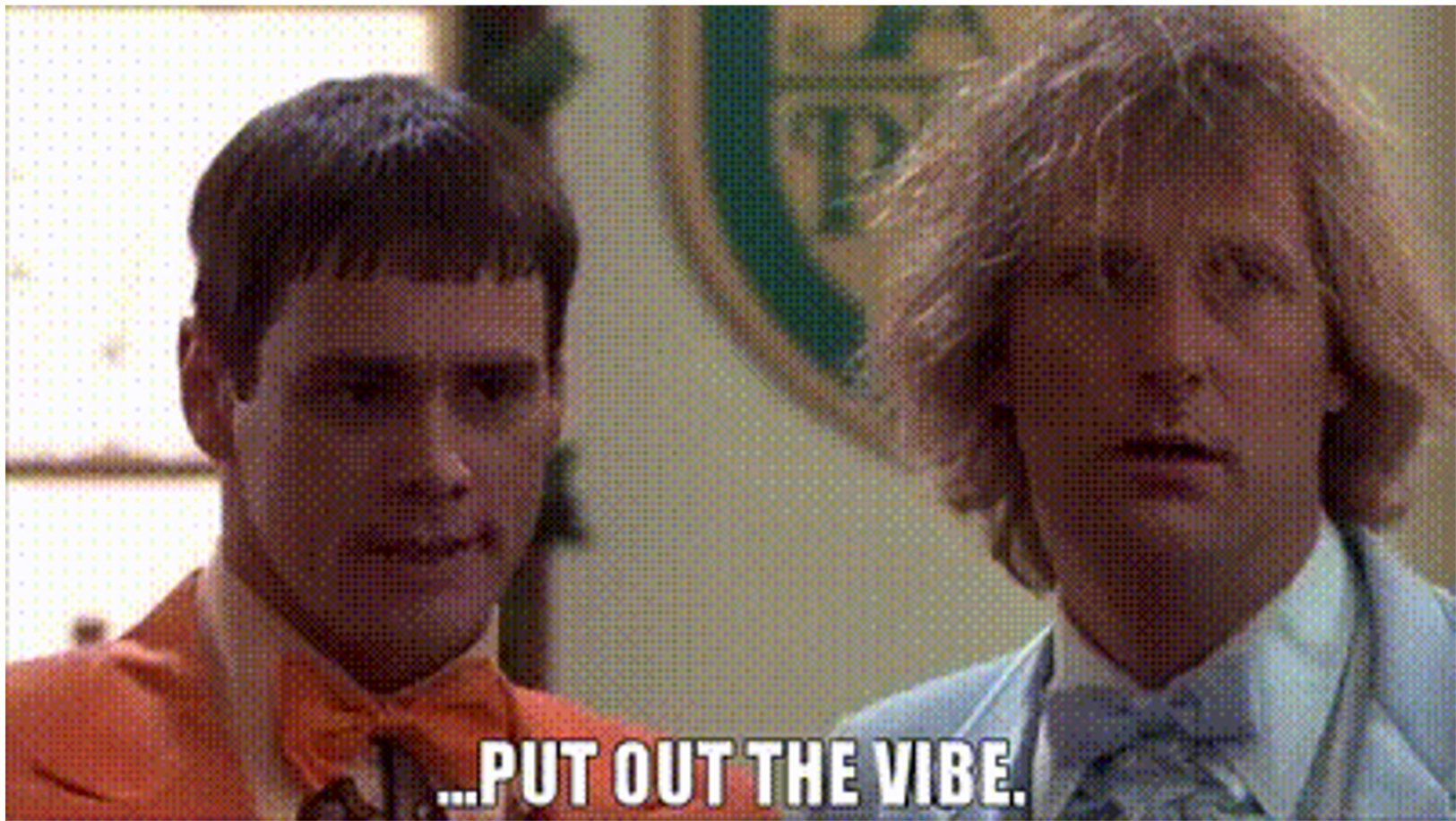


**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN






**Just Visit**



**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN





# Virginia is for...

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN



# What happens is Vegas...

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN





# What happens is Vegas... Ends up on Facebook

**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN

#4

# Destination Stewardship

## Win/Win/Win

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN

GEORGIA'S



☁ 46°



VISIT



CHAMBER



COMMUNITY

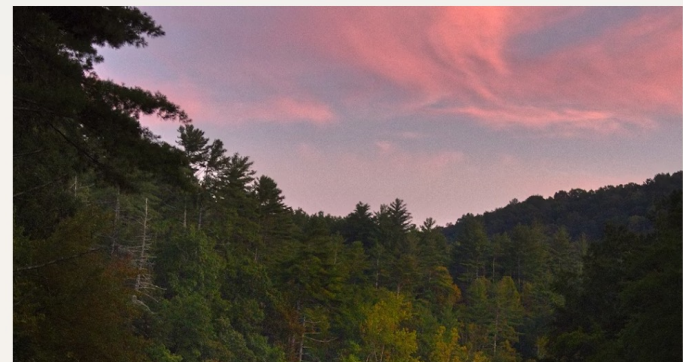
# Get Away Completely

## Georgia's Blue Ridge

SHARE 

TOURISM AND COMMUNITY WEBSITE OF THE  
FANNIN COUNTY CHAMBER & CVB

Escape to Blue Ridge, where mountain trails, cascading



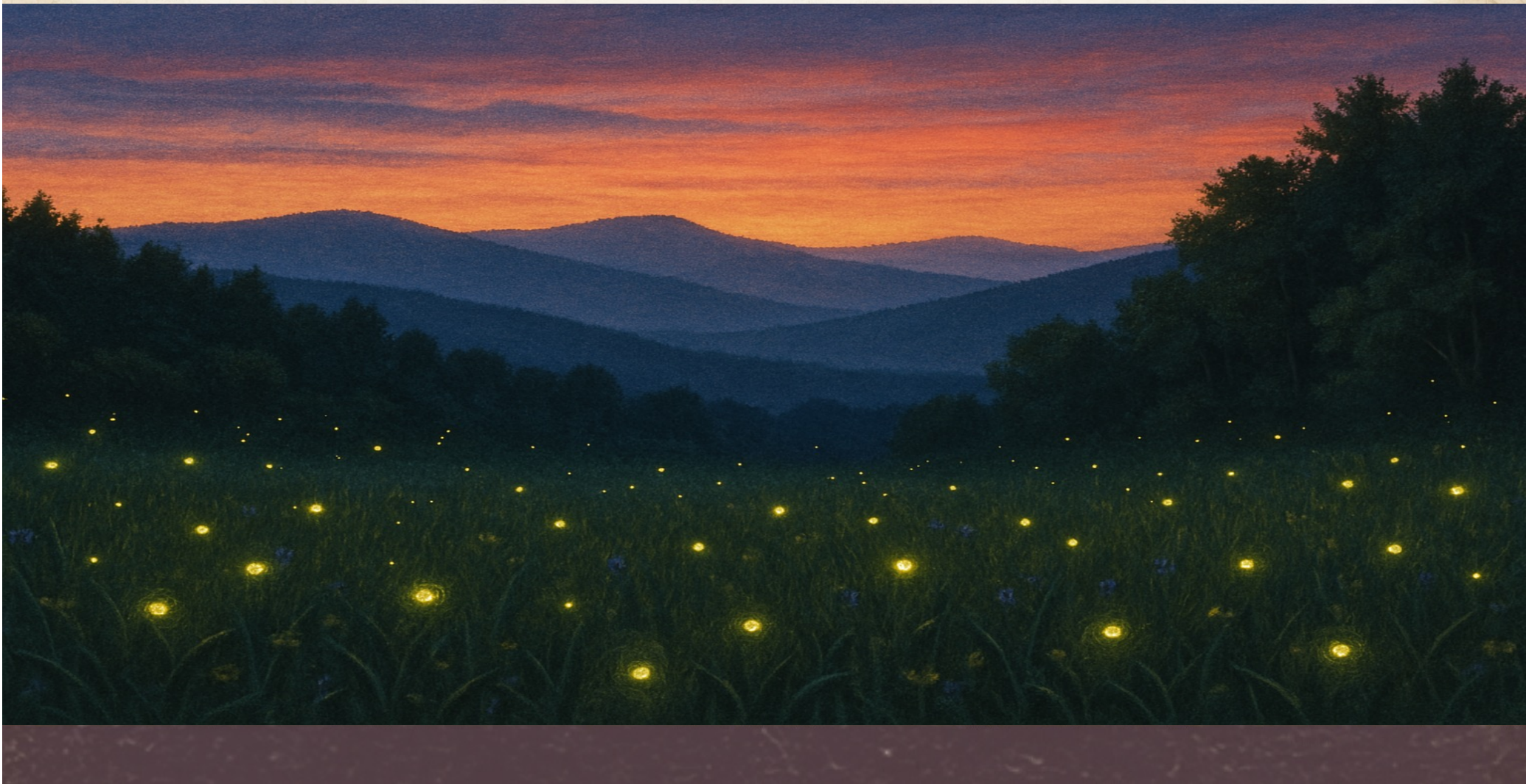


# #LovingLocal

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN

“Lights off, Fireflies on”





# Ireland

**FAMOUS  
DESTINATION  
MARKETING**

BY JOSIAH BROWN



FAN  
DES  
MA  
BY JO





FAN  
DES  
MA  
BY J





**PLAY Playground's  
Velcro wall**

**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN

FAMO  
DESTI  
MARK  
BY JOSIA



Map overlay showing geographical locations and a location pin icon.

# LinkedIn: Josiah Brown



**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN





# FAMOUS DESTINATION MARKETING

BY JOSIAH BROWN



**Instagram: @NewYorkSherpa**

**Sherpa@NewYorksSherpa.com**

**Threads: @NewYorkSherpa**

**LinkedIn: Josiah Brown - Famous Destination  
Marketing**

**FAMOUS  
DESTINATION  
MARKETING**  
BY JOSIAH BROWN

