

JUNE 2023

CAPSTONE PROJECT

Visit Issaquah Destination Development Plan

TRANSFORMATIONAL
TRAVEL COUNCIL



Destination Regeneration Program

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The Destination Regeneration Program involves convening our local partners in tourism, hospitality, arts, and culture to begin collaborating on fee-based visitor experience itineraries that support each organization's mission and goals. These curated products would be marketed to meeting planners, group tour operators, and cruise lines. Itinerary planning would prioritize shoulder season experiences to enhance economic vibrancy.

This process would be facilitated by the Transformational Travel Council (TTC) experts. Partner participants would be guided in a 12-month learning journey using the guiding principles of community-based tourism, and transformational travel design philosophy.



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What is Transformational Travel

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Transformational travel means to intentionally travel to stretch, learn and grow into new ways of being and engaging with self, others, and the world through meaningful encounters, deeper self-awareness, reflection, and immersive authentic experiences. This mindset has the potential to set travelers on a journey that bears fruit long after returning home and can ignite a sense of will and agency that will drive positive change in traveler's own communities and places.

The Transformational Travel Council are global experts that convene purpose-driven, forward-looking travel professionals to connect, share, learn, and unlock the power of travel to positively transform how we live our lives, how we live with others, and how we live on the planet through transformative education, regenerative destination development, community engagement, experiences, and events.



Transformational travel is about shifting from a consumption mindset of seeing, doing, and leaving, to a slower experience that allows for deeper connections between the traveler, the place, and its people.

Regenerative tourism means applying living-system thinking and being to the development of a tourism destination, to design for the thriveability of the system as a whole. Issaquah is understood as a living place with unique potential, combining our tourism stakeholders, related sectors, and nature itself.

"Transformational travel design is being the change, not just guiding tourism forward but using tourism as a way to bring humanity forward."

JAKE HAUPERT, FOUNDER
TRANSFORMATIONAL
TRAVEL COUNCIL





Community Based Tourism

GUIDING PRINCIPLES

The community should be the ones to initiate a tourism relationship and should lead in how it should be done. This collaborative approach will define WHAT Issaquah is as a destination (what terms, when, and why)

Conversations about desires, fears and long-term goals, and the capacity of the community are vital to creating strong foundations for programs. Examples include: What should happen quickly? What resources are available (offerings, time, budget)?

The process of establishing the infrastructure and relationship is a long-term activity and should be handled with care and openness.

Ultimate crafting of offering and tourism activities should be created in collaboration with the people and local partners.



Destination partners in Issaquah are like puzzle pieces in a box. Community Based Tourism planning principals will help connect the pieces into itinerary products that are meaningful for all and drive economic benefit in a new and sustainable manner.

Growing trust and establishing relationships between Visit Issaquah partners will generate excitement about the economic opportunities available as the collaborative process of drafting curated itinerary products begins, using each organizations mission, vision, and financial goals as guardrails.

"Regenerative tourism is based on processes that restore, renew and revitalize places, and intergrate the needs of society with those of nature to create resilient and flourishing destinations."

TRANSFORMATIONAL
TRAVEL DESIGN
CURRICULUM





WHY ISSAQUAH WHY NOW

The younger generation of travelers have "new ways of looking at and being in the world." This generation is concerned with global sustainability and is shaping new ways of conscious living. They demand products based on social and environmental justice. They travel as a medium to seek and reinvent the world they live in. They travel to volunteer (voluntourism), leaving a place better than when they arrived.

Issaquah is an ideal location to create a transformational travel destination in the region. Combining the natural beauty, variety of outdoor recreation options, and our arts and culture scene into a curated library of unique itinerary experiences that address the consumer's demands and entice meeting planners, tour operators, and leisure travelers.

Using the guiding principles of Community Based Tourism, and the guidance of the TTC experts, Visit Issaquah alongside its partners, will learn how to showcase Issaquah as a contrast to visitor offerings of Seattle and Bellevue, promoting our city in a manner that generates overnight stays, with a focus on shoulder season business.



Timeline

Introduce program to Visit Issaquah board, LTAC committee, and community partners to determine interest

SUMMER 2023

Seek budget/grant funding and meet with tourism experience buyers to explore needs and trends

FALL 2023

Finalize funding, recruit partner participants, execute contract with TTC

WINTER 2024

Begin learning journey

SPRING 2024

Take products to market

SPRING 2025

