

6 Perspectives

on Destination Brand Perception

Destination Insight Event
Marketing Greece | Athens



Validation matters.

**Travellers no longer trust
just one single source.**

They cross-reference across platforms, social media
and increasingly through AI-powered search.

They are value-led. They seek purpose, not just places.

Are you even in the conversation?

Discovery is shifting from traditional search to AI overviews,
from destination websites to social proof and peer recommendation.

Travellers have changed.

Have destinations?

Wellbeing. Sustainability. Local connections.
The motivations that were once considered niche
are now shaping mainstream booking decisions.

Know who you are.
Or others will
decide for you.

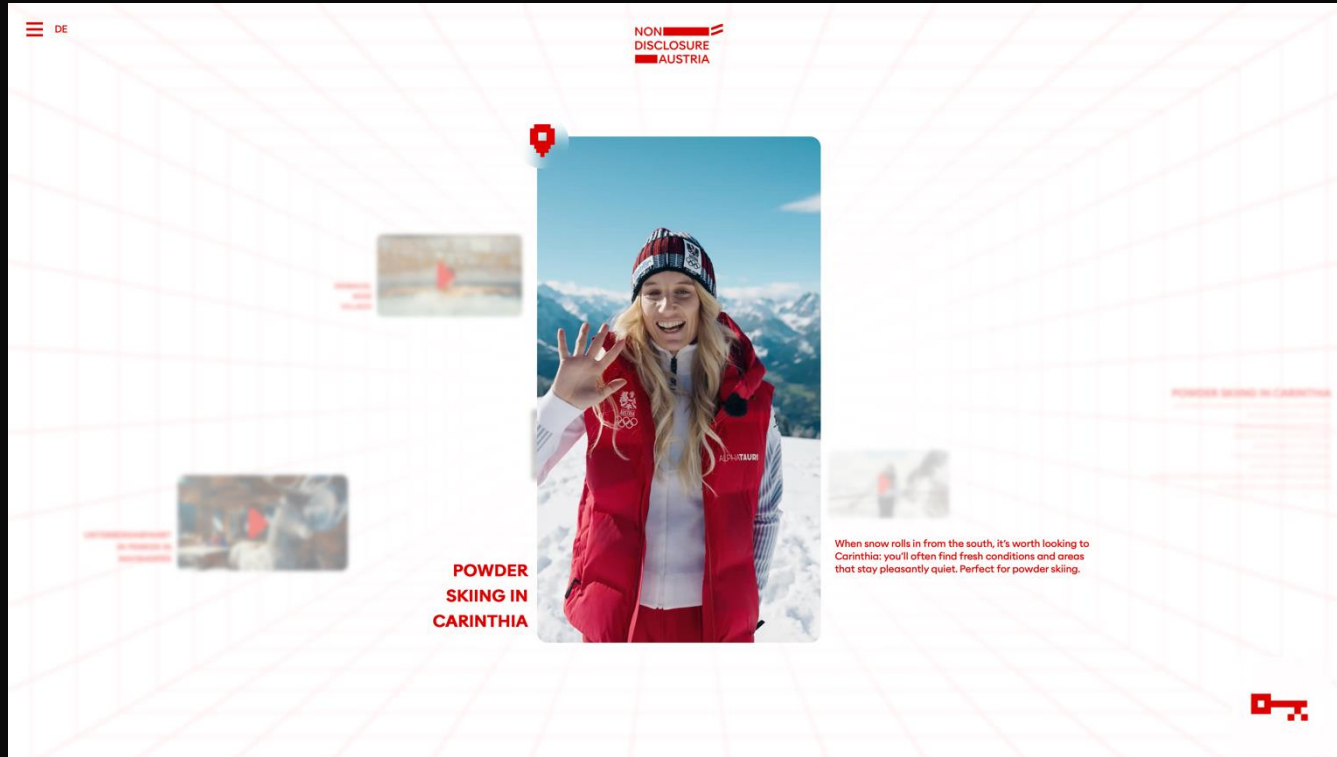
Vienna | Not Dull

Challenging perceptions through bold, deliberate storytelling.



Austria | Non Disclosure Austria

Shaping perception through first-person perspectives



Placemaking begins with the people who shape it.

Designing a sense of place with the people who live there is
a foundation, not an afterthought.

The Values Vortex

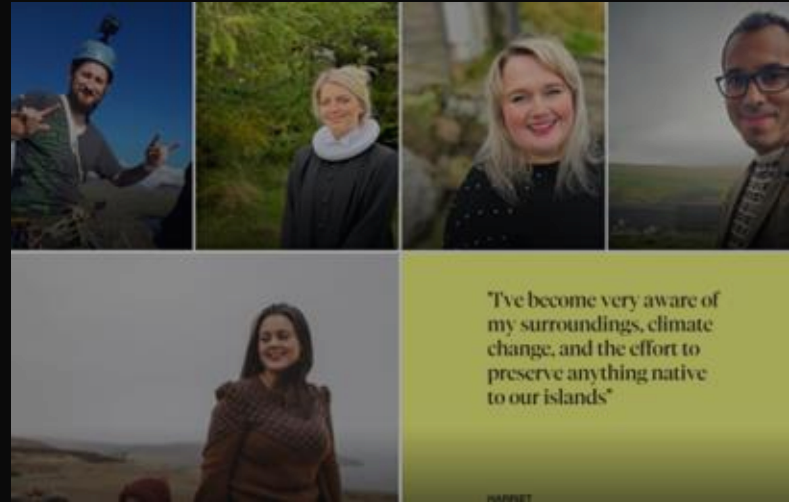
Visit Greenland | Goggles

The destination is not the ice. It is the people who live on it. The entire strategy is built around residents and their way of life.



Visit Faroe Islands | Faroencers

Traditional influencer campaigns are often repetitive. The Faroe Islands broke this mould by encouraging locals share their own authentic perspectives.



“

*A destination is a meeting
and melting point. It is in the
nature of travel that different
people with different backgrounds
meet.*

Oliver Csendes | Hungarian National Tourist Office

**If your values are not woven
into everything you do
they have no meaning**

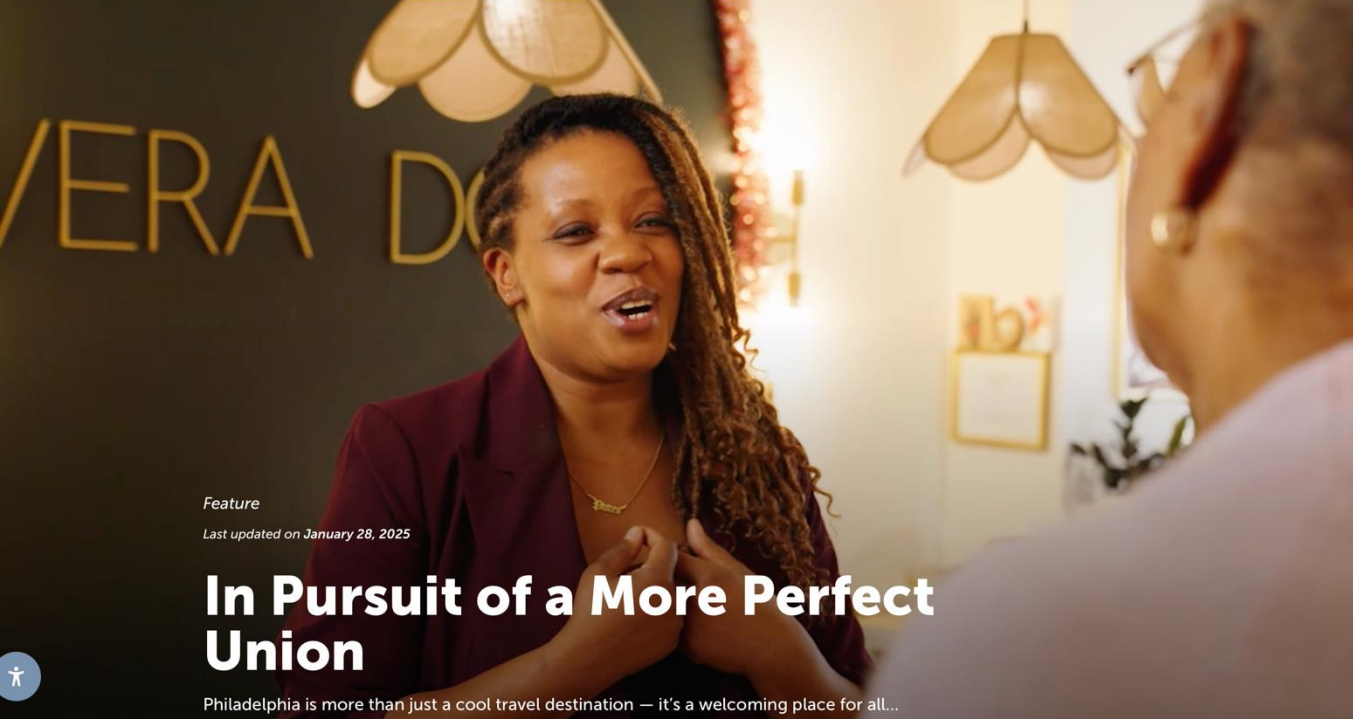
Visit Philadelphia

In Pursuit of a More Perfect Union

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Feature
Last updated on January 28, 2025

In Pursuit of a More Perfect Union

Philadelphia is more than just a cool travel destination — it's a welcoming place for all...



Inclusivity was not added to the brand. It is the brand. Built around the city's history, timed with the 250th anniversary. Rooted in something real.

Purpose is your product. But it must not to be commoditised.

The destinations gaining ground are not just telling better stories.

They are developing experiences where the visitor's interest
and the destination's wellbeing are the same thing.

Visit Copenhagen | CopenPay

Visitors rewarded for sustainable actions.
Cycle, volunteer, contribute.

The traveller becomes a participant
in the destination, not a consumer of it.



Visit Skåne | Map of Quietude

Wellbeing backed by scientific research
on the measurable benefits of silence and nature.

Encouraging visitors to discover the destination
differently. Not louder. Quieter.



Your destination's story has already been written.

AI assistants, review platforms and social algorithms are already shaping how your destination is discovered and perceived.

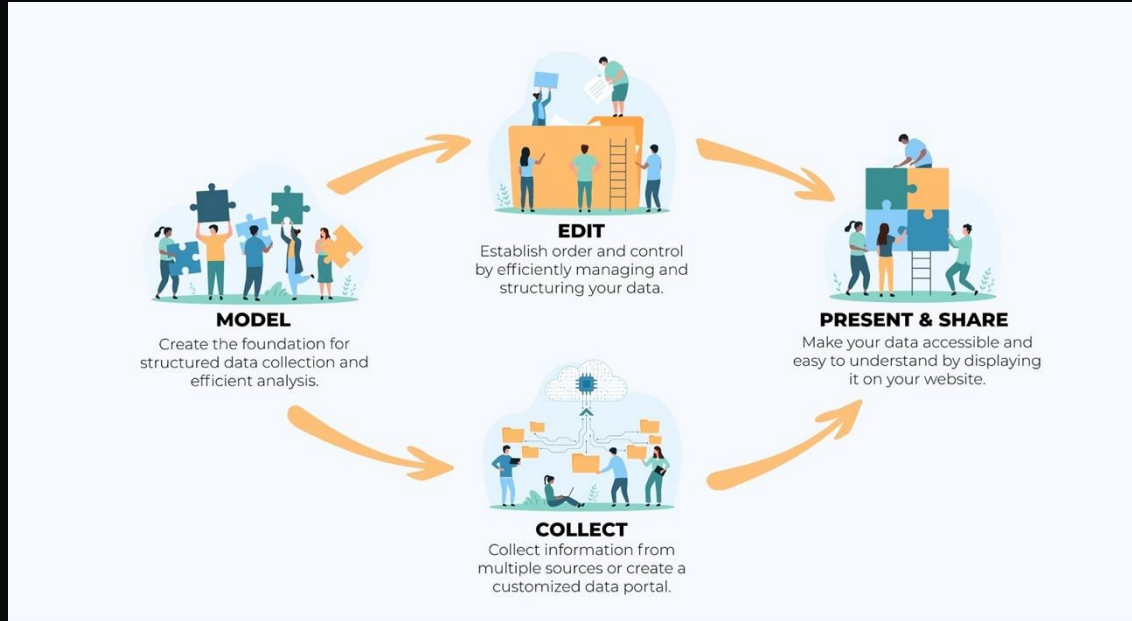
The question is whether you are part of that narrative or absent from it.

“

If you don't take of the narrative
decisively, **AI will determine it for you.**

Visit Sweden | National API

Structuring destination data so it can be found, understood and used.



A single, open national API. 14,000+ experiences. Small guesthouses visible alongside major chains. Built for discoverability by any platform.

The next generation has a different perspective.

Gen Alpha sees the world through a different lens.

They discover destinations through gaming, content
and platforms most DMOs have not considered.

Canary Islands | Save the Sea Souls

Engaging generation alpha through games built in Roblox where this audience already lives.

Tapping into Gen Alpha's interest in gaining and interactive forms of discovery.



Visit Luxembourg | Mia & Emil on Tour

Experiences designed for young audiences that tells the story through characters they connect with.

Using gamified destination experiences to bring discovery to life for a specific target group.



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**Act when you are informed
by data, not by feelings.**

Gloria Loree | Destination Canada

Build plans that are agile.

Choosing not to act is the biggest risk of all.

You can't control every conversation.

But you can control how you show up.

Σας ευχαριστώ!

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