



***Applying Destination
Principles to Any Size
Community or Business***

Presented by Jon Schallert

www.JonSchallert.com

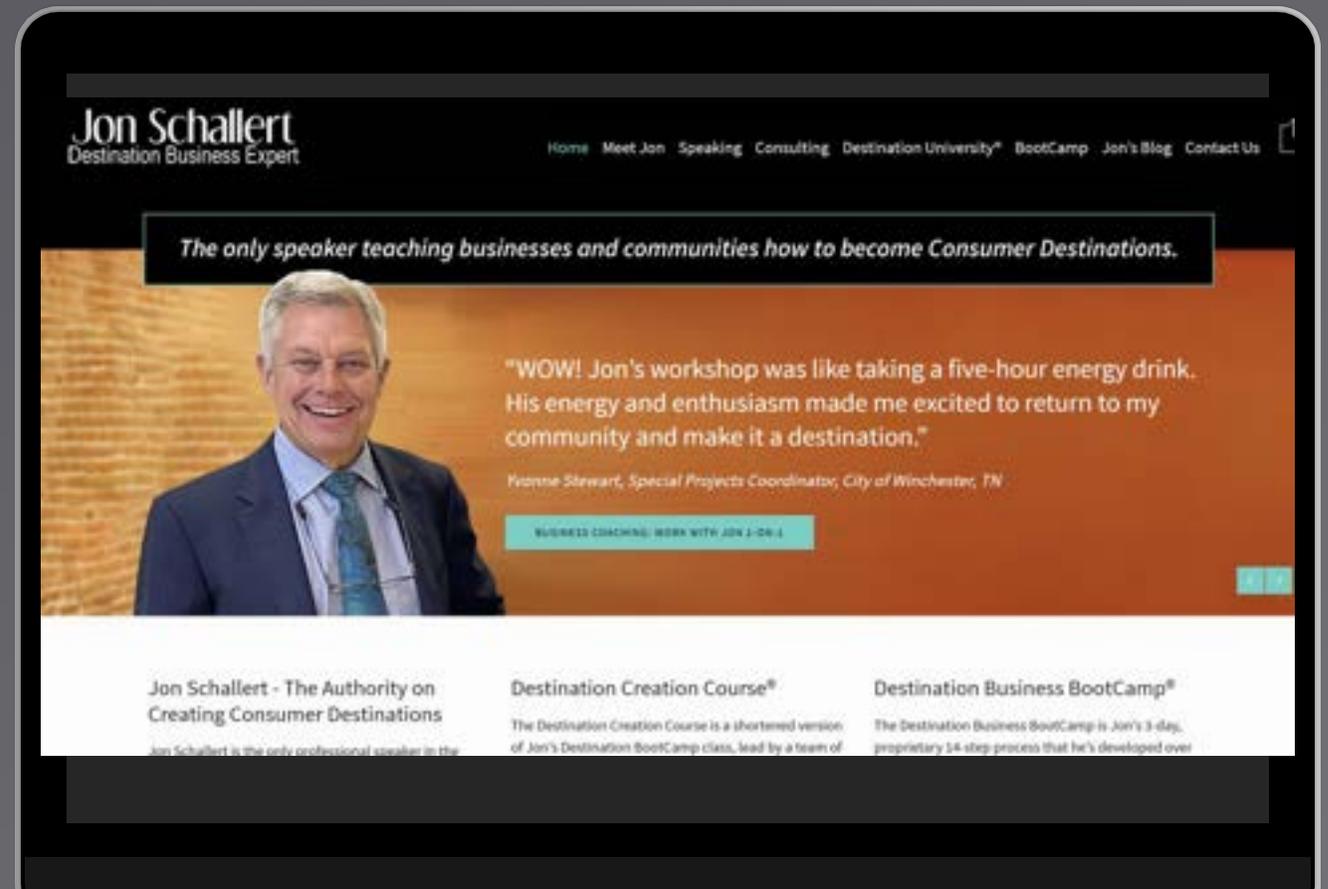
@Jon_Schallert

For All Slides (both sessions & Extras): Text VA to 833-643-0660

www.JonSchallert.com

www.DestinationBootCamp.com

www.CommunityReinvention.com



The screenshot shows the homepage of Jon Schallert's website. The header includes the name "Jon Schallert" and the title "Destination Business Expert". A navigation menu contains links for Home, Meet Jon, Speaking, Consulting, Destination University®, BootCamp, Jon's Blog, and Contact Us. A central banner features a photo of Jon Schallert and a testimonial from Yvonne Stewart, Special Projects Coordinator at the City of Winchester, TN. Below the banner are three columns of text describing his expertise and services.

Jon Schallert
Destination Business Expert

Home Meet Jon Speaking Consulting Destination University® BootCamp Jon's Blog Contact Us

The only speaker teaching businesses and communities how to become Consumer Destinations.

"WOW! Jon's workshop was like taking a five-hour energy drink. His energy and enthusiasm made me excited to return to my community and make it a destination."
Yvonne Stewart, Special Projects Coordinator, City of Winchester, TN

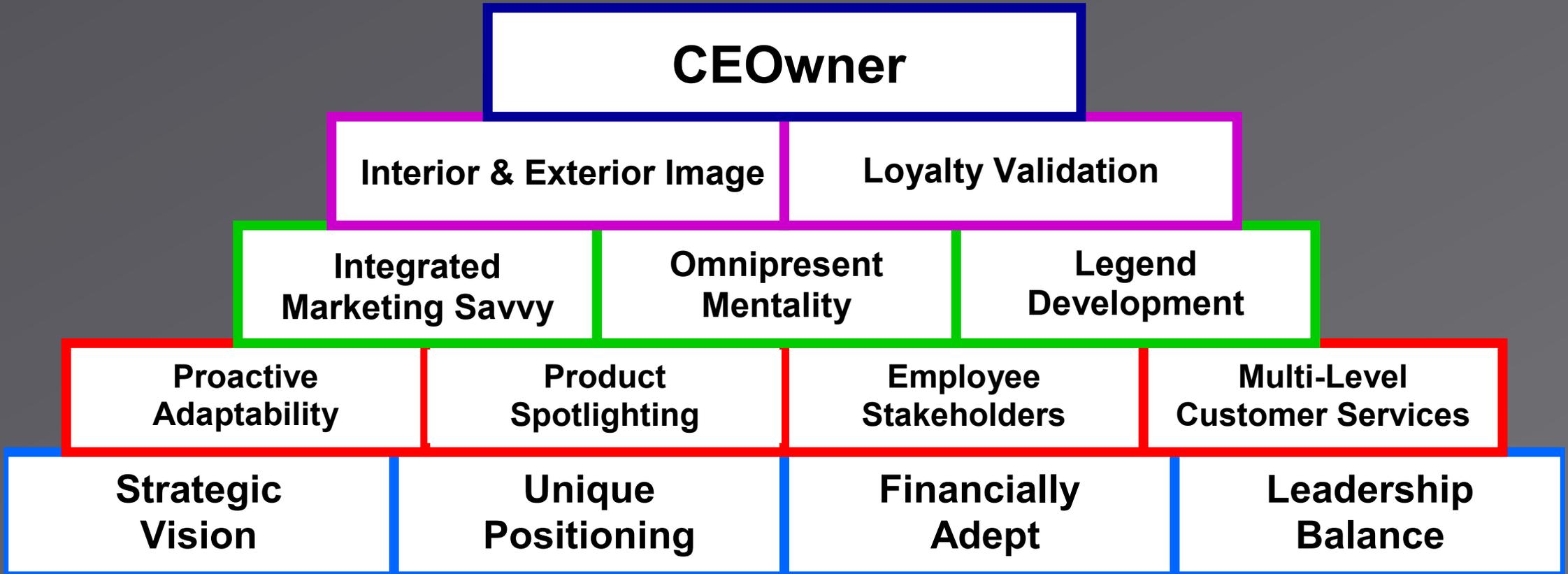
BUSINESS COACHING: WORK WITH JON 1-ON-1

Jon Schallert - The Authority on Creating Consumer Destinations
Jon Schallert is the only professional speaker in the

Destination Creation Course®
The Destination Creation Course is a shortened version of Jon's Destination BootCamp class, lead by a team of

Destination Business BootCamp®
The Destination Business BootCamp is Jon's 3-day, proprietary 14-step process that he's developed over

14-Step Destination Business Process







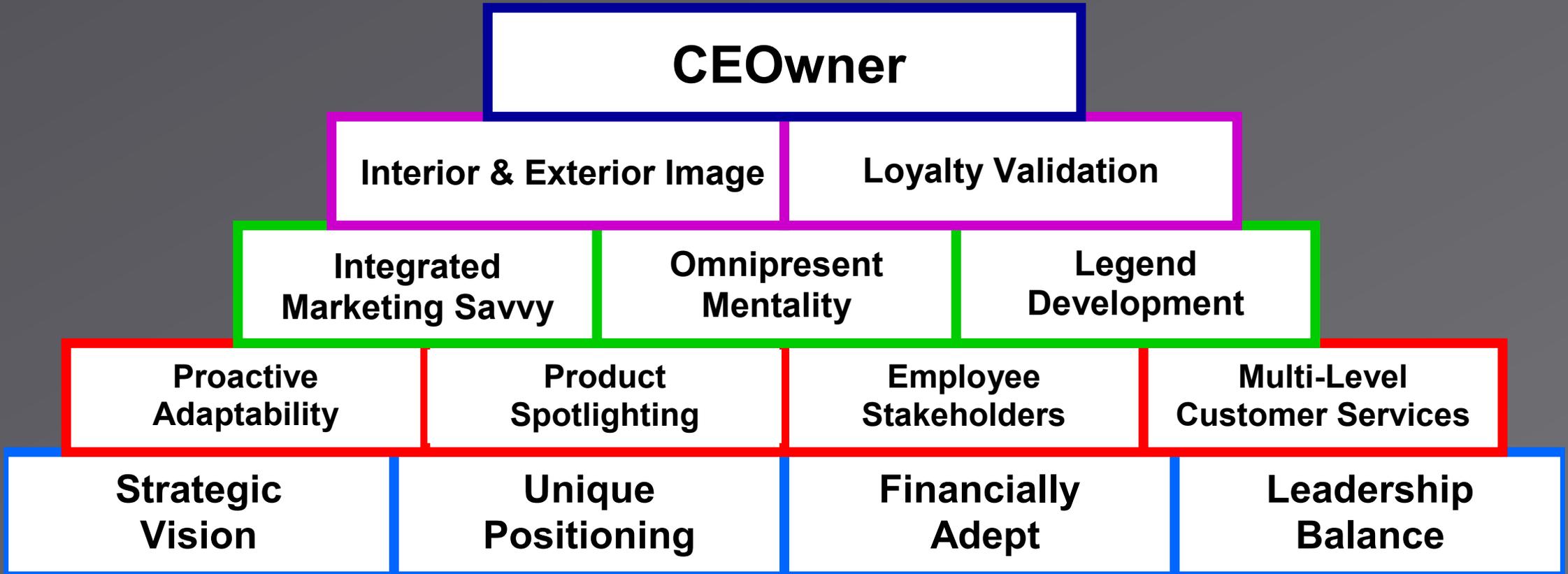
What is a Destination Business?

A business that's so *compellingly unique*, consumers say:

"I have to go to that place!"

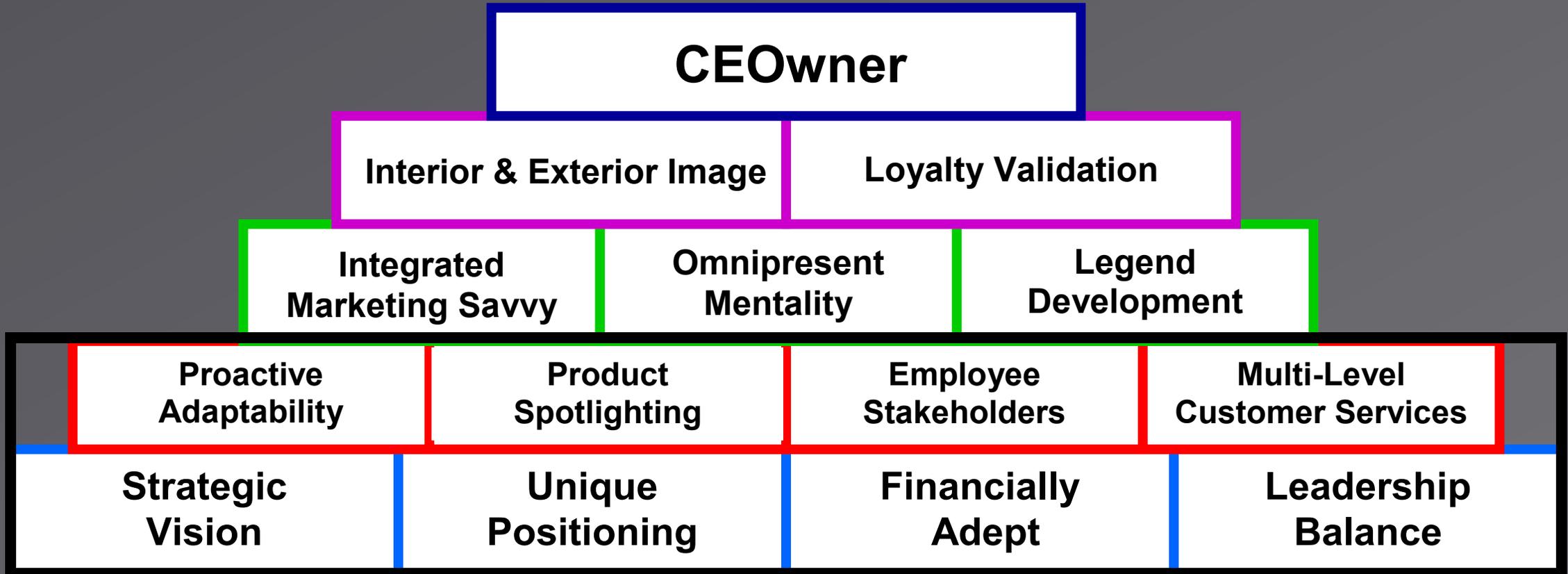


14-Step Destination Business Process



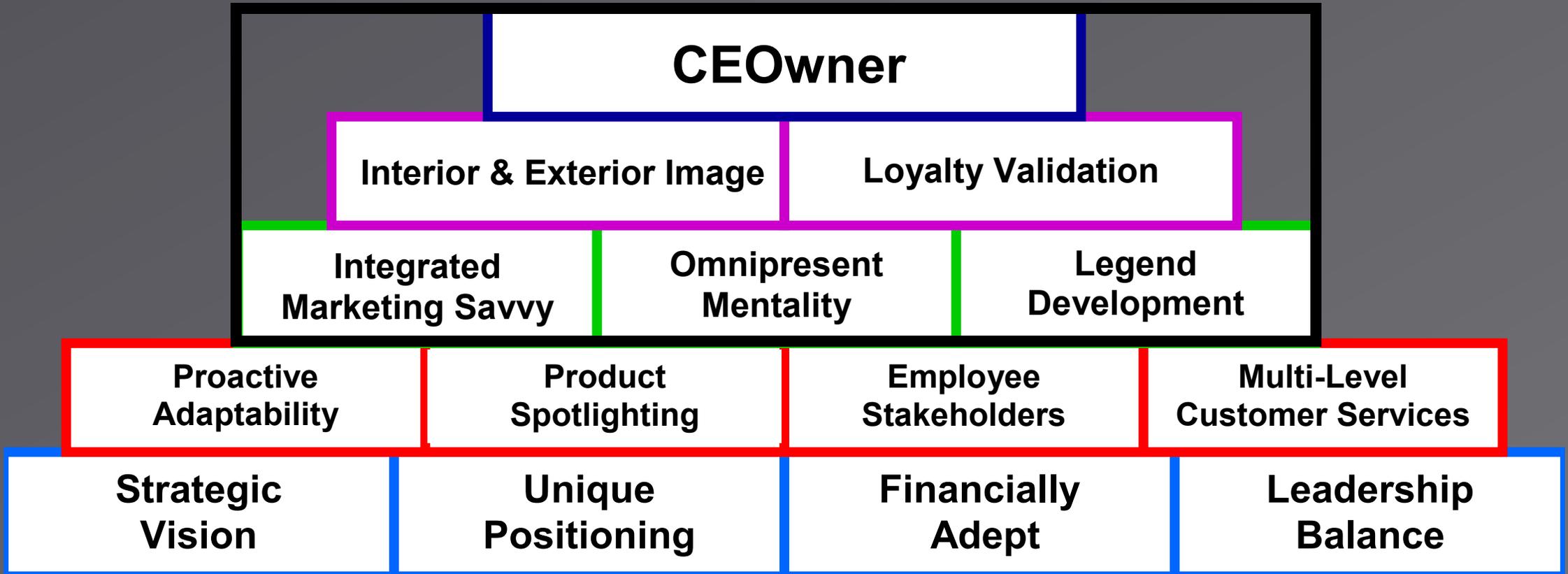
14-Step Destination Business Process

8 Strategic Steps



14-Step Destination Business Process

6 Tactical Steps







HISTORIC DOWNTOWN LAMPASAS

SHOP! ★ DINE!

ENJOY!

**TURN RIGHT
ON 3rd STR**

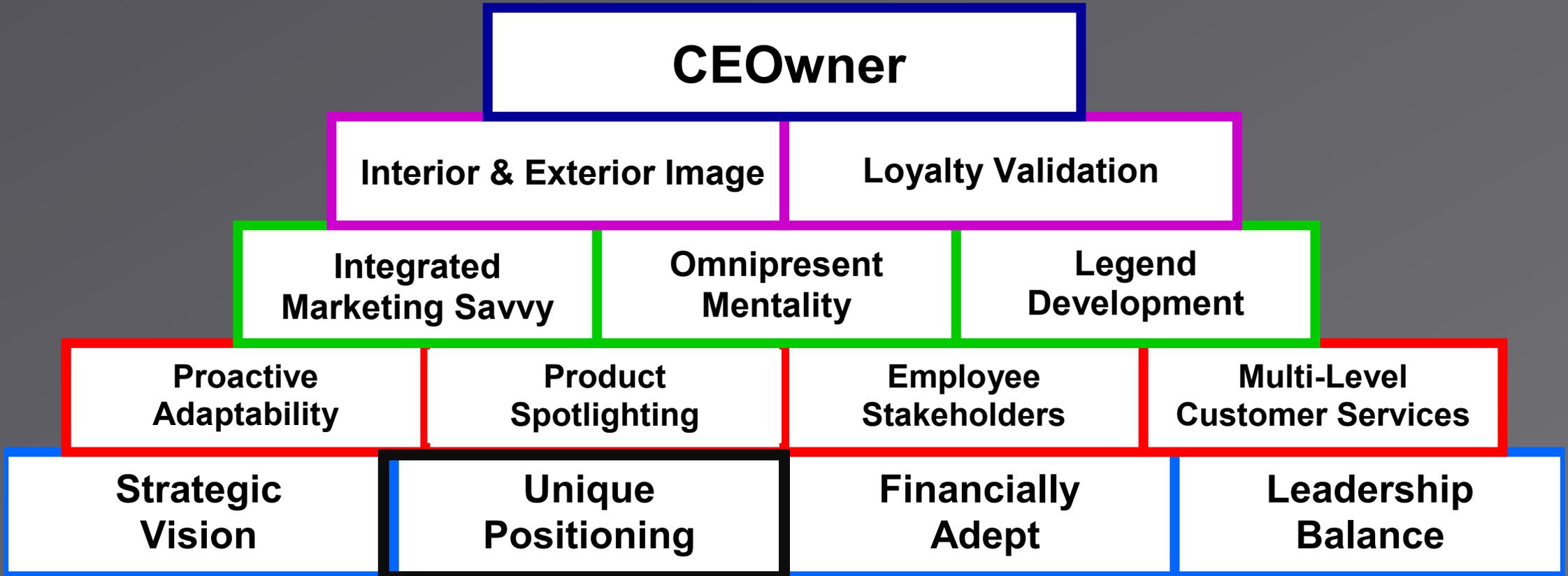
LampasasDowntown.com

**CITY WIDE
GARAGE
SALE**

**FIRST
SATURDAY
NOVEMBER**

14-Step Destination Business Process

Step 2: Unique Positioning



Welcome
to the



Gore Range Artisans Group LCA

Home to 21 COURAGEOUS
Artisans with more than 330 years
of Artistic Experience
on Display!



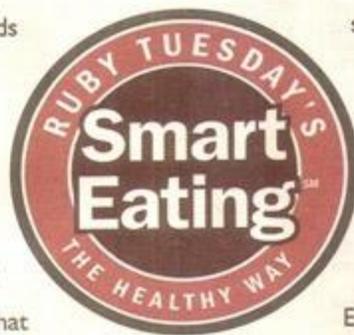
Gallery & Village

765 Reasons To Love Ruby Tuesday.

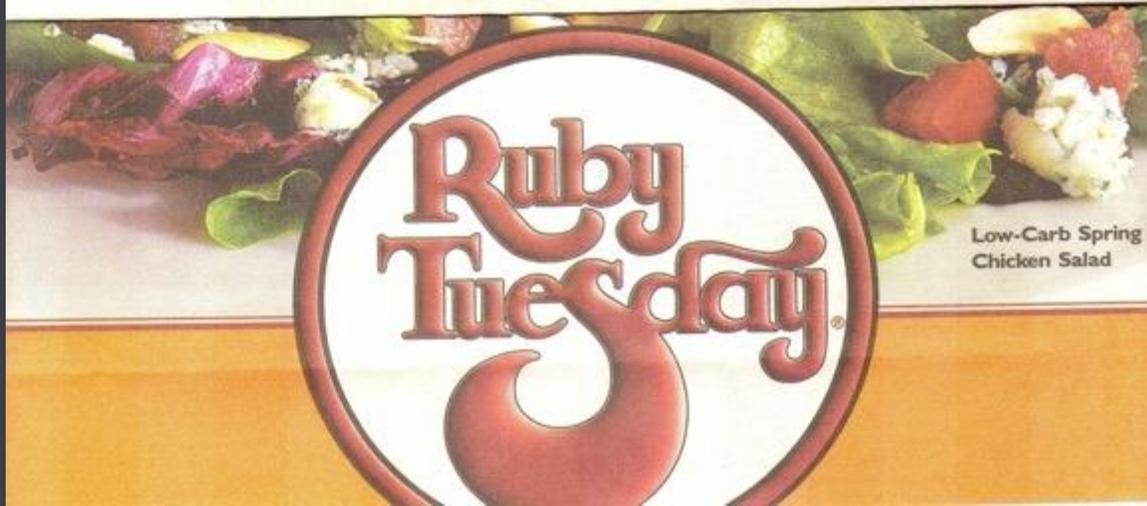
- ♥ More Than 40 Low-Carb Dishes,
- ♥ 38 Low-Calorie, Low-Fat Choices*,
- ♥ And At Least 689 Salad Bar Combinations!
- ♥ Plus Full Nutrition Information On The Menu For EVERY Item

*Items under 600 calories and 25 grams of fat. Per-person servings.
Some menu items and nutrition information may not be available in some restaurants.

At Ruby Tuesday, you'll find hundreds of choices to satisfy your cravings for great taste *and* great value. All your old favorites and dozens of new low-calorie, low-fat additions, plus a salad bar with endless healthy combinations. And now you'll also find information that



shows how many calories, fat grams, net carbs and fiber are in every one of the 110 items on the menu. It's Ruby Tuesday's Smart EatingSM, and it's love at first bite. For the location nearest you or more information about Smart Eating, visit www.rubytuesday.com.



Low-Carb Spring Chicken Salad







Monsters on Main
MUSIC & STUFF BY MONSTERS

CHILDREN FURNITURE & MORE



Monsters on Main

RUGS & STUFF BY NITIA, INC.

RUGS
STUFF

Hempkins Insurance



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Monsters on Main

Shopping & retail

Monsters on Main, the only store in the country that takes designer fabric remnants & up cycles them into the cutest most creative & quirky monsters.

www.monstersonmain.com





Monsters On Main is the only store in the country that takes designer upholstery fabric remnants and up-cycles them into the cutest, most creative, quirky monsters and they are made in the USA!

New This Week

Monsters

Tiny Monsters

Books

Games

Knick Knacks

Bath, Body & Home



New This Week!



Ajax
\$37.97



Angel
\$34.97



Blobby Earrings
\$16.97





there's always
something happenin' at **grain**
rooftop beer garden

THE
MAIN



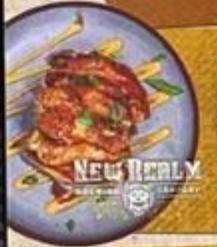
EVERY MONDAY IS **BURGER NIGHT**
& **50% OFF GROWLERS!**

DISCOUNT TAKEN ON GROWLERS. DOES NOT APPLY TO GROWLER FILLS.
BURGER NIGHT FEATURES 3 BURGERS AND DISCOUNTED BEER PAIRINGS

TACO TACO TACO TACO TACO
TACO TACO TACO TACO TACO
TACO TUESDAY

two tacos
+ modelo = \$15

nachos
+ 2 modelos = \$20



every
wednesday

HALF OFF
WINGS

THURSDAY TAP TAKEOVER

featuring cicerone-sponsored events
& brewery take-overs



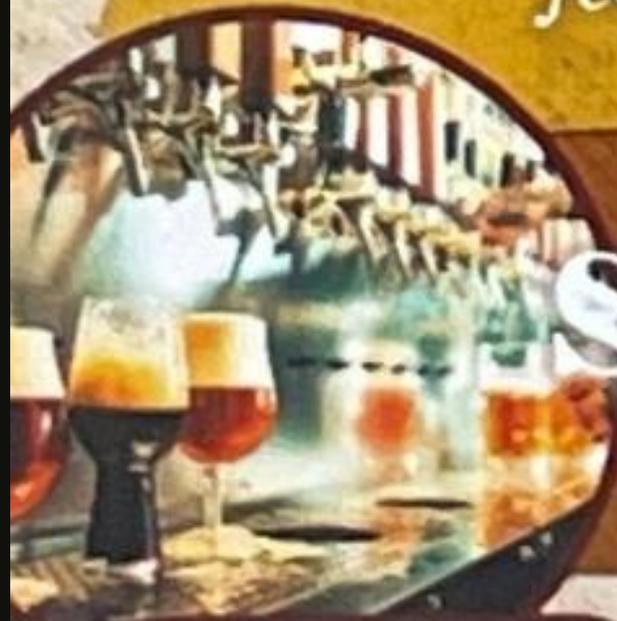
EVERY SUNDAY IS
SERVICE INDUSTRY
50% OFF APPS & \$5 FIREBALLS *night*



LIVE MUSIC
WEDNESDAY-SUNDAY



*featuring cicerone-sports
& brewery take*



EVERY SUNDAY IS
SERVICE

50% OFF APPS &



LIVE M

W

A photograph of a wooden tray holding several glasses of beer in various colors (red, orange, yellow) on a dark wooden bar counter. The word "grain" is written in a gold, serif font at the top of the image. There are navigation icons: a hamburger menu in the top right, and left and right arrows at the bottom of the image area.

grain

**WELCOME
TO GRAIN**
NORFOLK'S ONLY ROOFTOP BEER
GARDEN

HAPPY HOUR MONDAY THROUGH FRIDAY
3PM-5PM



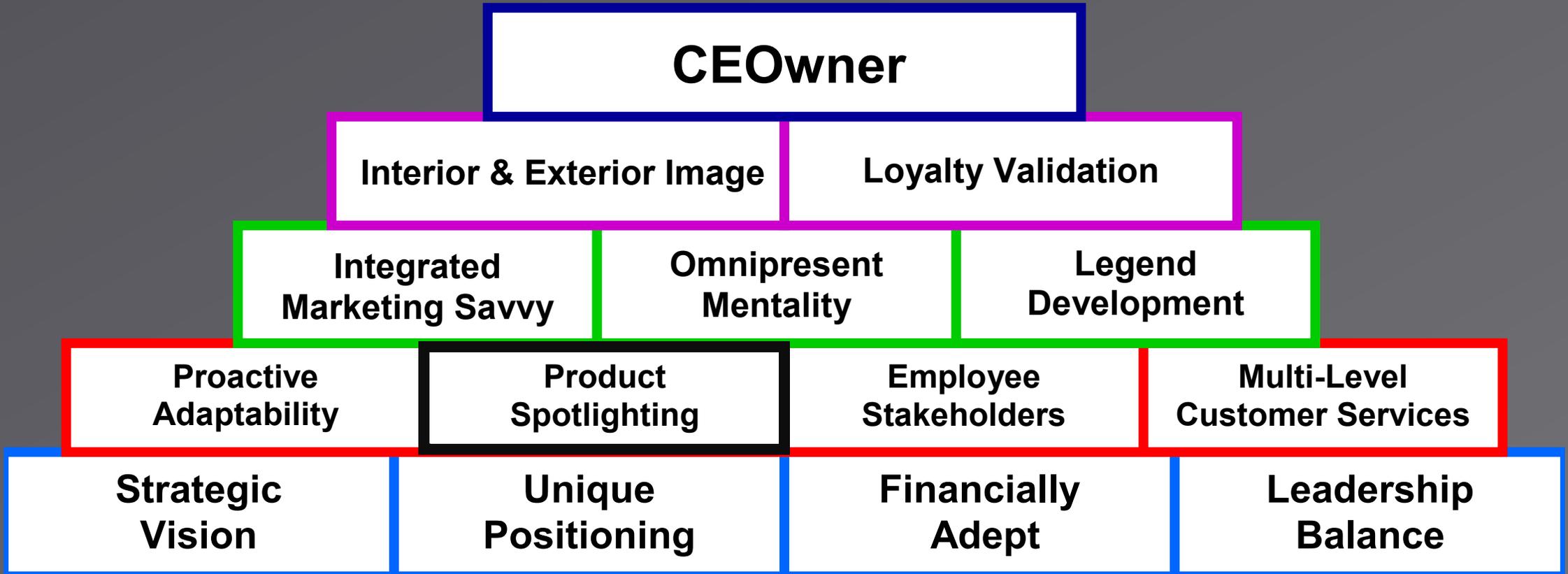
TAP TAKEOVER

CHECK OUT NORFOLK'S ONLY
ROOFTOP BEER GARDEN

HAPPY HOUR MONDAY THROUGH FRIDAY
3PM-5PM

14-Step Destination Business Process

Step 6: Product Spotlighting







PENNY CANDY
CANDLES & GIFTS

CHITTERS



GOURMET FOODS
COLLECTIBLES

World's Longest Candy Counter!
GUINNESS BOOK OF WORLD RECORDS

CHITTERS

CHITTERS

CHITTERS

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The World's Longest Biscuit Buffet





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👍 7 💬 6 · 3 hours ago

NowThis



I want to make everyone aware who has been betrayed by these brands.



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Gallery of Gifts Inside
Whirlidogs
Cafe
#the power of possibility
#award winning soup
Spinach
Tortelli
Soup







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CHOWS

RICE FLOUR & FEED MILLS, INC.

PURINA
HEALTH

BRIGHT PENNY
BREWING

NO
SMOKING
OR
OPEN
FLAMES
HERE



BRIGHT PENNY BREWING



I PUT THE
DEVIL

IN DEVILED
EGGS





SHOTO

Japanese Steakhouse & Seafood

17 N. MAIN STREET LEXINGTON, NC
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[Menu](#)

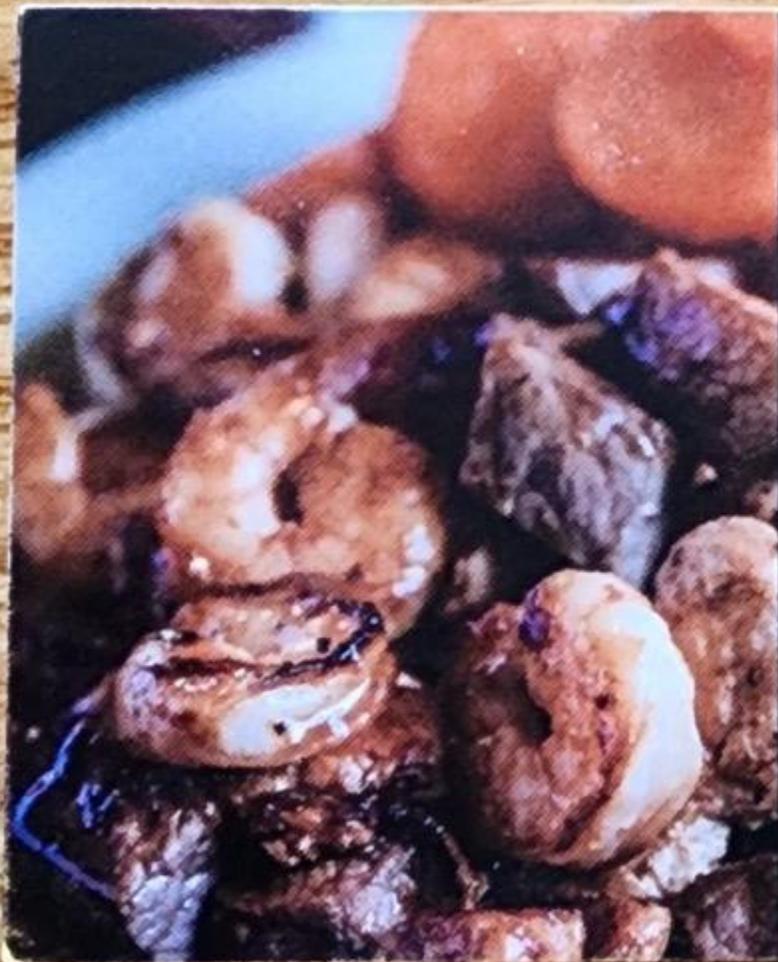
[Gallery](#)

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SHOTO

JAPANESE STEAKHOUSE & SEAFOOD

Mama Chi's

Chicken & Cheese Eggroll

Buy 1 Get 1 free

17 N. Main St. Lexington, NC



336.238.5733



shotojapanese.com



Karrage

Southern-style
Japanese Fried Chicken
with a Curry sauce



Mama Chi's

Chicken & Cheese Eggrolls

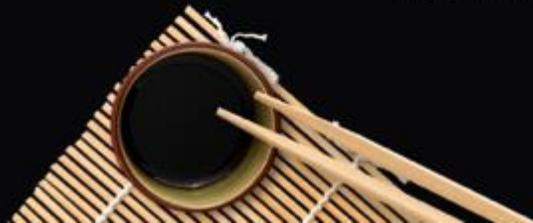
Our Signature Eggroll

California Roll

Crab, Avocado, Cucumber

Veggie Roll

Cucumber, Carrot,
Pickled Yellow Daikon, Avocado





SHOTO

EST 2001

Bring this program to
receive one FREE basket of (5)

Mama Chi's

Chicken & Cheese EGGROLLS

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Unisex Pink or Red

Small-~~X~~Large \$25.00

XX-Large \$27.00

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TWO RIVERS

THE
Souvenir
Store
at The Forks!

EH!



SIGN OUR PETITION

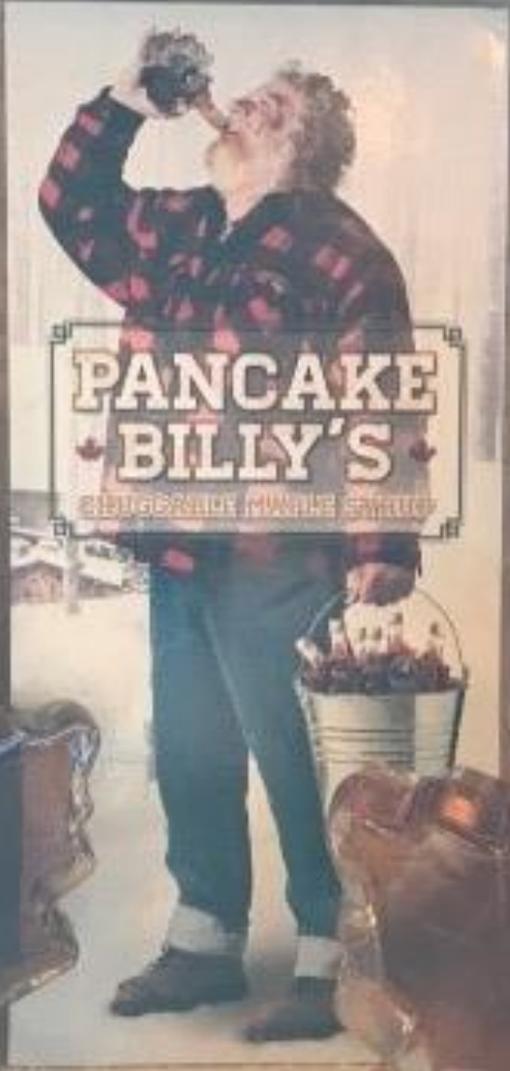


FENTON'S











OWN
SUCCESS

YOUR

Creating Assets that your Destination Business “Owns”

- ✓ ***Own: Creating components of your business that are uniquely yours***
- ✓ ***Price: Why own it?***
- ✓ ***Selection: Difficult to own***
- ✓ ***The more Assets you Own, the more your business becomes uncopyable!***
- ✓ ***You become the Destination of choice for consumers!***

OWN YOUR
BUSINESS



Uwharrie Forest
UWF
Troy - Main Street, USA

ROAD CLOSED

Welcome
FRONT PORCH
on the
12-14-15

12
9
3
6

WICK PIP
5'

SAUCE
TOMATOES

27209
BISCOE, NC

27306
MT. GILEAD

GO
FISH







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My designers and I travel the towns and back roads of Mississippi to curate a collection of the best Mississippi made foods, gifts and home decor. Need a Gift? Support local and share Mississippi with your clients, friends and family.

These unique and handcrafted Mississippi specialties ship direct to your door from our fulfillment/retail center located in downtown Greenwood, Mississippi in the heart of the Mississippi Delta.

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MANY IMITATORS, ONLY ONE ORIGINAL MISSISSIPPI GIFT
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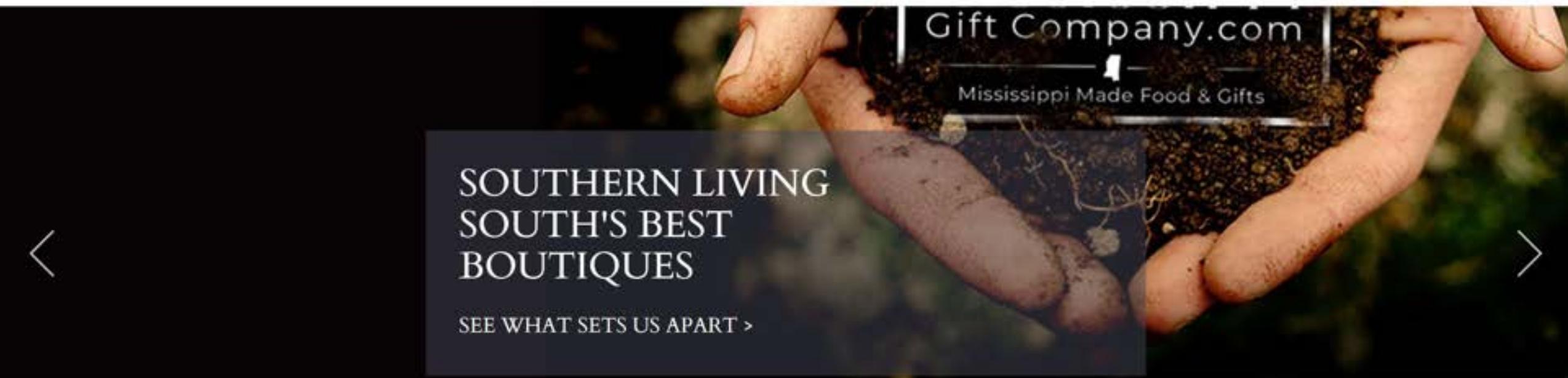
LARGEST COLLECTION OF MS MADE FOODS & GIFTS

HANDCRAFTED BY OVER 150 MISSISSIPPI SMALL BUSINESS
MAKERS, ENTREPRENEURS & ARTISTS >





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SOUTHERN LIVING SOUTH'S BEST BOUTIQUES

[SEE WHAT SETS US APART >](#)



[Show hidden items](#)



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GIFT BASKETS

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Tara Milk Tea
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at home.



nails.



flowers.



diy.



bake.



paint.







LOVE
MOVE
MENT.







Cape Charles Tiny Living

- **Eric and Sylvia Hawkins**
 - **Met January, 2023 at a workshop in the Eastern Shore of Virginia**
 - **Attended Destination BootCamp in May, 2023**
- **Unique Positioning Statement 1st sentence:**
 - ***The oldest tiny house hotel in the USA***







Esso Park Auto Court













capecharles_tinylivin

Following ▾

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287 posts

26.6K followers

598 following

Cape Charles Tiny Livin' || Cape Charles, VA

Entrepreneur



4 acres, 10 unique tiny homes



Cape Charles, VA



The only tiny livin' vacation experience on the Eastern Shore

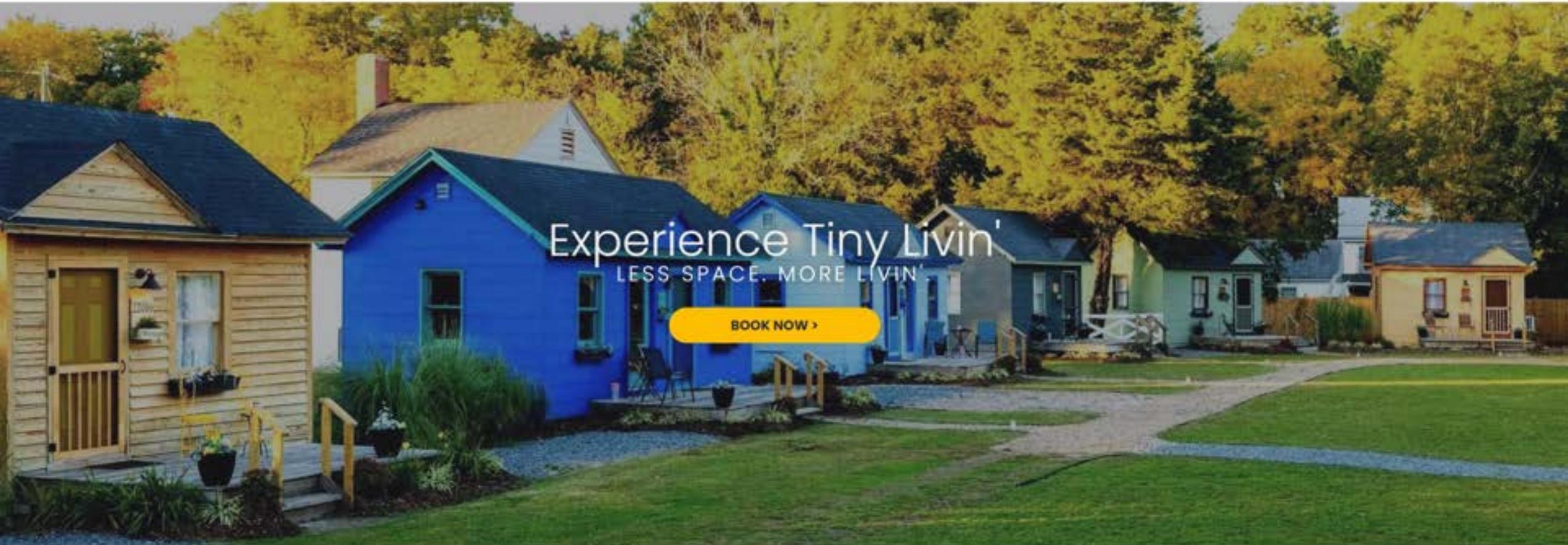
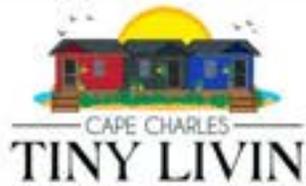


Micro-Wedding Venue as well



www.capecharlestinylivin.com + 2





Experience Tiny Livin'

LESS SPACE. MORE LIVIN'

BOOK NOW >

 BOOK NOW >

WELCOME TO CAPE CHARLES TINY LIVIN'



Greetings, curious souls!

 [BOOK NOW >](#)



IN THE MEDIA

We are the only Tiny House Hotel, nestled between the Chesapeake Bay and the Atlantic Ocean.

We had always had dreams of owning our own tiny house village. Little did we know that the gem of a property we now own would be found in a place my wife and children had frequently visited for 20 years—the eastern shore of Cape Charles.

We have been living the tiny lifestyle for over 14 years now, and we love it. For a time, we decided to dedicate ourselves to full-time RV travel and living. Because of this we've become experts on everything "Tiny Living."

In 2017, we were introduced to Airbnb and the idea of short term rentals, and decided to take our travel and business to the next level. We opened 19 Airbnb listings and gained a ton of valuable experience before turning our attention to the eastern shore of Virginia.



NEED TO INTERVIEW A TINY HOUSE EXPERT?

NEED A TINY HOUSE EXPERT TO SPEAK AT YOUR EVENT?

WANT TO SHARE OUR STORY?

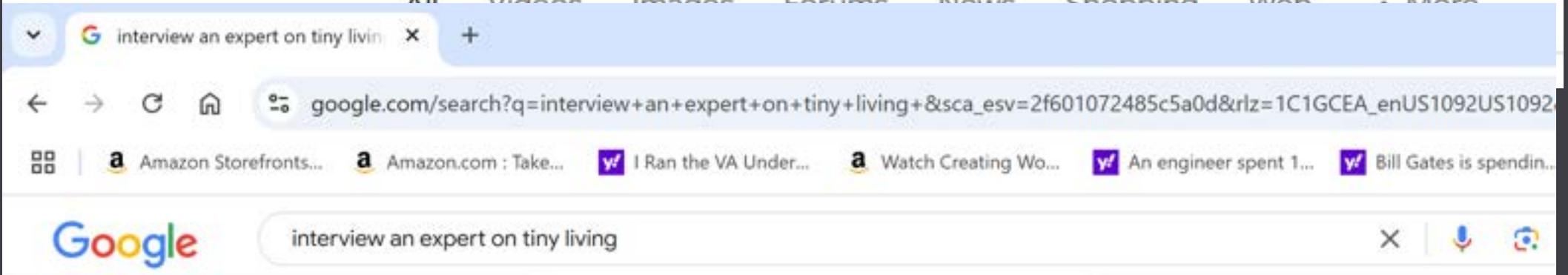
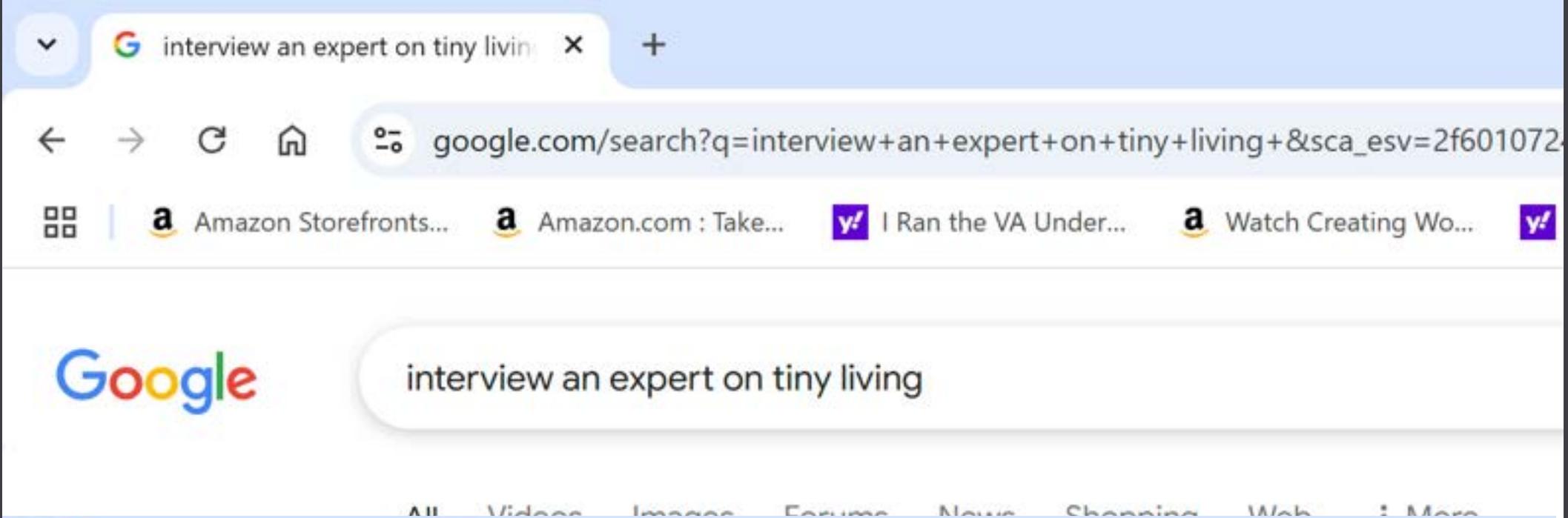


757-695-9900



explore@capecharlestinylivin.com

See [gallery](#) for media use images.



Cape Charles Tiny Livin
<https://www.capecharlestinylivin.com> > in-the-media

Interview an Expert on Tiny Homes & Experience Tiny Living

Learn all about the art of tiny living, what it's like to live in a tiny house, and talk with an expert on minimalism. Get the best tips for your vacation ...

HOMEgrown

SPOTLIGHT VIRGINIANA MAKERS NATIVES DESTINATIONS

SPOTLIGHT

TINY LIVIN IN CAPE CHARLES

Eric and Sylvia Hawkins created a hotel village, one tiny house at a time.

By Peggy Spivack | Photography by Kyle LaFemiere

Eric and Sylvia Hawkins, owners of Cape Charles Tiny Lives. This former shed, which used to be a wedding greenhouse, was fashioned into a greenhouse where Sylvia teaches to the many at her studio.

It started with a vision board and a prayer, says Cape Charles resident Eric Hawkins, 53. He and his wife, Sylvia, 60, had been dreaming of creating a unique lodging destination for a long time. The couple put a photo of a tiny house village on their fridge and waited.

Eric also prayed: "Lord, help me see what other people can't."

The Hawkinses have been fans of the tiny lifestyle for more than a decade. They moved into a camper with their three kids in 2012 and started a short-term rental business in 2016, while also running Eric's Virginia Beach-based HVAC company. "We'd already been living tiny," Eric says. "We loved it."

Fast forward to 2021—Eric and Sylvia were en route to Cape Charles, a place they loved to visit. For some inexplicable reason, instead of turning left toward town, Eric turned right onto Business Route 13.

All of a sudden, Sylvia says, "This is it! Stop the car!" Eric pulled over and looked to see what Sylvia was all excited about. Across the street was an overgrown lot with dilapidated tiny houses, barely visible amid a thick copse of cedar trees, recalls Eric.

The couple looked at each other and smiled. "The prayer came true," Eric says. Then he let loose a laugh. "But it took a lot of hard work and sweat to make the vision come true!"



TINY HOUSE BLOG



EASTERN SHORE POST



CAPE CHARLES MIRROR



THE U.S. SUN ARTICLE



SHORE DAILY NEWS



NJG



AIRBNB



EIN PRESSWIRE



COASTAL VIRGINIA



THE U.S. SUN 2.0



ENRWS NOW



HAMILTON ROAD SHOWS



VIRGINIA LIVING



WTXF



BOLD JOY

 BOOK NOW >

They Created a Tiny House Village



TAMRON HALL



TAMRON HALL

2:16 / 9:15

Scroll for details



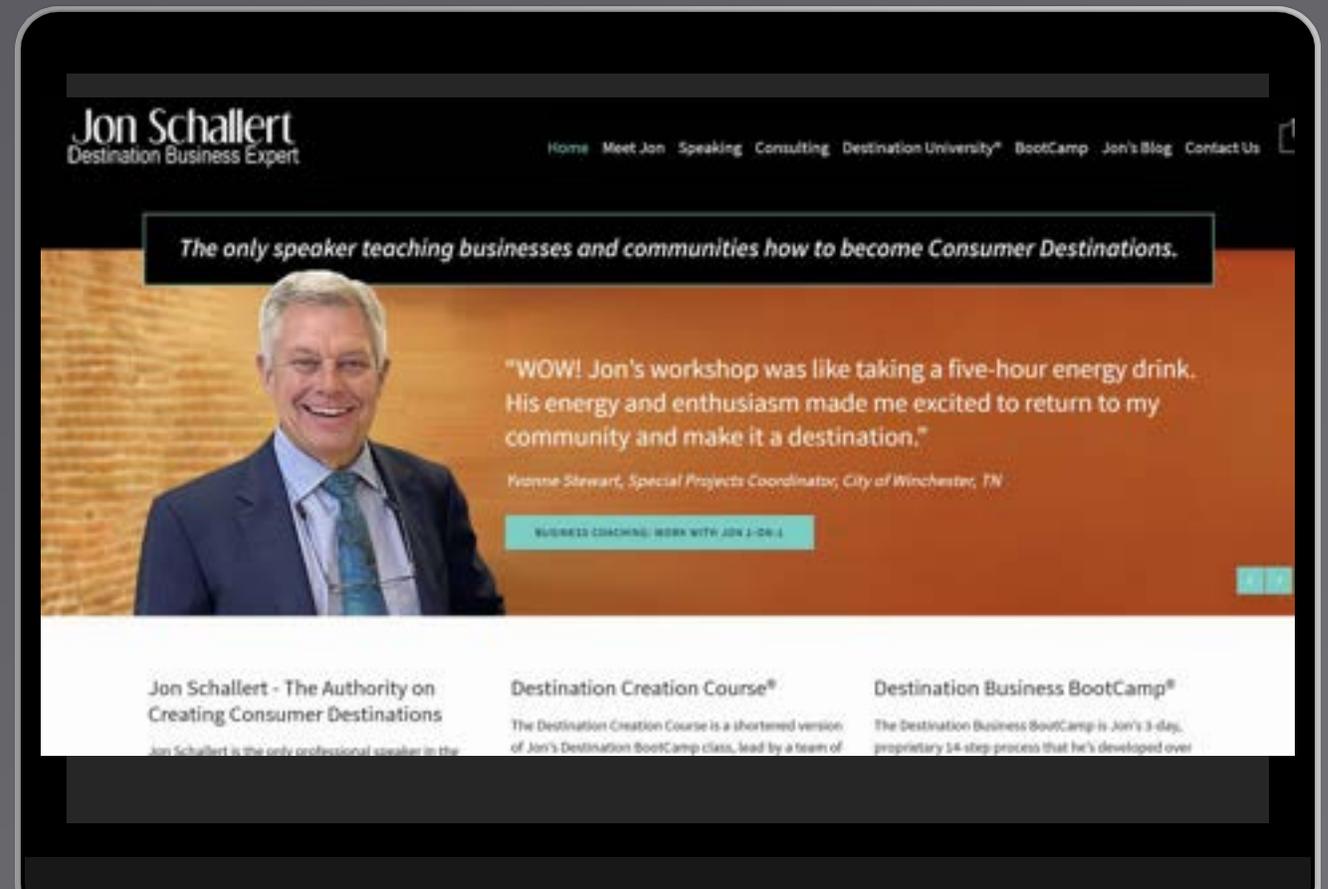


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Jon Schallert
Destination Business Expert

Home Meet Jon Speaking Consulting Destination University® BootCamp Jon's Blog Contact Us

The only speaker teaching businesses and communities how to become Consumer Destinations.

"WOW! Jon's workshop was like taking a five-hour energy drink. His energy and enthusiasm made me excited to return to my community and make it a destination."

Yvonne Stewart, Special Projects Coordinator, City of Winchester, TN

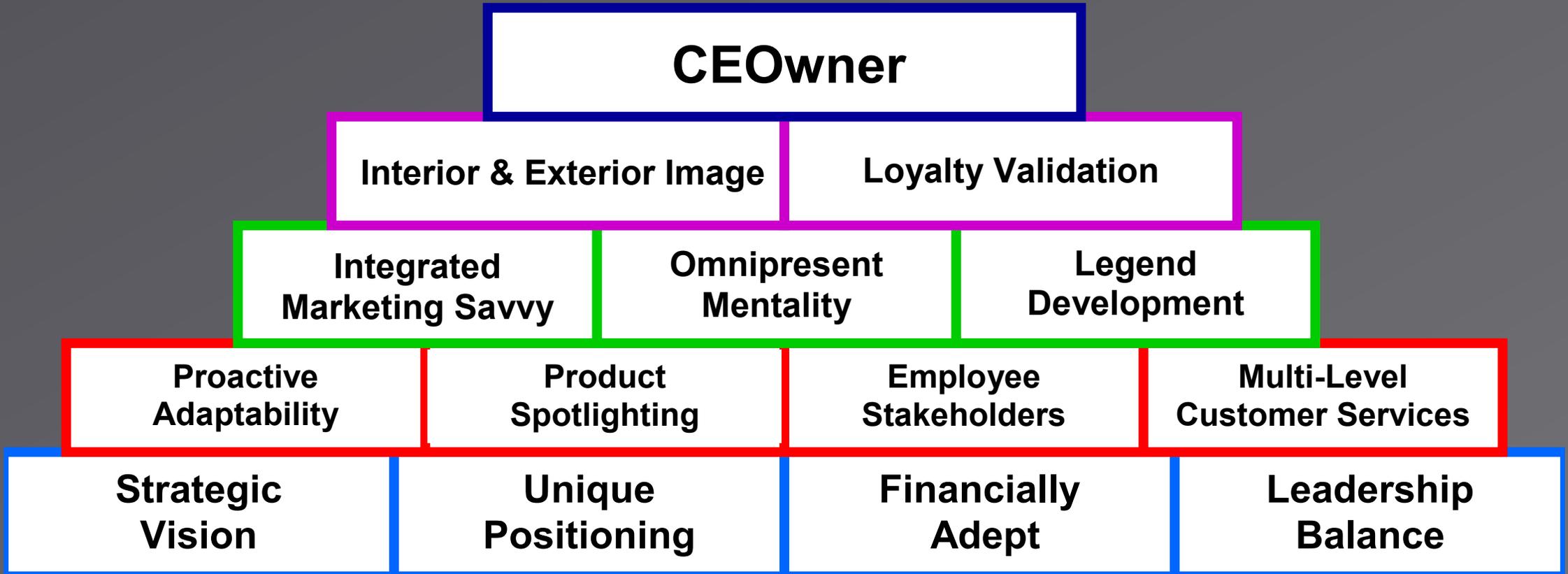
BUSINESS COACHING: WORK WITH JON 1-ON-1

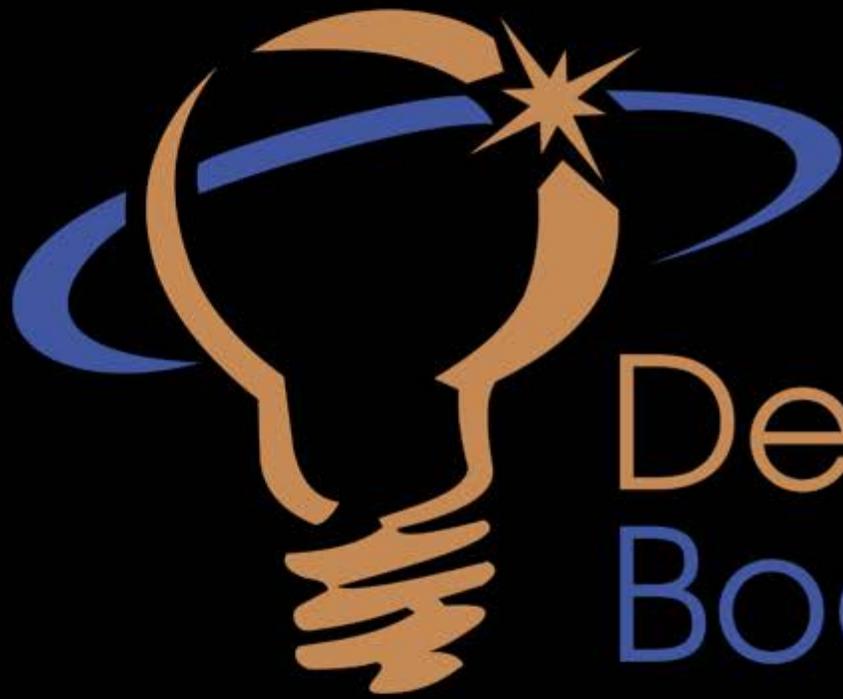
Jon Schallert - The Authority on Creating Consumer Destinations
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14-Step Destination Business Process



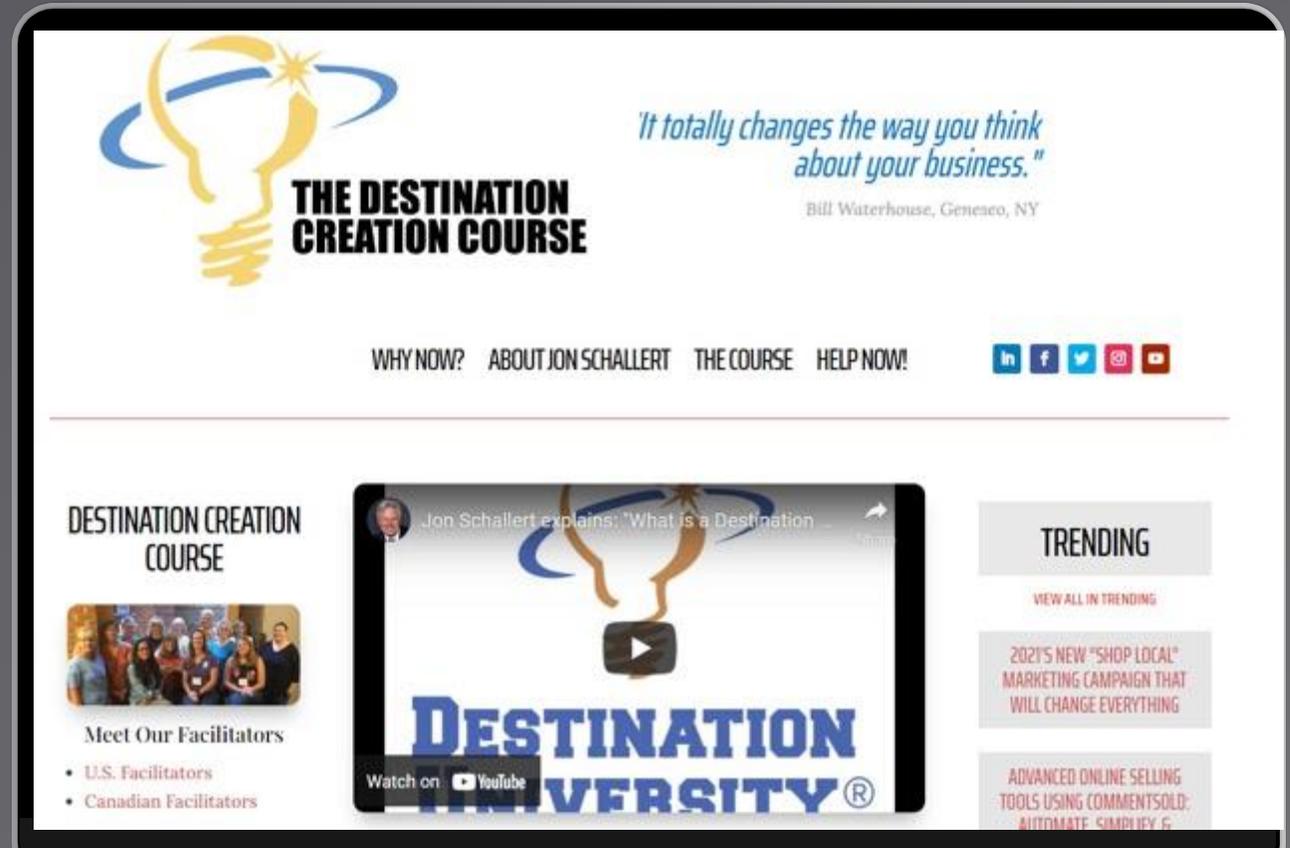


Destination
BootCamp



DestinationCreationCourse.com

20 Destination
webinars taught
locally by a team of
114 certified
Facilitators across
North America

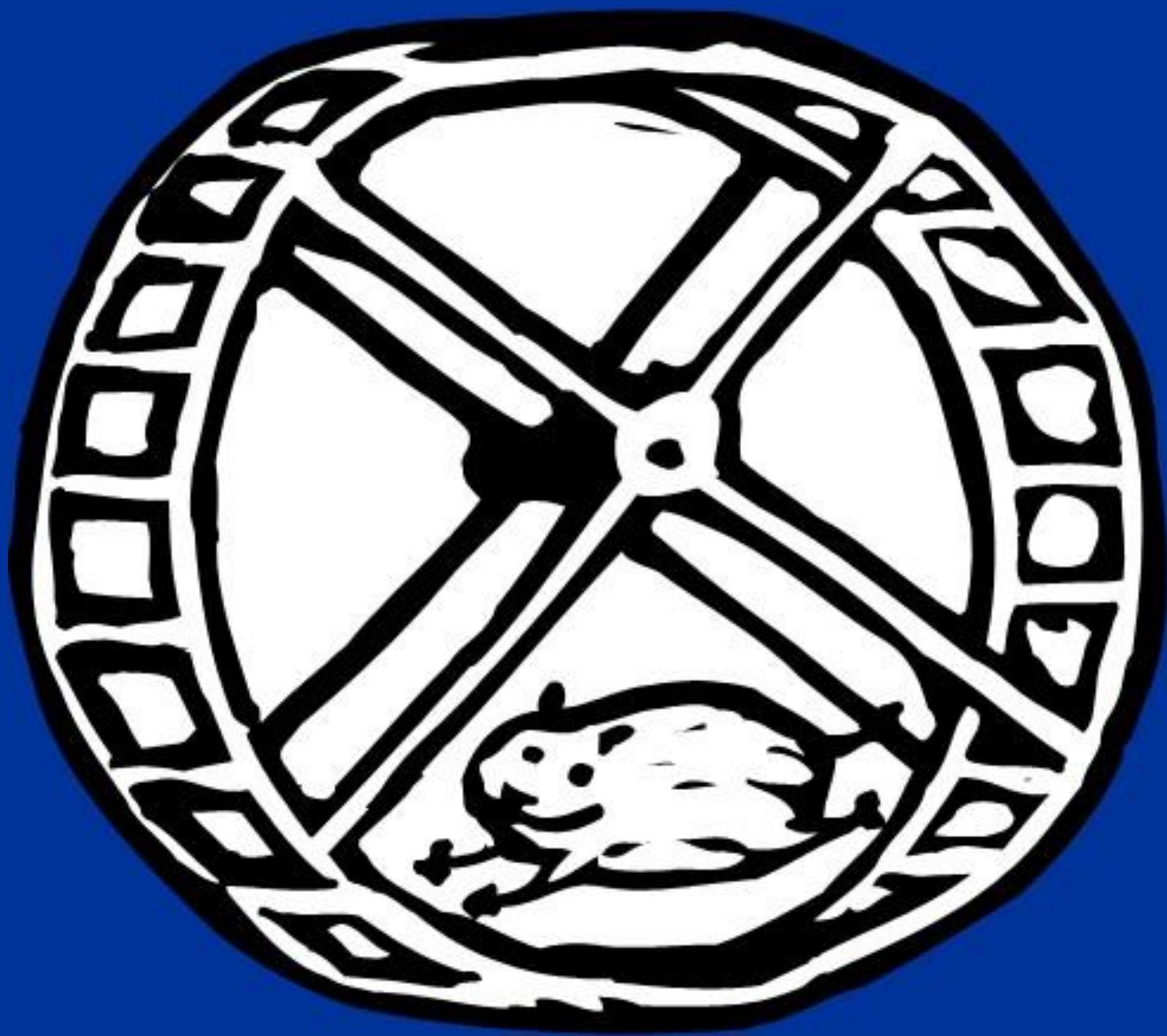


The screenshot shows the website for Destination Creation Course. At the top left is a logo featuring a stylized lightbulb with a yellow glow and blue swooshes. To its right is the text "THE DESTINATION CREATION COURSE". Further right is a quote: "It totally changes the way you think about your business." attributed to Bill Waterhouse, Geneseo, NY. Below the quote are navigation links: "WHY NOW?", "ABOUT JON SCHALLERT", "THE COURSE", and "HELP NOW!". To the right of these links are social media icons for LinkedIn, Facebook, Twitter, Instagram, and YouTube. The main content area is divided into three sections. On the left, under the heading "DESTINATION CREATION COURSE", there is a photo of a group of people and the text "Meet Our Facilitators" followed by a bulleted list: "• U.S. Facilitators" and "• Canadian Facilitators". In the center is a video player showing a thumbnail with a play button and the text "Jon Schallert explains: 'What is a Destination ...'" and "DESTINATION UNIVERSITY®". At the bottom of the video player is a "Watch on YouTube" button. On the right is a "TRENDING" section with a "VIEW ALL IN TRENDING" link and two article teasers: "2021'S NEW 'SHOP LOCAL' MARKETING CAMPAIGN THAT WILL CHANGE EVERYTHING" and "ADVANCED ONLINE SELLING TOOLS USING COMMENTSOLD: AUTOMATE, SIMPLY &..."

DestinationCreationCourse.com

**20 Destination
webinars taught
locally by a team of
114 certified
Facilitators across
North America**







Escape
Your wheel

*“You don’t want to be
considered the best
of the best.
You want to be the
only one that does
what you do.”*

Jerry Garcia