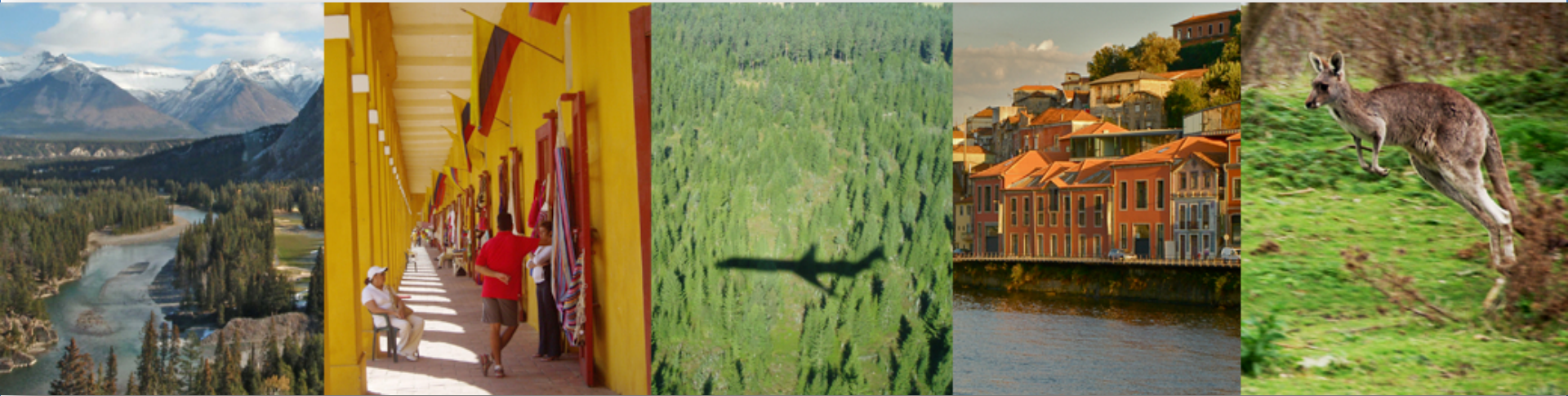


# DESTINATION STEWARDSHIP CENTER



## A New Travel Video Opportunity

with





A person wearing a white long-sleeved shirt, dark pants, a blue baseball cap, and a yellow and black backpack stands on a rocky outcrop, looking out over a vast landscape. In the foreground, there are some trees with small yellow blossoms. The middle ground features a calm, turquoise lake reflecting the surrounding greenery. In the background, a massive, dark, and rugged mountain rises steeply, with a long, narrow waterfall cascading down its face. The sky is a clear, deep blue.

Introducing an  
*online video series*  
for showcasing your  
stewardship success story.

Join us on  
a journey  
to ....



# “The World’s Inspiring Places”

Our mission: To create online videos that inform and INSPIRE . . .

- **Travelers**—to visit, enjoy, and appreciate authentic destinations that protect their nature, culture, and sense of place.
- **Individuals and businesses**—to care for these places and the people who live there.
- **Leaders**—to secure a solid economic future through wise destination stewardship.





# YOU ARE INVITED

Be one of the first to present a stewardship success story.

- Video stories can feature any topic where people are working successfully to help conserve, preserve, or create something special about a destination.
- For instance:



A guide on Maui explains the high-country ecosystem that most islanders themselves never see.



UNESCO recognition has re-energized the distinctive *parachico* dances of Chiapas, Mexico.

# FUNDING PARTNERSHIPS

We want to show the tourism value that comes with caring for the places we love.

We work with partners to build tax-deductible sponsorships and funding sources to feature your destination's accomplishments.

Previous video clients, partners, and sponsors include:





# WATCH THE CONCEPT VIDEO

... set on the Kinnickinnic River,  
Wisconsin, U.S.A.



<https://youtu.be/Kqui5CDqfgQ>

Click link to see the 3:45-minute video

Christian Tigges and Ian Hill  
discover how local heroes helped  
save a dying trout stream.

Photo: Erika Gilsdorf



# “THE WORLD’S INSPIRING PLACES”

Be one of the first featured destinations. Let us help you tell your story about real people making a difference. We will share it across a global network of platforms including social media, broadcast, and online.

## Who We Are:

National Geographic



**Jonathan Tourtellot**, CEO, Destination Stewardship Center—former National Geographic senior editor and program director, travel journalist, and sustainable-tourism consultant; originator of the geotourism approach and *National Geographic Traveler’s* “Places Rated” stewardship survey cover stories 2004-2010.



Working in  
cooperation with:



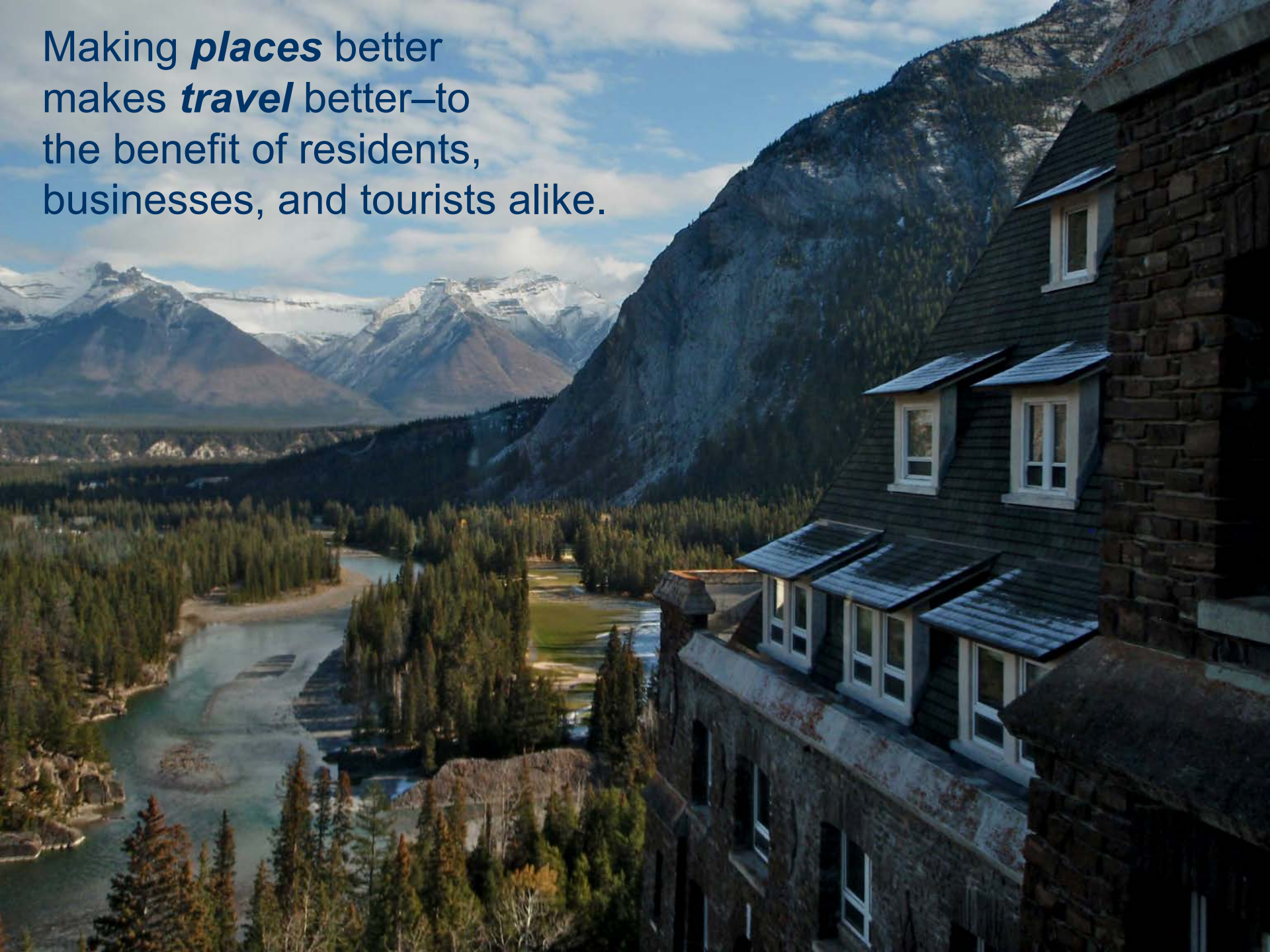
South Shore Productions



**Erika Gilsdorf**, Executive Producer, South Shore Productions—producer of international videos on sustainability and tourism; trainer on video skills, funding, and distribution strategies for nonprofits, businesses, and DMOs.

Sample South Shore video clips: <https://youtu.be/UMKdNZ2GC3Y>

Making *places* better  
makes *travel* better—to  
the benefit of residents,  
businesses, and tourists alike.





# INTERESTED? LET'S DISCUSS.

Please contact us to submit  
your destination success  
story for the pilot series:  
[\*\*info@destinationcenter.org\*\*](mailto:info@destinationcenter.org)



**Destination  
Stewardship  
Center**

