

Telling Our Industry's Story

By: Josiah Brown
The New York Sherpa



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DESTINATION
MARKETING

BY JOSIAH BROWN



New York State by the Numbers:

- 315.4 Million Visitors
- \$94 Billion Visitor Spending
- \$145.2 Billion Economic Impact
- \$11.4 Billion in State and Local Taxes
 - 750,000 Jobs
- Personal Household impact of \$6,106



Stop starting with the **NUMBERS!!!**

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“I’m from New York”

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“They don’t understand”

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- THE NEW YORK -
SHERPA



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“My spouse doesn’t understand
what I do”

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Stop LEGOLAND

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LEGOLAND New York Development

- 500 Acres - 125-acre donut hole
- 1200 jobs
 - 600 year-round full benefits
 - 600 seasonal
 - 300 with 100k+ comp plan
- 2 million dollars yearly to local school
- 8 wells for community



They don't understand

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2 minutes

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You're all going to give a speech
at the end

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Advocate =
Defend - Inspire - Activate

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“We have to TELL our
story”

to

We have to SELL our story
- You have to move them

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•Content that moves:

1

- Introduce Yourself

2

- Start with Emotion

3

- Visitor Economy

4

- Your Numbers

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1. Introduce Yourself

- 10 seconds: Who, Industry,
What, How, Outcome

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Industry: Visitor Economy/Tourism Industry

What we do: We enhance the quality of the work, live, play balance for our residents which creates community stability.

How we do that: We manage the volume of invitations to the traveling public and monitor needs of the visitor economy businesses

Outcome: We lower taxes and create jobs

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2. Start with Emotion

- Who moved, who opened, who hired, who expanded

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3. Visitor Economy

- Unpack Economic Development

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THE TOURISM LEXICON: 2024 United States Edition



community

work

need

service

program

change

support

help

people

opportunity

together

future

building

bring

home

believe

appreciate

family

understand

access

involved

available

welcome

resource

significant

4. End with Numbers

- Numbers are how we close the deal, they affirm.



4. End with Numbers

- Household Number

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“Actually Speaking”

1

- Passion

2

- Speak it
Out Loud

3

- Record Yourself

4

- Movement

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New York Sherpa

—

Mad Libs

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ADVOCACY MAD LIBS

WITH THE NEW YORK SHERPA



MY NAME IS _____.

PERSONALIZE:

As a resident of _____ I really love _____
and _____. These local assets raise the quality-of-life here for me.

FRAME THE INDUSTRY:

The truth is, our _____ provide the dollars that enable these businesses to
be accessible to the residents in the first place. The visitor economy in _____
accounts for _____ of the overall economy here.

LOCAL STORIES:

If any of you visit _____ they will tell you that tourism keeps them
running. As a resident I am glad they are able to continue as a part of this communities story. Even
_____ will tell you how they benefit from the visitors.

EXPLAIN OUR JOB:

Our _____ knows how to skillfully differentiate and present this
destination to attract the right visitors, and then we manage those visitors to create a sustainable
balance and flow.
Managing the tourism industry is a specific skill much like a _____.
Nobody tries to _____ without a pro. We have professional education, national
associations, and industry norms we adhere to. This is a specialized industry, and we support the
enduring health of our community.

SHOW THE VALUE:

We save our residents _____ per year on their taxes, but it would likely cost 5-10x that number if
those revenue generators went away. This economy accounts for approx: _____ jobs. We do all of
this with _____ of the yearly budget for _____ and with visitor
paid investments of _____. Our overall visitor economy is _____. So as you can
see, it's an amazing return on investment.
I want my _____ to be able to come back from college and live here and be gainfully
employed. That's why I do what I do.

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ADVOCACY MAD LIBS

WITH THE NEW YORK SHERPA

MY NAME IS _____.

PERSONALIZE:

As a resident of _____ *name of destination* I really love _____ *visitor attraction*

and _____ *outdoor visitor attraction*. These local assets raise the quality-of-life here for me.

FRAME THE INDUSTRY:

The truth is, our _____ *tourists, visitors, travelers* provide the dollars that enable these businesses to

be accessible to the residents in the first place. The visitor economy in _____ *name of destination*

accounts for _____ *percent %* of the overall economy here.

LOCAL STORIES:

If any of you visit _____ *loved local family establishment or business* they will tell you that tourism keeps them

running. As a resident I am glad that we are able to continue as a part of this communities story. Even



ADVOCACY MAD LIBS

WITH THE NEW YORK SHERPA



MY NAME IS _____.

PERSONALIZE:

As a resident of _____ I really love _____

name of destination

visitor attraction

and _____. These local assets raise the quality-of-life here for me.

outdoor visitor attraction

FRAME THE INDUSTRY:

The truth is, our _____ provide the dollars that enable these businesses to

tourists, visitors, travelers

be accessible to the residents in the first place. The visitor economy in _____

name of destination

accounts for _____ of the overall economy here.

percent %

LOCAL STORIES:

If any of you visit _____ they will tell you that tourism keeps them

loved local family establishment or business

running. As a resident I am glad they are able to continue as a part of this communities story. Even

_____ will tell you how they benefit from the visitors.

ancillary business

EXPLAIN OUR JOB:

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Our _____ knows how to skillfully differentiate and present this destination to attract the right visitors, and then we manage those visitors to create a sustainable balance and flow.

Managing the tourism industry is a specific skill much like a _____.

Nobody tries to _____ without a pro. We have professional education, national associations, and industry norms we adhere to. This is a specialized industry, and we support the enduring health of our community.

SHOW THE VALUE:

We save our residents _____ per year on their taxes, but it would likely cost 5-10x that number if those revenue generators went away. This economy accounts for approx: _____ jobs. We do all of this with _____ of the yearly budget for _____ and with visitor paid investments of _____. Our overall visitor economy is _____. So as you can see, it's an amazing return on investment.

I want my _____ to be able to come back from college and live here and be gainfully employed. That's why I do what I do.

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ADVOCACY MAD LIBS WITH THE NEW YORK SHERPA



MY NAME IS _____.

PERSONALIZE:

As a resident of _____ I really love _____
and _____. These local assets raise the quality-of-life here for me.

FRAME THE INDUSTRY:

The truth is, our _____ provide the dollars that enable these businesses to be accessible to the residents in the first place. The visitor economy in _____ accounts for _____ of the overall economy here.

LOCAL STORIES:

If any of you visit _____ they will tell you that tourism keeps them running. As a resident I am glad they are able to continue as a part of this communities story. Even _____ will tell you how they benefit from the visitors.

EXPLAIN OUR JOB:

Our _____ knows how to skillfully differentiate and present this destination to attract the right visitors, and then we manage those visitors to create a sustainable balance and flow. Managing the tourism industry is a specific skill much like a _____. Nobody tries to _____ without a pro. We have professional education, national associations, and industry norms we adhere to. This is a specialized industry, and we support the enduring health of our community.

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Hi, I'm _____ we manage and support the local visitor economy so that our residents can experience the quality of life they deserve from a healthy, thriving place to live, work and play. Oh, and we lower taxes and create jobs. You're welcome



LinkedIn: Josiah Brown



One final thought...

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You are enough

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Thank You!
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om

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Threads: @NewYorkSherpa

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





ADVOCACY MAD LIBS WITH THE NEW YORK SHERPA



MY NAME IS _____.

PERSONALIZE:

As a resident of _____ I really love _____
name of destination *visitor attraction*
and _____ . These local assets raise the quality-of-life here for me.
outdoor visitor attraction

FRAME THE INDUSTRY:

The truth is, our _____ provide the dollars that enable these businesses
tourists, visitors, travelers
to be accessible to the residents in the first place. The visitor economy in _____
name of destination
accounts for _____ of the overall economy here.
percent %

LOCAL STORIES:

If any of you visit _____ they will tell you that tourism keeps
loved local family establishment or business
them running.

As a resident, I am glad they are able to continue as a part of this communities story.

Even _____ will tell you how they benefit from the visitors.
non-Tourism/ancillary business

EXPLAIN OUR JOB:

As a part of the _____ industry here, we are proud to host the world in
hospitality, tourism, travel
our home town.

Our industry trains America's workforce with soft skills like _____ .
sales, customer service, teamwork

If you felt welcome at _____ that's what we do.
type of business

Our destination brand lives in our smiles & warmth and we take that responsibility seriously.

SHOW THE VALUE:

Our industry saves residents _____ per year on their taxes, but it would likely cost 5-10x that
\$\$\$
number if these revenue generators went away. This economy accounts for approx: _____

jobs. Our overall visitor economy is _____ . I want my _____
tourism economy in millions *child, cousin, niece, etc*

to be able to come back from college and live here and be gainfully employed.

That's why I do what I do.

