



***The New Rules of Destination  
Business Success***

**Presented by Jon Schallert**

[www.JonSchallert.com](http://www.JonSchallert.com)

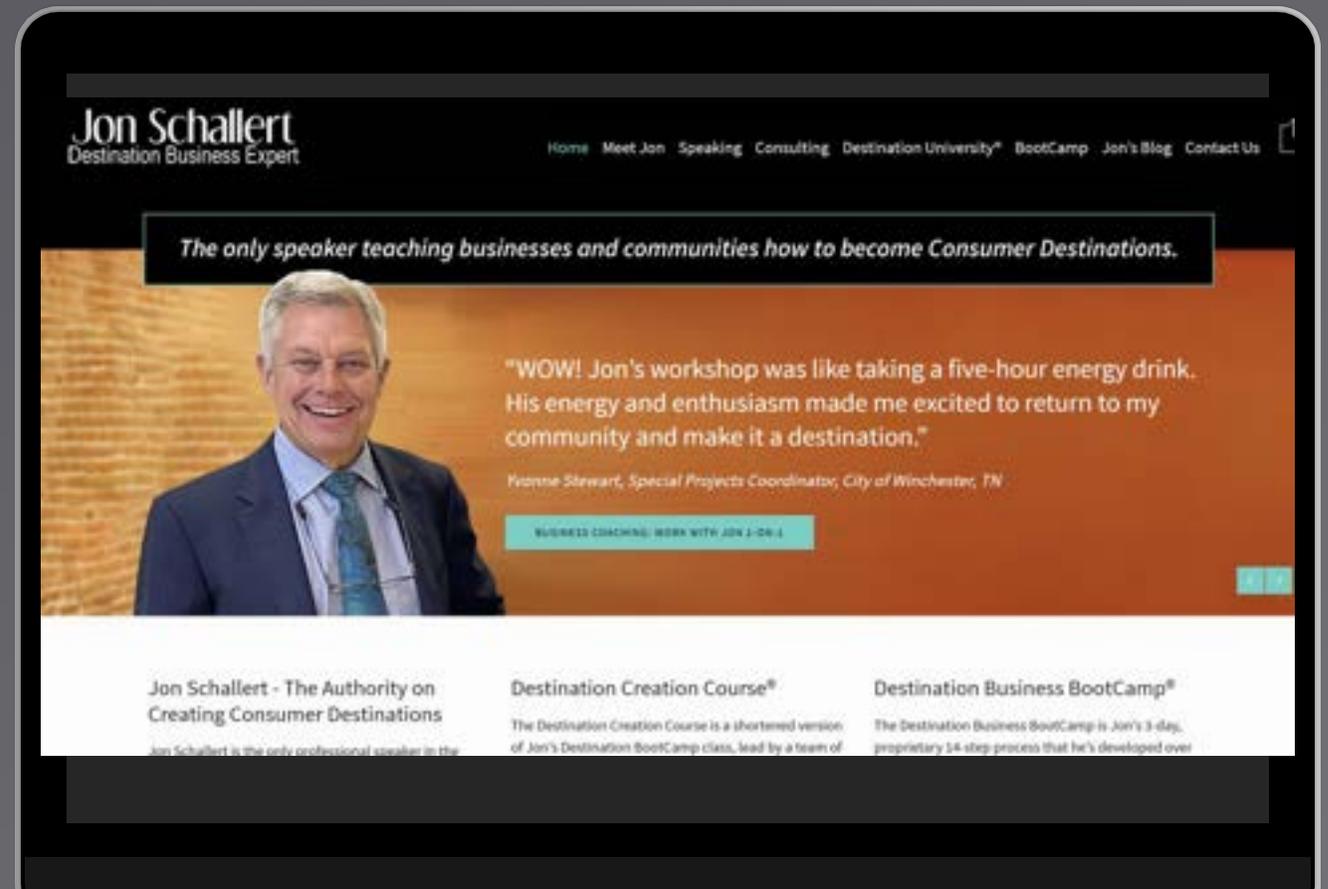
[@Jon\\_Schallert](https://twitter.com/Jon_Schallert)

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

[www.JonSchallert.com](http://www.JonSchallert.com)

[www.DestinationBootCamp.com](http://www.DestinationBootCamp.com)

[www.CommunityReinvention.com](http://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 offerings.

**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







JON SCHALLENT  
WORKSHOP  
MARCH 11TH  
CALL 647-0110





OPEN

EAS

You're in Trouble

WEAR DAILY WEAR





VISION TIMING



STEVE PREFONTAINE

STEVE PREFONTAINE



**THE JACKET**  
This jacket was worn by Steve Prefontaine during his time at the University of Oregon. It is a green and yellow varsity jacket with a large yellow 'O' on the chest. The jacket is made of a heavy, durable material and is in excellent condition. It is a significant piece of sports memorabilia and is displayed in a glass case at the Steve Prefontaine Memorial Track & Field Center in Eugene, Oregon.

# The 20 Hamburgers You Must Eat Before You Die



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LE T

Gumbo

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B

SALOON

MARGARITAVILLE

FOOD MUSIC to 9

CITY OF HOLLYWOOD  
314-967-4200

Go for a  
Great Dinner



COMPLAINT  
DEPT.

WES  
SPR



TRIPLE XXX  
ROOT BEER

TRIPLE XXX  
*Famous* CHOP STEAK

DRINK  
*Coca-Cola*

TRIPLE XXX  
RESTAURANT

USA TODAY





**Destinations:  
Not  
dependent  
on  
demographics**

**Atchison, KS**

- **10,925 -- \$31,109**





## Amelia Earhart Birthplace Museum

Amelia Earhart was born July 24, 1897  
In the home of her grandparents,  
Alfred G. and Amelia Harres Otis.  
The home was constructed circa 1860.

The Birthplace Museum is owned by  
The Ninety-Nines, Inc. International  
Organization of Women Pilots



NELL·HILL'S

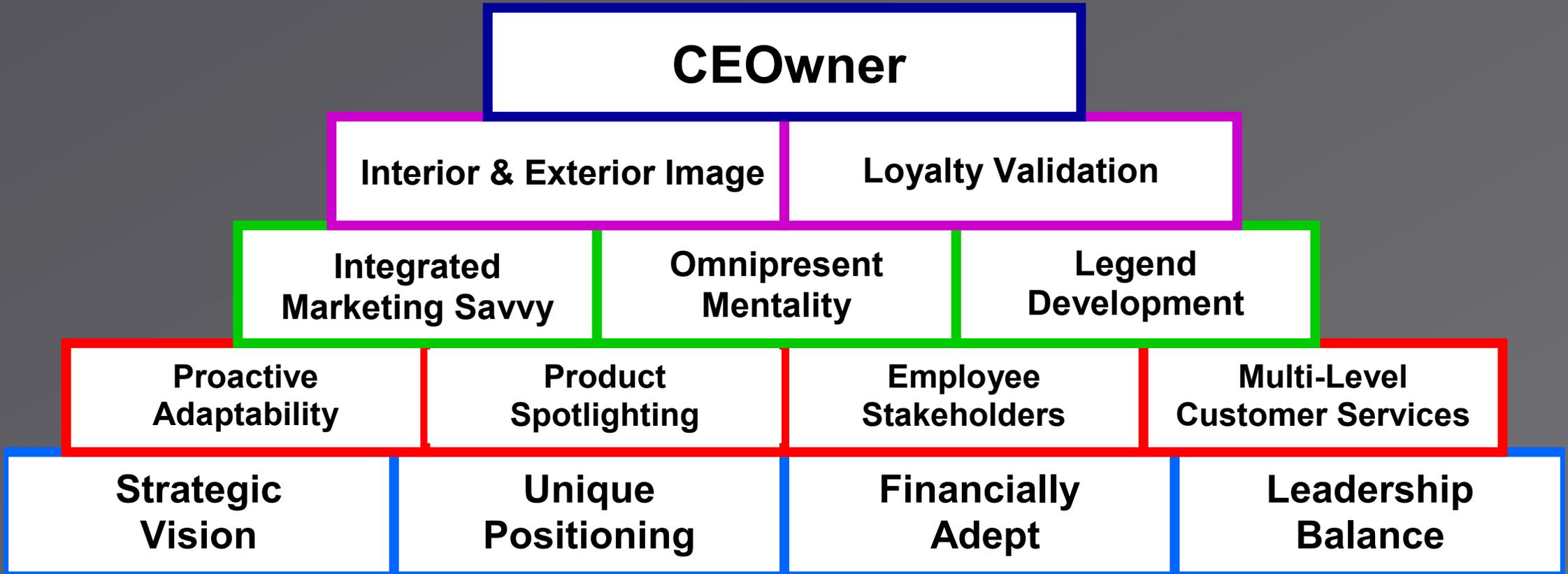
MINI







# 14-Step Destination Business Process

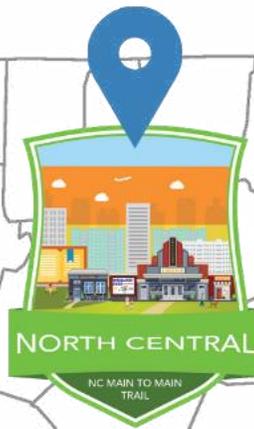
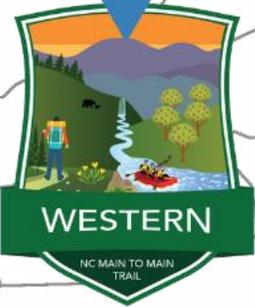








# *A Road Trip To* **NC MAIN STREET**







# Legend Development



© The Schuffert Group, Inc.



## What is a Destination Business?

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

**"I have to go to that place!"**



## What is a Destination Business?

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

*"I have to buy from that place!"*

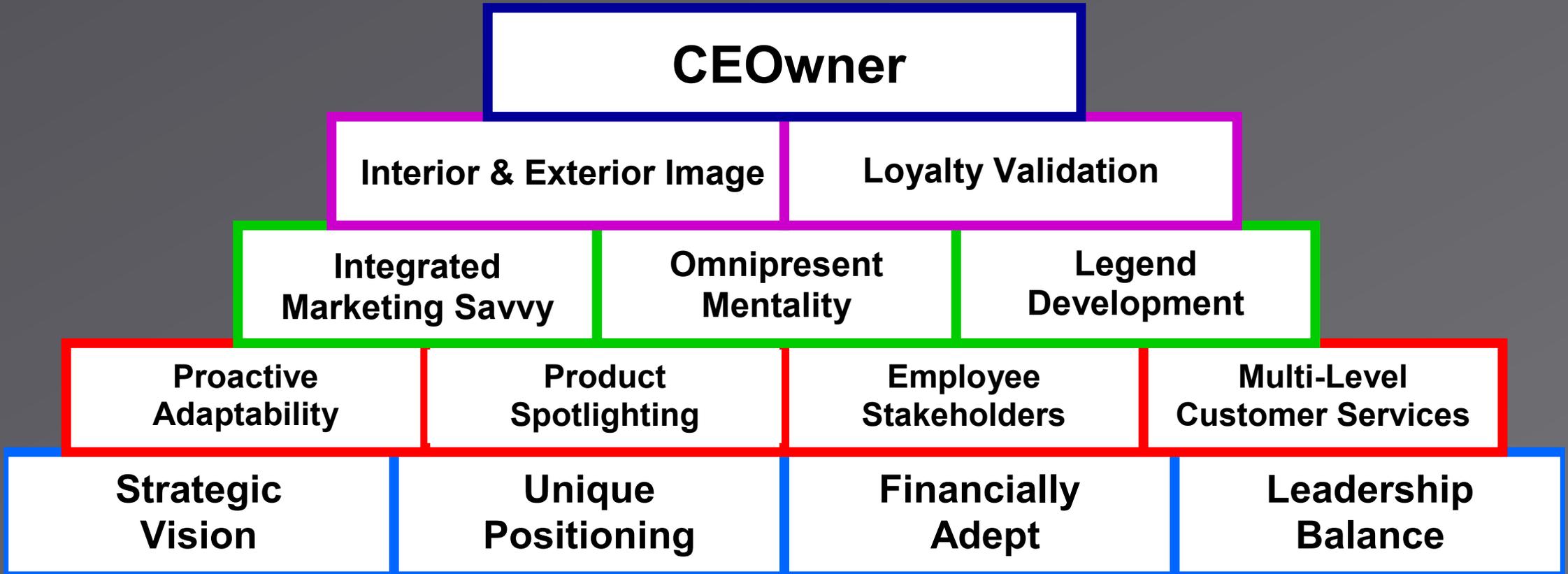


# What types of businesses can become Destinations?

- Retail store
- Restaurant
- Service-business
- Professional practice
- Any tourist attraction or historic site
- Any unique draw targeting consumers



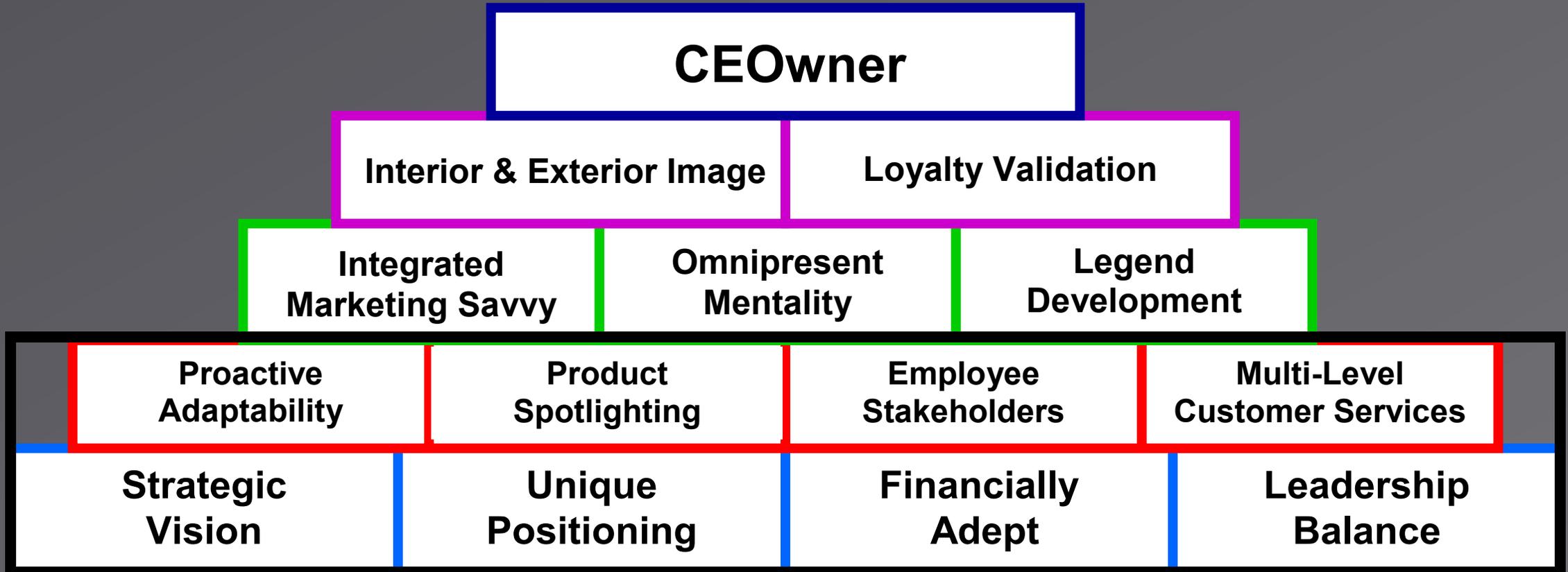
# 14-Step Destination Business Process





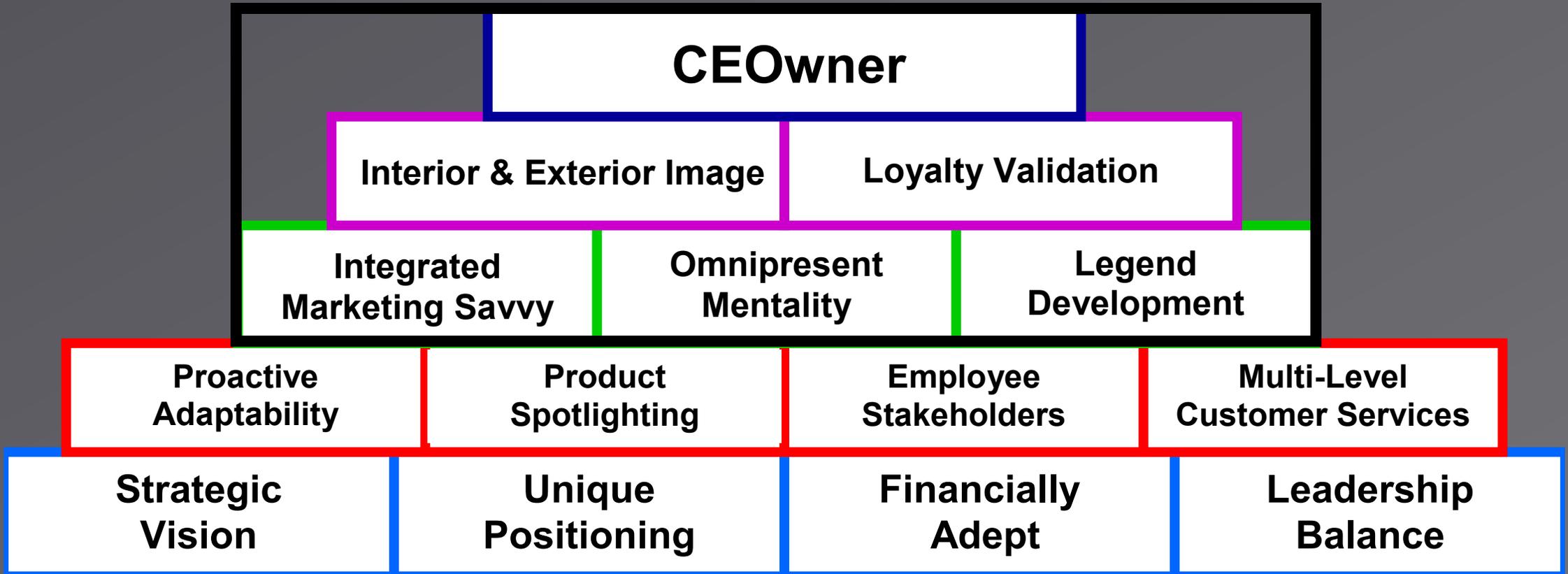
# 14-Step Destination Business Process

## *8 Strategic Steps*



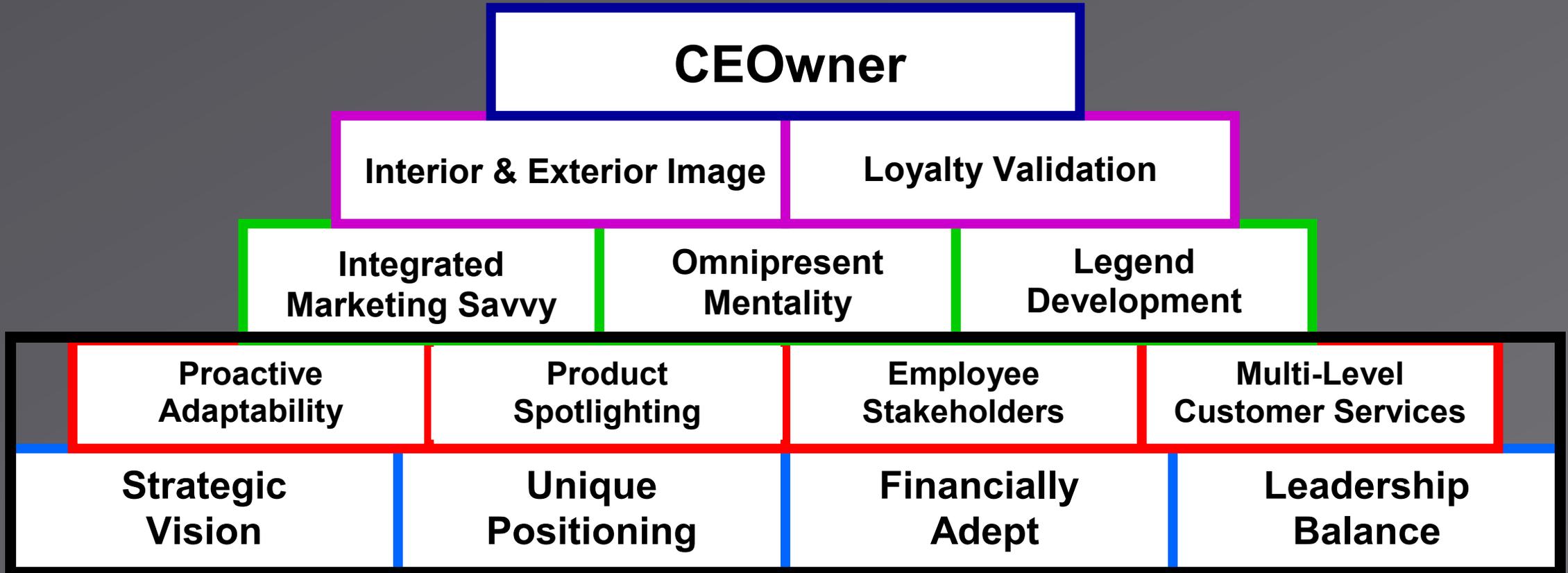
# 14-Step Destination Business Process

## *6 Tactical Steps*



# 14-Step Destination Business Process

*How a Business is Unique*



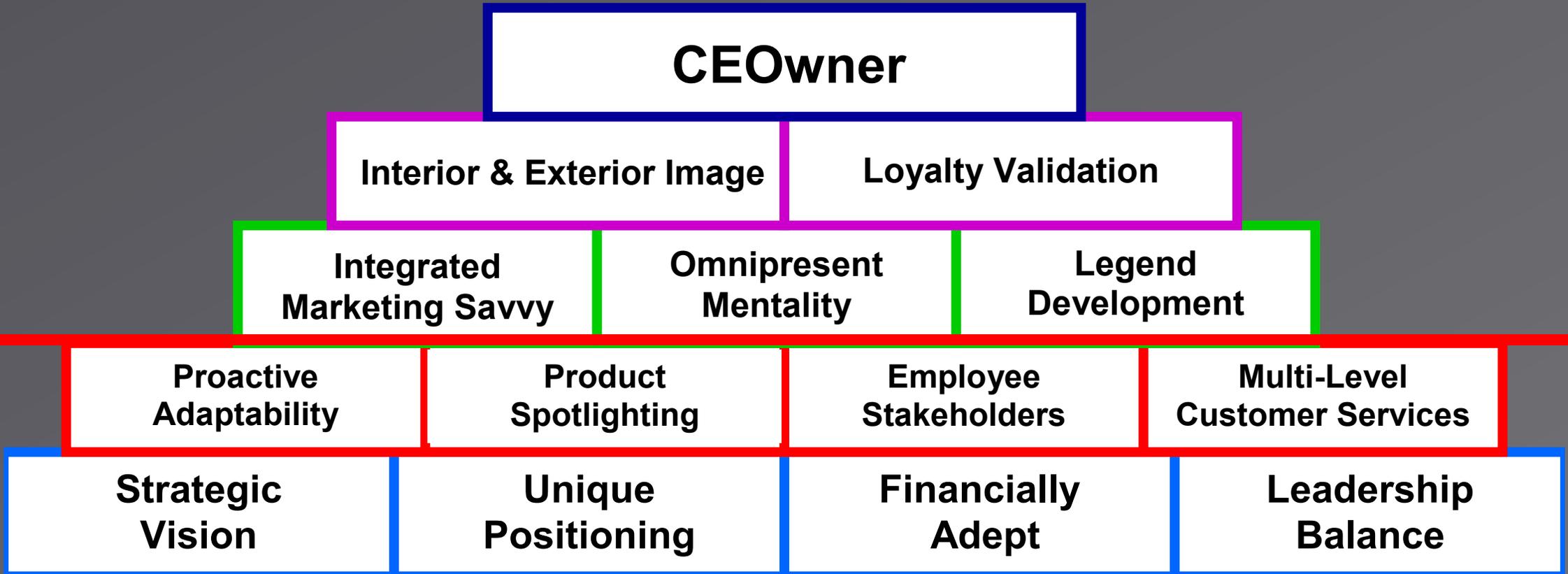
# unique

[yoo-**neek**]  
adjective

- 1** existing as the only one or as the sole example; single; solitary in type or characteristics
- 2** having no like or equal; unparalleled; incomparable

# 14-Step Destination Business Process

## *The Line of Average*





# Why should owners create Destination Businesses?

1. Destination Businesses generate their own customer traffic, much of it from beyond their local marketplace
2. Consumers coming from outside the local marketplace always spend more than local customers on an Individual Average Transaction (IAT) basis
3. Destination Businesses have lower marketing costs (publicity & WOM)
4. Destinations create customer insistence
5. Destinations are more difficult to copy and are more likely to be purchased









The Good Earth  
drives me

**WILD!**

DOUBLE ISSUE

# Southern Living

THE SOUTH'S BEST

## SMALL TOWNS

**50**  
Charming  
Places  
To Live,  
Play, and  
Maybe Stay  
Forever

FLIP  
FOR MODA'S  
SECRET NEW  
ORLEANS

PLUS  
THE BEST  
CITIES,  
STATE PARKS,  
HOTELS,  
RESTAURANTS,  
BBQ JOINTS,  
AND OTHER  
SOUTHERN  
GEMS

The St. George Inn in  
St. Augustine, Florida



# Where To Go for Garden Season

Find everything you need to cultivate a greener space—both indoors and out

BY CAROLINE ROGERS ILLUSTRATION BY KENDYLL HILLEGAS

## Arkansas

LITTLE ROCK

### The Good Earth Garden Center

When it opened in 1974, The Good Earth Garden Center embarked on a long journey of connecting people with plants, an aim that continues today. Its original location is rooted west of Little Rock, and the business has expanded since then, acquiring a neighboring nursery and extending its reach to even more Arkansas gardeners and their green spaces. It has one of the largest collections of perennials (most of which the team grows themselves) and containers in the region. Other services, like landscape design, installation, and maintenance, are also available. Check their online learning center for an Arkansas gardening calendar along with advice on exactly which planting and maintenance tasks you should do during each month.

## Florida

TALLAHASSEE

### Tallahassee Nurseries

Few plant stores have histories as deep as the one that built Tallahassee Nurseries. It was founded in 1938 by Ruth and Eugene Ellis Sr., who sold vegetables, azaleas, and camellias for many years before passing the venture to their son, Gene. The nursery expanded, and Paul Brock and Nate Prosser took the reins in 2002, continuing a long legacy of gardening and growth in Florida's capital city. These days, visitors flock to the center for flowers and gifts as well as verdure from the teeming greenhouse. They still specialize in camellias and typically have more than 100 varieties to choose from. You can find a lookbook of blooms on the nursery's website, from the pale pink 'David' to the deep reddish

## Georgia

ATLANTA

### The Victorian Atlanta

Over the past few years, visitors to Ponce City Market have wandered The Victorian Atlanta and found themselves in a wonderland of greenery. Opened by Cary Smith and Libby Hockenberry, it soon became a popular gathering place for horticulture enthusiasts across the city. However, The Victorian (which bills itself as a "creative plant shop") is now on the move. It has plans to relocate to a mixed-use development on North Angier Avenue, where it will also feature a cocktail bar with drinks inspired by the foliage on the shelves. Here's how you can find





The Good Earth Garden Center

Yesterday

We loved meeting Gizmo and his peeps today! Precious little family!!



- Landscape Management
- Landscape Design and Installation
- Irrigation Installation
- Annual Color Design and Installation
- Outdoor Lighting
- Water Gardening
- Perennial Gardening
- Lawn Maintenance

Please contact us.



The  
**GOOD  
EARTH**  
GardenCenter  
& Nurseries

15601 Cantrell Road  
Little Rock, AR 72223  
868-4666

[www.thegoodearthgarden.com](http://www.thegoodearthgarden.com)



**ClownBike.com**

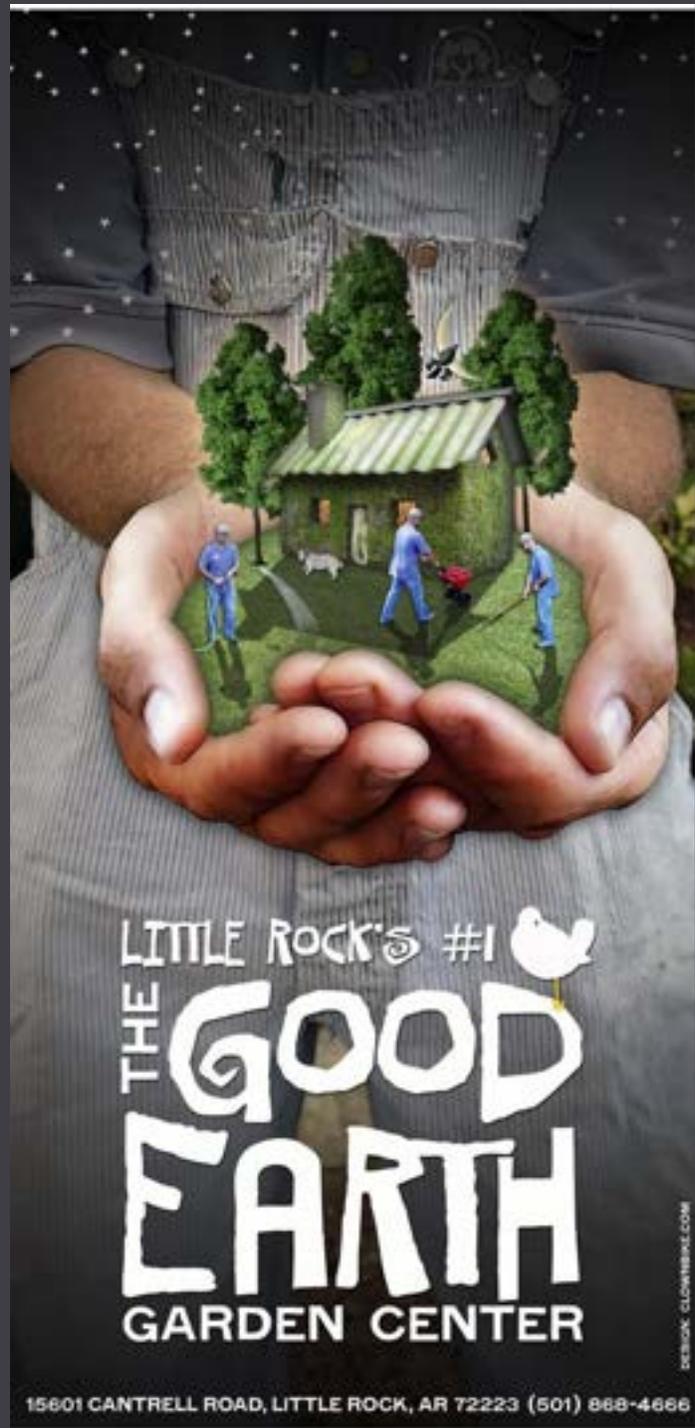




LITTLE ROCK'S #1  
**THE GOOD EARTH**  
GARDEN CENTER

- LANDSCAPE DESIGN
- INSTALLATION AND MAINTENANCE
- MULCHING
- WEED CONTROL
- FERTILIZATION
- IRRIGATION SYSTEMS
- TREE CARE
- PEST CONTROL
- LIGHTING
- WATER FEATURES
- HORTICULTURE







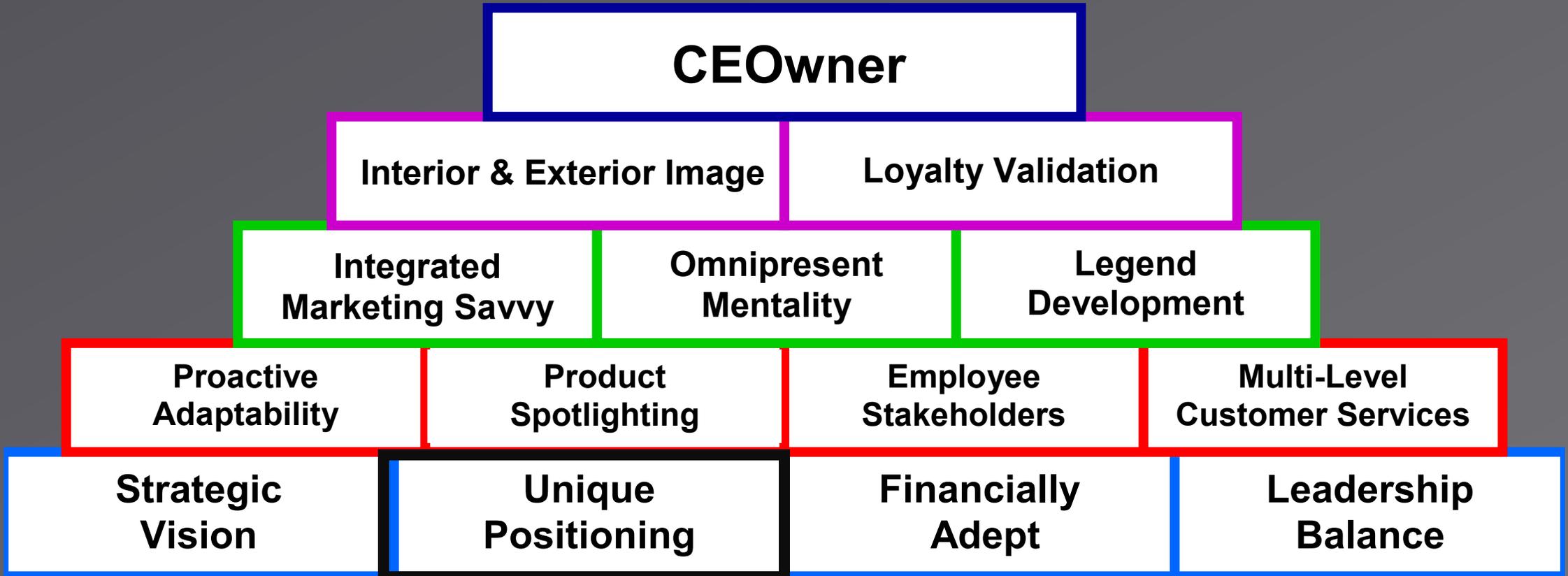




**VOTED THE MOST  
REVOLUTIONARY GARDEN CENTER  
IN AMERICA!**

# 14-Step Destination Business Process

## *Step 2: Unique Positioning*



# Unique Positioning

- Everyone needs a **Unique Positioning Statement!**
- 2 to 4 paragraphs
- How your business is **one-of-a-kind**
- The first sentence: Your most **unique strength(s)**
- It will **NOT** sound like marketing!
- **NOT A TAGLINE!**



**THE  
MIND  
IS  
HELP**

**“YOU CAN DO IT.  
WE CAN HELP.”**



**More saving.  
More doing.®**



**How doers  
get more done.™**

Winter Park's longest running  
family owned & operated Ski Shop

SKI & BOARD RENTALS

Alpine Sun  
SKI & SPORT GEAR

SERVICE & ACCESSORIES

WANT TO RENT  
SKI BOOTS  
OR A SPORT  
TRUCK?  
CALL US AT  
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WWW.ALPINESUN.COM

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1005

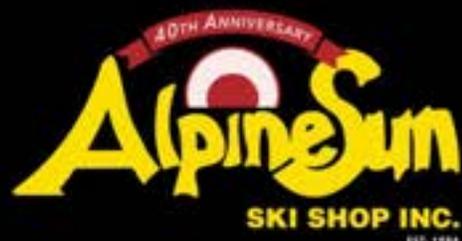


**Winter Park's longest running  
family owned & operated Ski Shop**

30 MIN. PARKING  
FOR  
ALPINE SUN  
SKI & SPORT  
8:00 AM - 6:00 PM  
VIOLATORS WILL BE  
TOWED AT OWNERS EXPENSE

30 MIN. PARKING  
FOR  
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[HOME](#) [RENTALS](#) [TUNES](#) [SHOP](#)

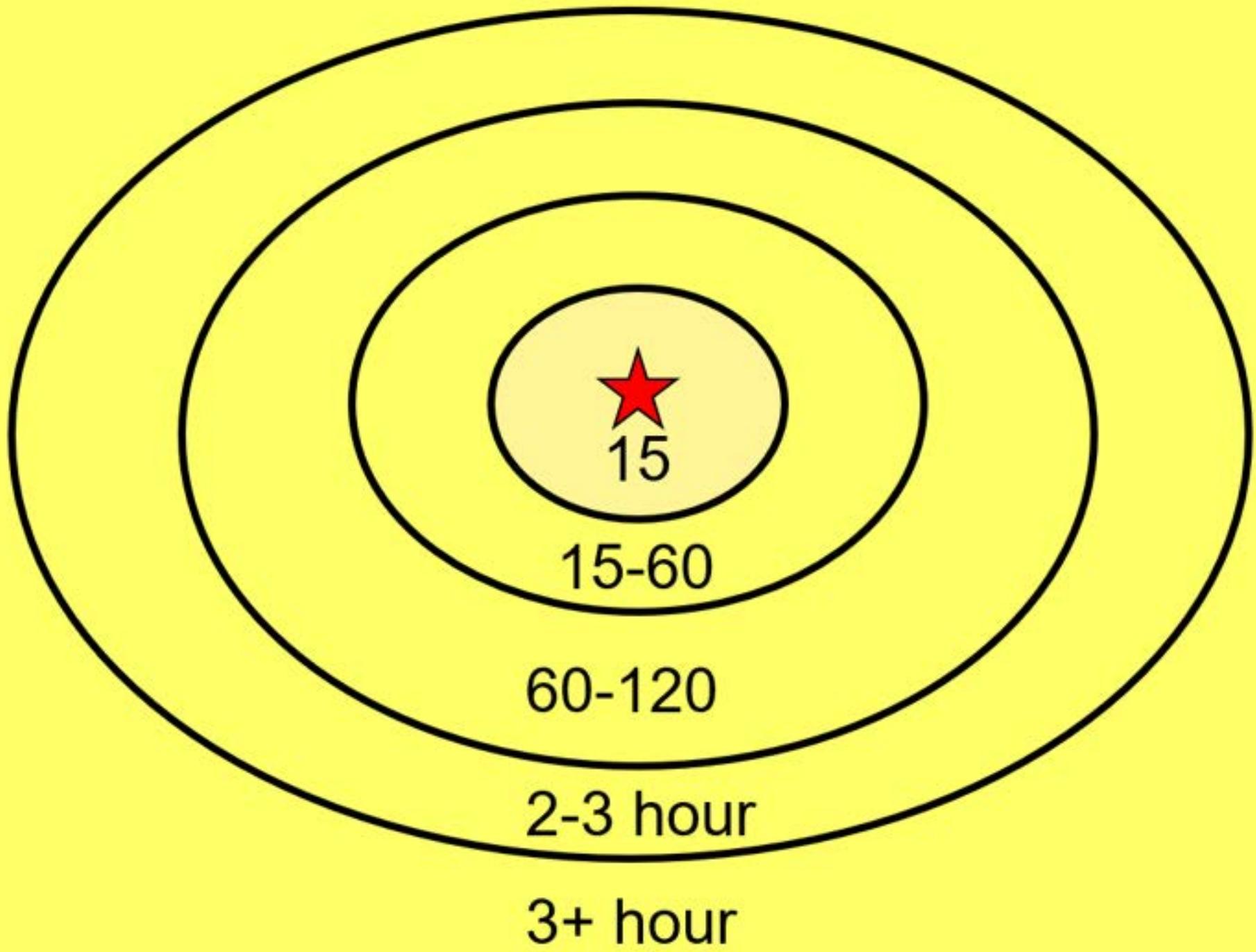


[ABOUT US](#) [BLOG](#) [CONTACT US](#)

The background of the page is a photograph of a snowy mountain range under a clear blue sky. In the foreground on the left, a white signpost with three directional signs is visible. The signs are: 'March Hare' with a blue arrow pointing up and to the left, 'Village Way' with a green arrow pointing up and to the right, and 'Mad Tea Party' with a green arrow pointing up and to the right. The text 'Winter Park's Longest Running Family Owned & Operated Ski Shop' is overlaid in white on the right side of the image.

# Winter Park's Longest Running Family Owned & Operated Ski Shop





15

15-60

60-120

2-3 hour

3+ hour

# Where's Abilene?



## Lincoln

155 miles (2.75 hours)

## Salina

26 miles (26 minutes)

## Manhattan

58 miles (1 hour)

## Wichita

93 miles (1.5 hours)

## Kansas City

150 miles (2.25 hours)

## Gettysburg, PA

1150 miles (18 hours)

## Washington, D.C.

1208 miles (18.5 hours)

## St. Louis

398 miles (6 hours)

## Denver

454 miles (6.5 hours)

## Denison, TX

408 miles (6.25 hours)

## Dallas

454 miles (6.75 hours)

## Other "Ike" towns

# MONROE 816



LIVE BEAUTIFULLY

CLOSED

Walk-up  
Window  
Shopping

783-204-1277

Only  
Happy  
Thoughts

STAY awhile

Happy Easter





LIVE BEAUTIFULLY

# MONROE 816

ESTD. GARNETT

Monroe 816 is a destination wherever  
summer travels take you!



OLIO

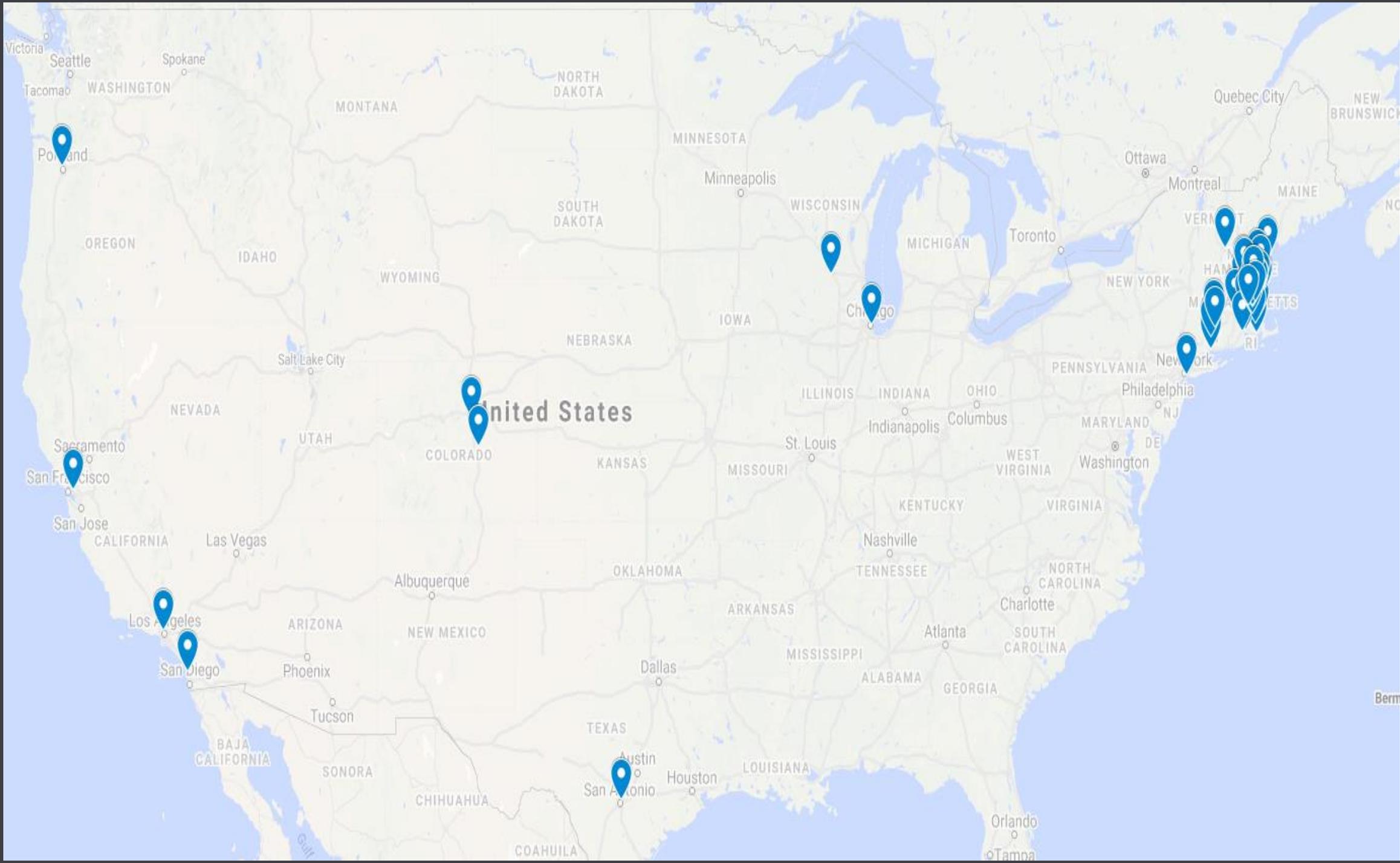
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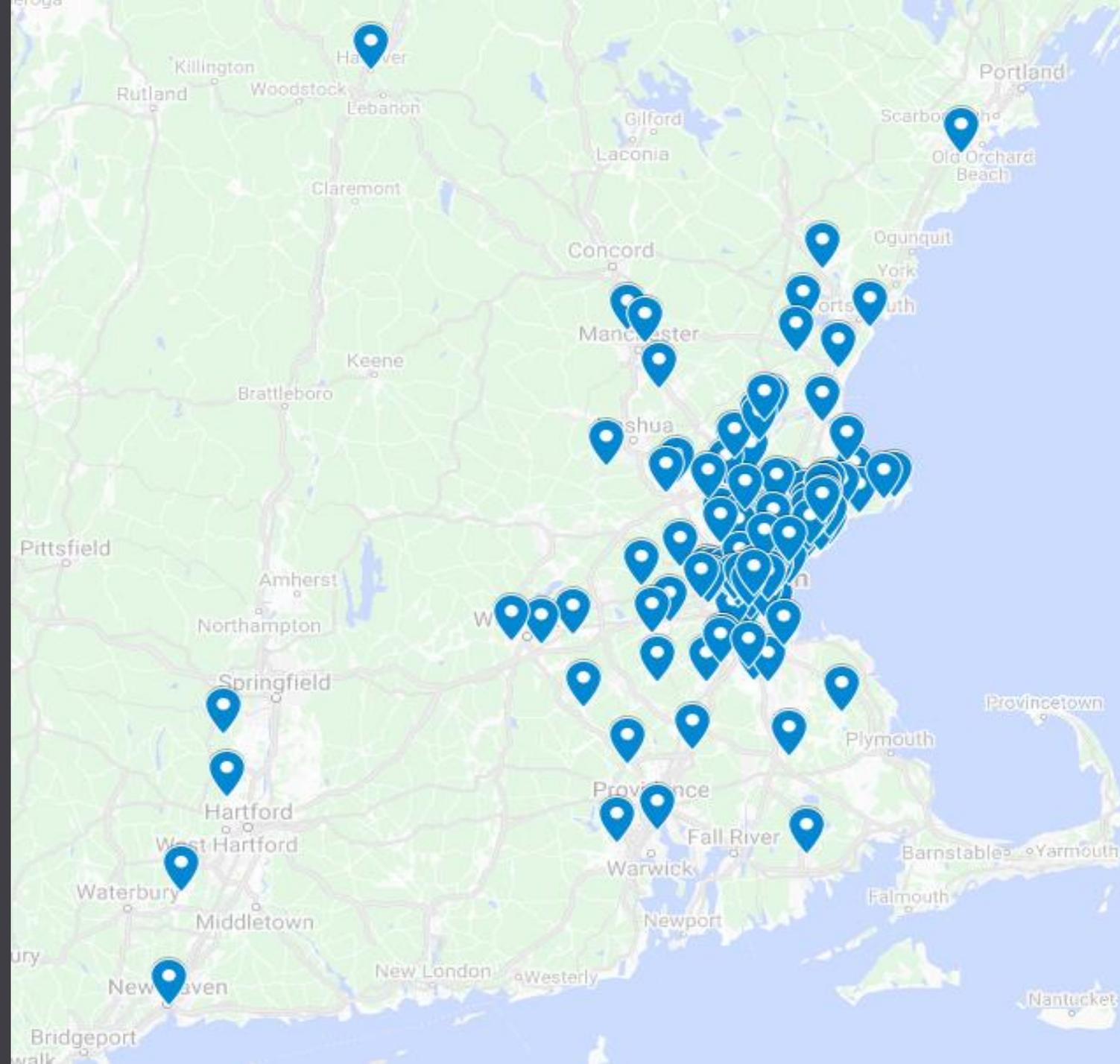
*A modern/industrial event space  
in downtown Peabody, MA*

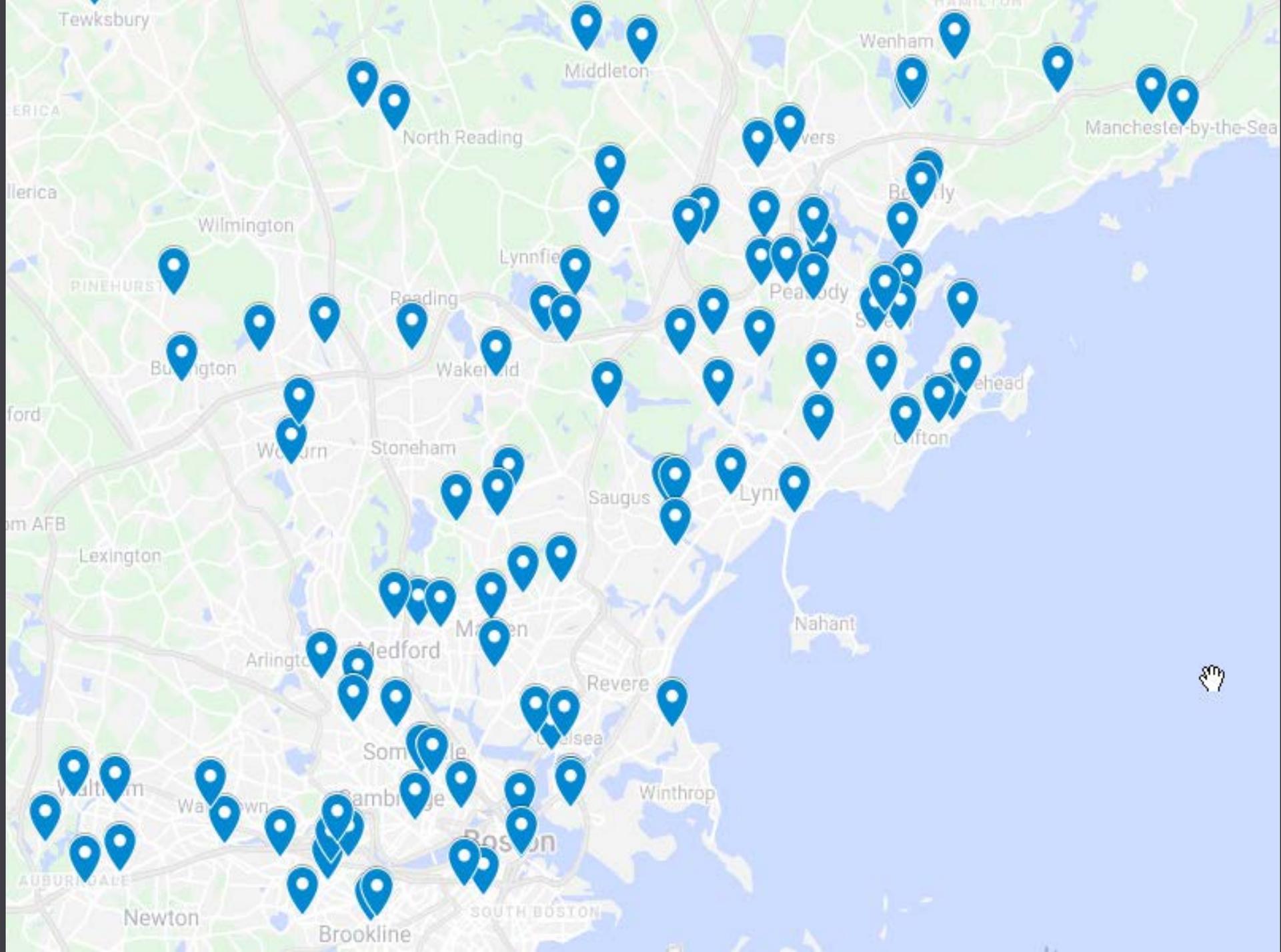


LARGE EVENT SPACE, HOLDS UP TO 500 PEOPLE

HISTORIC BUILDING







TRIPLE XXX  
ROOT BEER

TRIPLE XXX  
*Famous* CHOP STEAK

DRINK  
*Coca-Cola*

TRIPLE XXX  
RESTAURANT

USA TODAY





**State & Salisbury,  
West Lafayette**

**743-5373**

**Bring in the family  
and enjoy  
breakfast,  
lunch or dinner!**

Dine In or Carry Out  
Mon.-Sat. 24 Hours, Sun. til 8 pm  
Non-Smoking Section

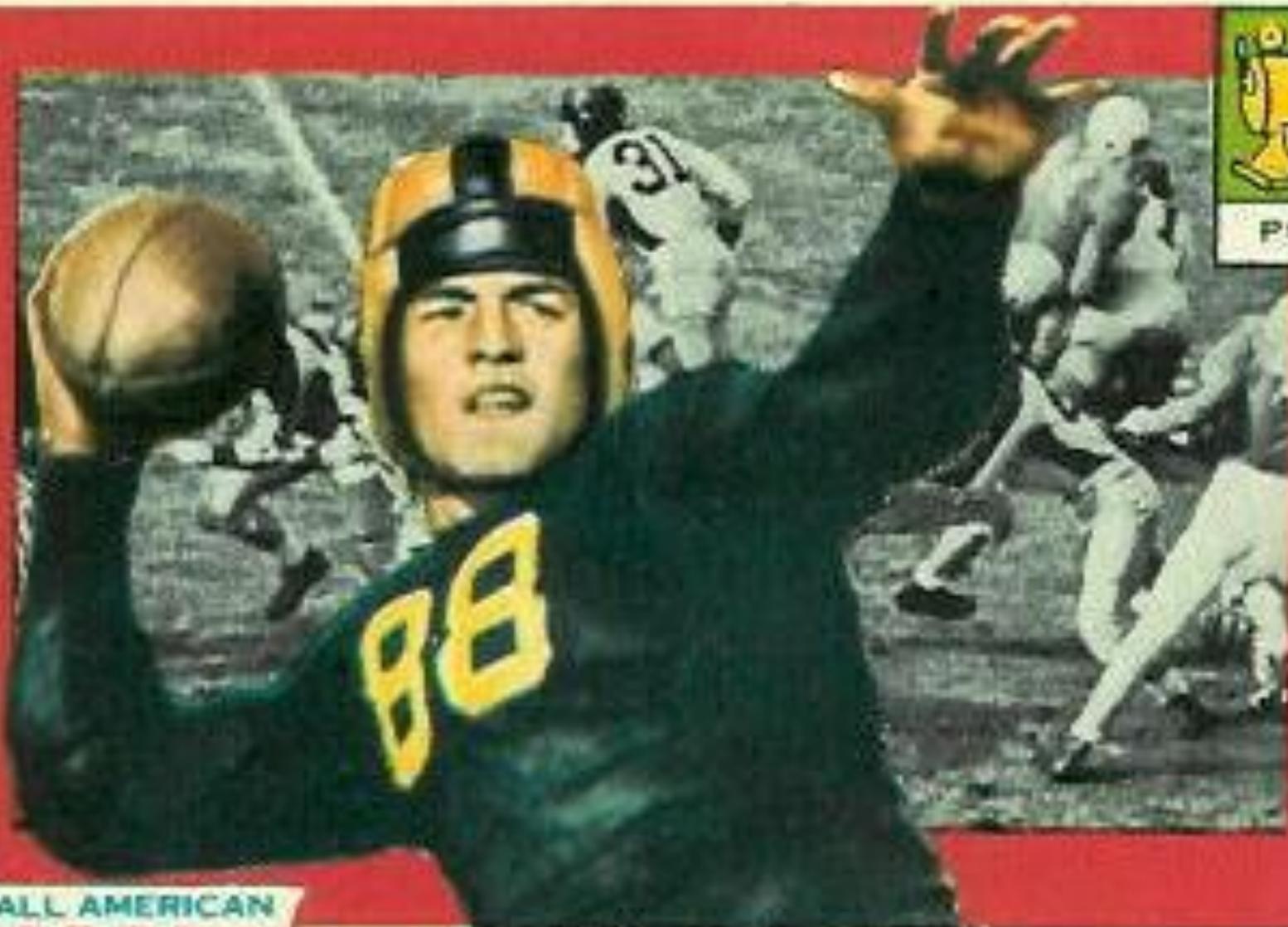


***Indiana's First and OLDEST Drive-In Restaurant***

***The Triple XXX Family Restaurant is Indiana's oldest drive-in and home to the 2nd oldest root beer in America***







ALL AMERICAN



**DUANE PURVIS**

*Halfback*



We are not affiliated with any outside delivery services. Thank you!

ORDER NOW

Gift Card

Menu

Directions

Shop

Contact Us

About

Videos

Root Beer



(765) 743-5373

## DIRECTIONS

In a hurry to track us down? Located just a few blocks from the campus of renowned Purdue University, the Triple XXX Family Restaurant is a Lafayette landmark. Wherever you are in the World, the following search should make it even easier for you to drop in:

To:

Triple XXX Family Restaurant  
West Lafayette, IN 47906

From:

Enter Your Location

Submit

Quick links for directions from:

Indianapolis, IN | Chicago, IL | Houston, TX | New Orleans, LA | Orlando, FL  
Issaquah, WA | Provo, CA | Playa del Rey, CA | Walkers Glen, NY

Flying here? Directions from:

Purdue Airport | Indianapolis International Airport | Chicago O'Hare Airport

2 N. Salisbury, West Lafayette, Indiana, 47906



[www.ClownBike.com](http://www.ClownBike.com) - Rich Carraro



**Our Name May Be Triple XXX, But Our Food is Rated G.**

*Diners*

DRIVE-INS.

DIVES

Diners, Drive-ins and Dives

# 'XXX'tra recognition



By Michael Heinz/Journal & Courier

**Guy Fieri (right), winner of "The Next Food Network Star" competition on cable's Food Network, talks to Greg and Carrie Ehresman, owners of Triple XXX Family Restaurant, while taping a show there Friday in West Lafayette.**

## Local diner to be featured on Food Network

ice cream for shakes and cones; its

# Taste

COOKING • ENTERTAINING • DRINKING • DINING

THE INDIANAPOLIS STAR  
WEDNESDAY, SEPTEMBER 24, 2008

## Diners worth the drive

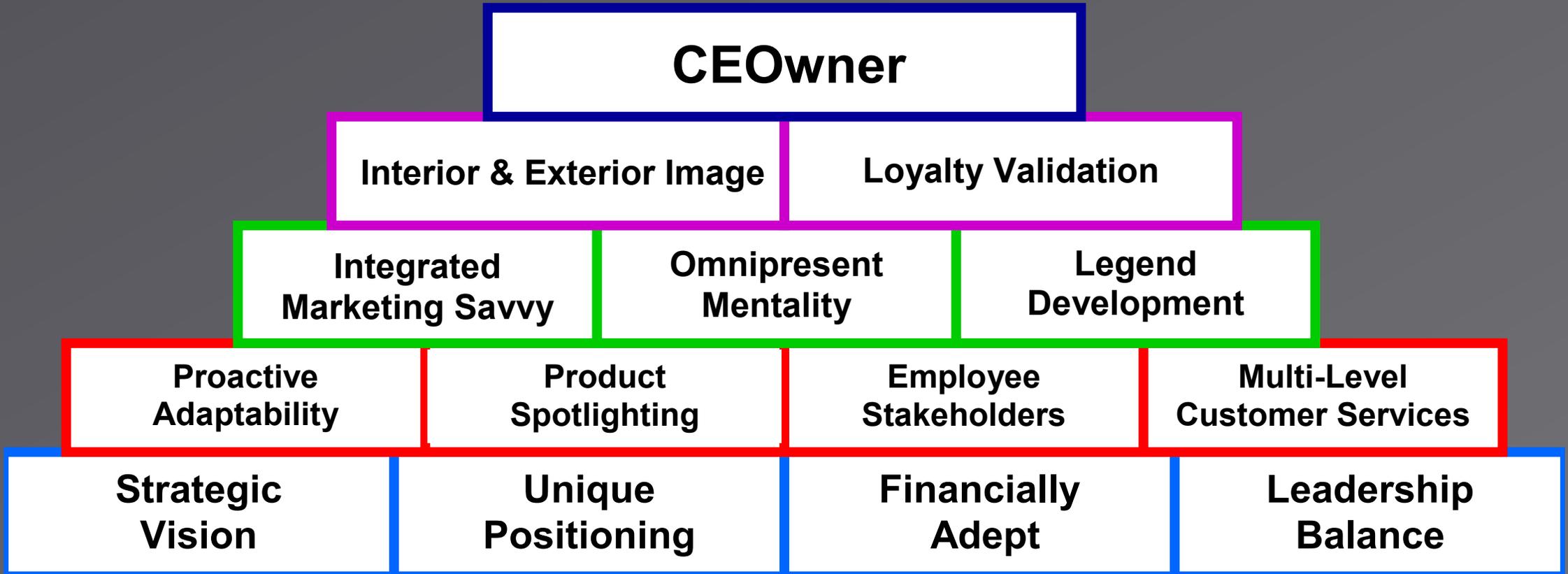
3 Indiana places to find good eats  
in a down-to-earth atmosphere.

PG 6





# 14-Step Destination Business Process

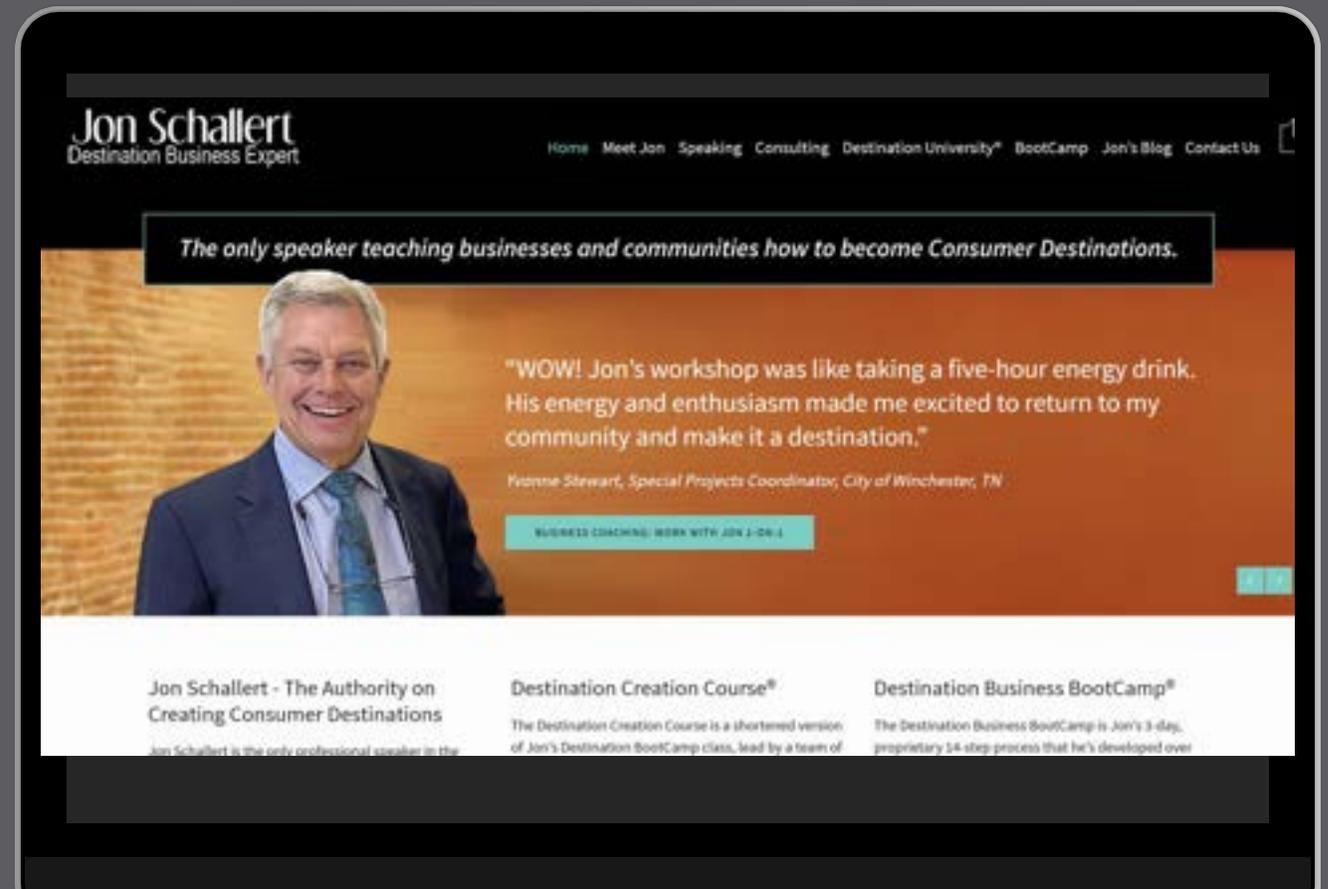


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Jon Schallert  
Destination Business Expert

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

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"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

Destination Creation Course®

Destination Business BootCamp®

***Friday, Nov. 21:***

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

***10:00 to 11:00***



*“We were playing too  
small a game.”*