

North American Edition

TIME FOR

DMOCRACY

**Featured
Research:**

Tourism Lexicon

From: Destinations International



OVERVIEW

In order to meaningfully connect with a broad range of stakeholders and more effectively communicate the value of DMOs to our communities, we need to use words that resonate with stakeholders. You can use Destinations International's [tourism lexicon](#) to more effectively frame your messaging based on the following rules of effective communication:

Keep it simple.	Unless you speak the language of your intended audience, you won't be heard by the people you want to reach. When it comes to effective communication, small beats large, short beats long, and plain beats complex.
Say it. Repeat it. Say it again.	Finding a good message and then sticking with it takes extraordinary discipline, but it pays. Remember, you may tire of saying the same exact same thing again and again, but many in your audience will be hearing it for the first time.
Provide context.	Without context, you cannot establish a message's value, its impact or, most importantly, its relevance. Far too often, leaders in our industry tout the benefits of tourism and destination promotion without providing a broader context. We provide "solutions" without attaching them to an identifiable "problem," and, in such instances, those solutions come across as meaningless.
Credibility is as important as philosophy.	The words you use become you, and you become the words you use. If your words lack sincerity, if they contradict accepted facts, circumstances, or perceptions, they will lack impact.

WHY USE THE TOURISM LEXICON?

Destinations International releases their tourism lexicon research annually "to help our industry communicate its work and worth in simple and effective language that resonates with our stakeholders." Keeping up-to-date on the tourism lexicon in your country is important for the following four (4) reasons:

Words matter and those words need to be chosen carefully and reflect our values and the values of our community.

Facts matter, but only as a support to our words and values and not as stand-alone statements.

Continuous engagement matters as a reinforcement of our words and the underscoring of our values.

Actions matter as they must back up our words or neither our words or actions matter.



2021 TOURISM LEXICON: COMPARING U.S. AND CANADA

Each year, Destinations International uses a legislative database to develop a catalog of the top words that elected officials repeatedly mention when they talk positively about travel and tourism. You can use these words to effectively communicate the value of tourism in your community. The figure below summarizes the keywords that are shared between the U.S. and Canada, as well as the keywords/keyword derivations that are unique to each country:

Shared Between U.S. and Canada

- Health (U.S. #1; Canada #3)
- Community (U.S. #2; Canada #4)
- New (U.S. #4; Canada #2)
- Service (U.S. #5; Canada #9)
- Help (U.S. #7; Canada #14)
- Need (U.S. #9; Canada #20)
- Today (U.S. #14, *new*; Canada #6, *new*)
- Support (U.S. #15; Canada #10)
- Care (U.S. #19; Canada #11)
- Collective (U.S. #24, *new*; Canada #23, *new*)

Unique to U.S.

- Public (#3)
- Work or Working (#6)
- One (#8, *new*)
- People (#10)
- Business (#11)
- Time (#12)
- Information (#13)
- Provide (#16)
- Make (#17, *new*)
- Plan (#18, *new*)
- Local (#20)
- Fair or Fairness (#21, *new*)
- Available or Availability (#22, *new*)
- Visit (#23, *new*)
- Include or Inclusive (#25, *new*)

Unique to Canada

- People or Persons (#1)
- Region (#5, *new*)
- Indigenous (#7, *new*)
- Government (#8, *new*)
- Work (#12)
- Thank (#13, *new*)
- Travel or Visit (#15, *new*)
- Continue (#16, *new*)
- Available (#17)
- Family (#18)
- Include (#19, *new*)
- Nation (#21, *new*)
- Follow/ing (#22, *new*)
- Program (#24)
- Safe or Safety (#25)

Note: Rankings of the top 25 words for each country are provided in parentheses. If a keyword appeared in 2021 but not in 2020, this is indicated by “*new*” in the parentheses.



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Facilitated By

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DESTINATION
TORONTO



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