



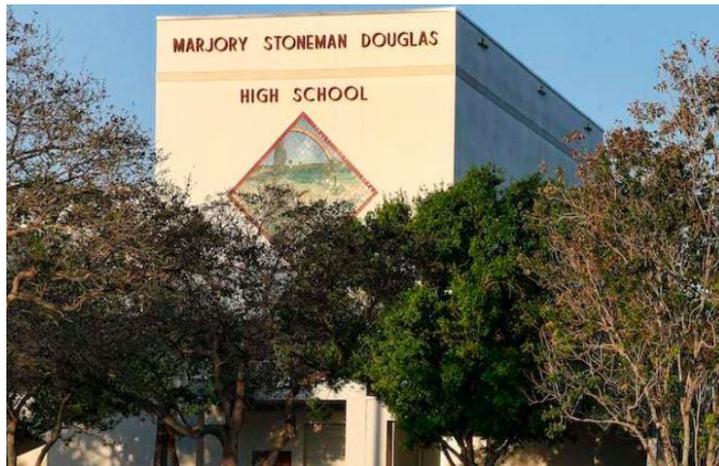
Prepared for New Hampshire Division of Travel of Tourism Development

## Next Generation



Marketers are starting to pay more attention to the generation following Millennials. Generation Z, the oldest of whom are in their 20s, is by some calculations the largest generation in the U.S., or very close to it. Gen Z-ers are very savvy with technology adoption and have always been connected. As the Millennial generation was defined by 9/11, Gen Z's defining moment was the iPhone. Gen Z also embraces the sharing economy, and are more likely to book things like alternative accommodations. They are also brand agnostic and can be influenced by coupons.

**Travel Weekly**



Marjory Stoneman Douglas High School in Parkland, Fla., was the site of a mass shooting February 14 in which 17 people lost their lives. Students have been advocating for gun safety.

## Destinations need to consider many threats

*Excerpted from Threat Analysis: The Shifting Conversation on Gun Control and How It May Affect Destinations*

### – Destinations International

The February 14th mass shooting at Marjory Stoneman Douglas High School in Parkland, Florida, reignited a heated debate on gun control in the United States. It also demonstrated once again the need for destination organizations to have a crisis team and plan in place in order to respond swiftly and effectively when faced with such a situation.

In the wake of the shooting, polling showed that public opinion in the U.S. on gun control was moving. According to a Quinnipiac University poll, American voters support stricter gun laws 66 to 31 percent, the highest level of support ever measured by the independent poll.

We've seen public opinion shift following traumatic events in the past. What's different about this incident is a shift in the conversation, from a general conversation on gun control to a

very targeted conversation regarding the National Rifle Association (NRA), led in large part by the students of Marjory Stoneman Douglas High School.

As the conversation shifted directly to the NRA, gun-control activists organized a boycott of companies with ties to the association. The #BoycottNRA hashtag spread quickly on social media, prompting Delta, United Airlines, Hertz, Enterprise, Avis and other companies to cut ties with the NRA.

In the week following the shooting in Parkland, Florida, Dallas Mayor Pro Tem Dwaine Caraway pressed the NRA to move its convention — planned for May in Dallas — to another city.

Dallas Mayor Mike Rawlings issued a statement saying he disagreed with the NRA's viewpoint and tactics, but "they have a legal contract that was signed in 2012 and I'm not advocating that we violate that agreement."

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## Travel boycotts are not a new protest tactic

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“Hopefully we will take the opportunity in Dallas to engage in meaningful dialogue about how we work together to end mass killings in America.”

The NRA has stated that they plan to move forward with the meeting in Dallas, an event expected to draw 80,000 attendees and contribute an estimated \$40 million to the city.



David Hogg  
@davidhogg111

Follow

Let's make a deal DO NOT come to Florida for spring break unless gun legislation is passed. These politions won't listen to us so maybe the'll listen to the billion dollar tourism industry in FL. #neveragain

Student activist David Hogg, who survived the shooting at Marjory Stoneman Douglas High School earlier this month, has called on prospective tourists to boycott Florida for spring break in order to force legislators’ hands when it comes to gun reform.

Using travel as a political weapon or tactic to achieve political change — through a travel boycott, government travel ban or travel advisory — to change a law or policy is nothing new. North Carolina and HB2 is the highest profile example. Groups like the Human Rights Campaign (HRC), ACLU and the NAACP have achieved a lot of publicity advocating for travel boycotts or issuing travel advisories.

For years, American businesses have been trying to differentiate themselves from their competitors

based on their values, instead of just their products. It’s helped them build brand loyalty, and the stated values are something customers consider when deciding where to spend their money.

Customers now expect — and sometimes demand — that companies take stands on political issues.

As destinations are increasingly becoming the target of boycotts, the next question that very well may be facing our industry is “can destination organizations continue to sit on the sidelines of these political conversations”? As stewards of our destination brands, do we need to follow the lead of the corporations and engage in political conversations, even at some general level?

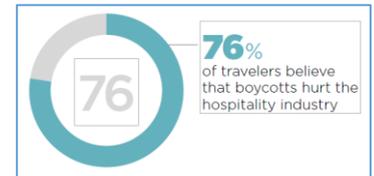
The reality is that shared values are becoming brand differentiators for destinations as well, even more so than traditional tourism products or experiences, and destination organizations need to take this into consideration.

### Conclusion

As shared values play a larger role in consumer decision making, the new reality facing destination organizations is that local laws, legislation and political conversations impact a destination’s brand. Destination organization leaders need to be paying attention to the conversations taking place around their communities, and be prepared to respond to situations that arise before they escalate.



- **Travelers are split on whether they support or oppose boycotts.**



- **There is opportunity to message on boycott ineffectiveness, especially how boycotts hurt local business/employees much more so than politicians.**

## Other Resources

- **Tourism Safety: taking strategic measures:**

The International Tourism Safety Conference, organized by the International Tourism Safety Association will take place from April 15<sup>th</sup> to 18<sup>th</sup> in Las Vegas, United States. The conference will cover topics such as dealing with the media and security training.

See [www.touristsafety.org/](http://www.touristsafety.org/)

- **Active Shooter Training:** Sponsored by the Ohio Travel Association, the training May 31 will be presented by law enforcement personnel. The Civilian Response to Active Shooter Events (CRASE) course provides strategies, guidance and a proven plan for surviving and managing an active shooter event. See [www.ohiotravel.org](http://www.ohiotravel.org)