



Make Your Community & Its Businesses a Destination

Presented by Jon Schallert

**Notes & Free Destination Webinar Link at
www.JonSchallert.com/Saskatoon**



www.JonSchallert.com/Saskatoon



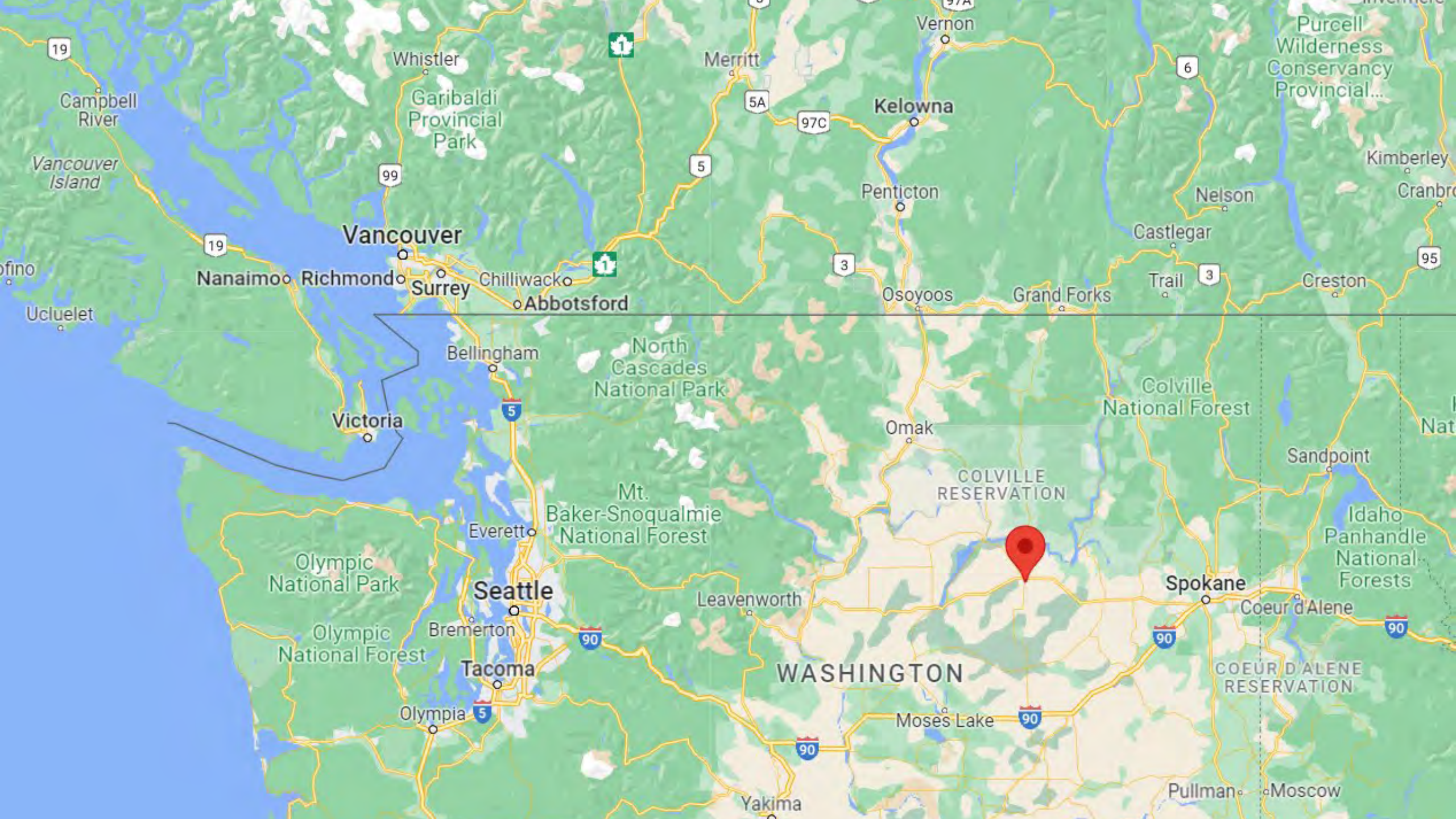






JON SCHALLERT
WORKSHOP
MICH ITH
CALL 647-0110

OPEN



TWO RIVERS

THE
Souvenir
Store
at The Forks!

EH!



FEN

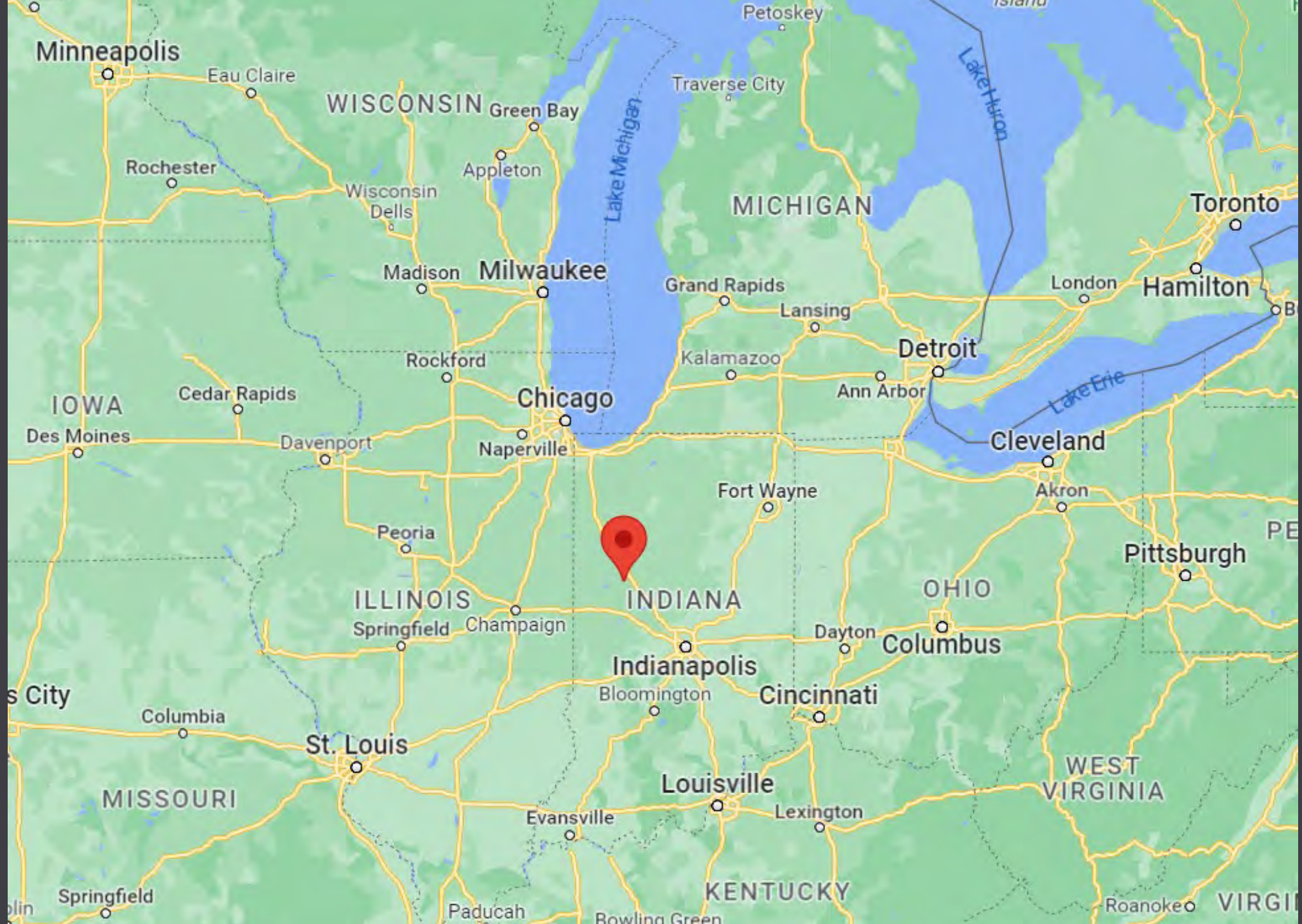
TRIPLE XXX
ROOT BEER

TRIPLE XXX
Famous CHOP STEAK

DRINK
Coca-Cola



USA
TODAY



TRIPLE XXX
ROOT BEER

TRIPLE XXX
Famous CHOP STEAK

DRINK
Coca-Cola



USA
TODAY



**Destination
Businesses:
Not dependent on
demographics**

- **Fredericksburg, Texas:**
 - **8,911 -- \$43,670**

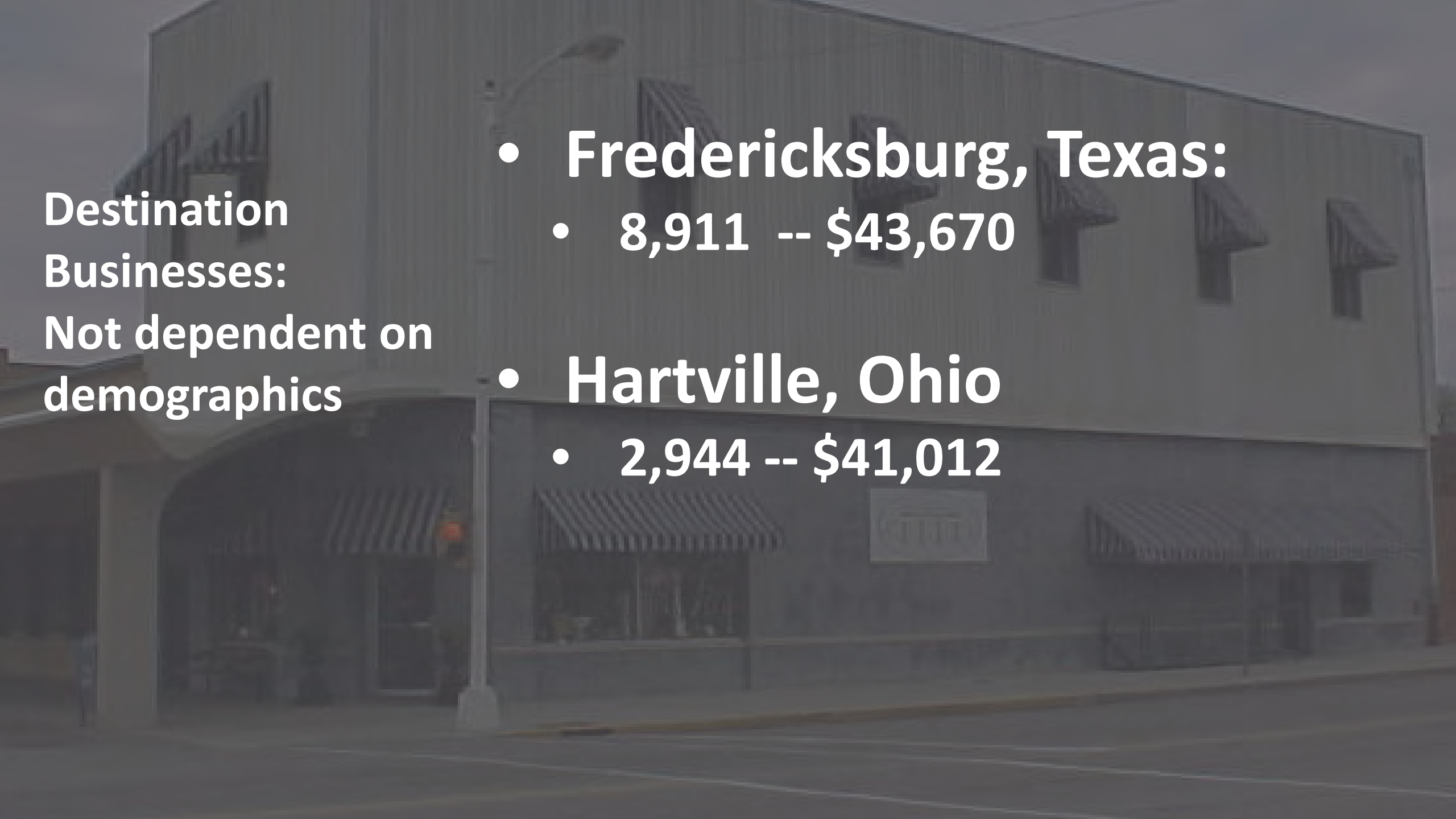








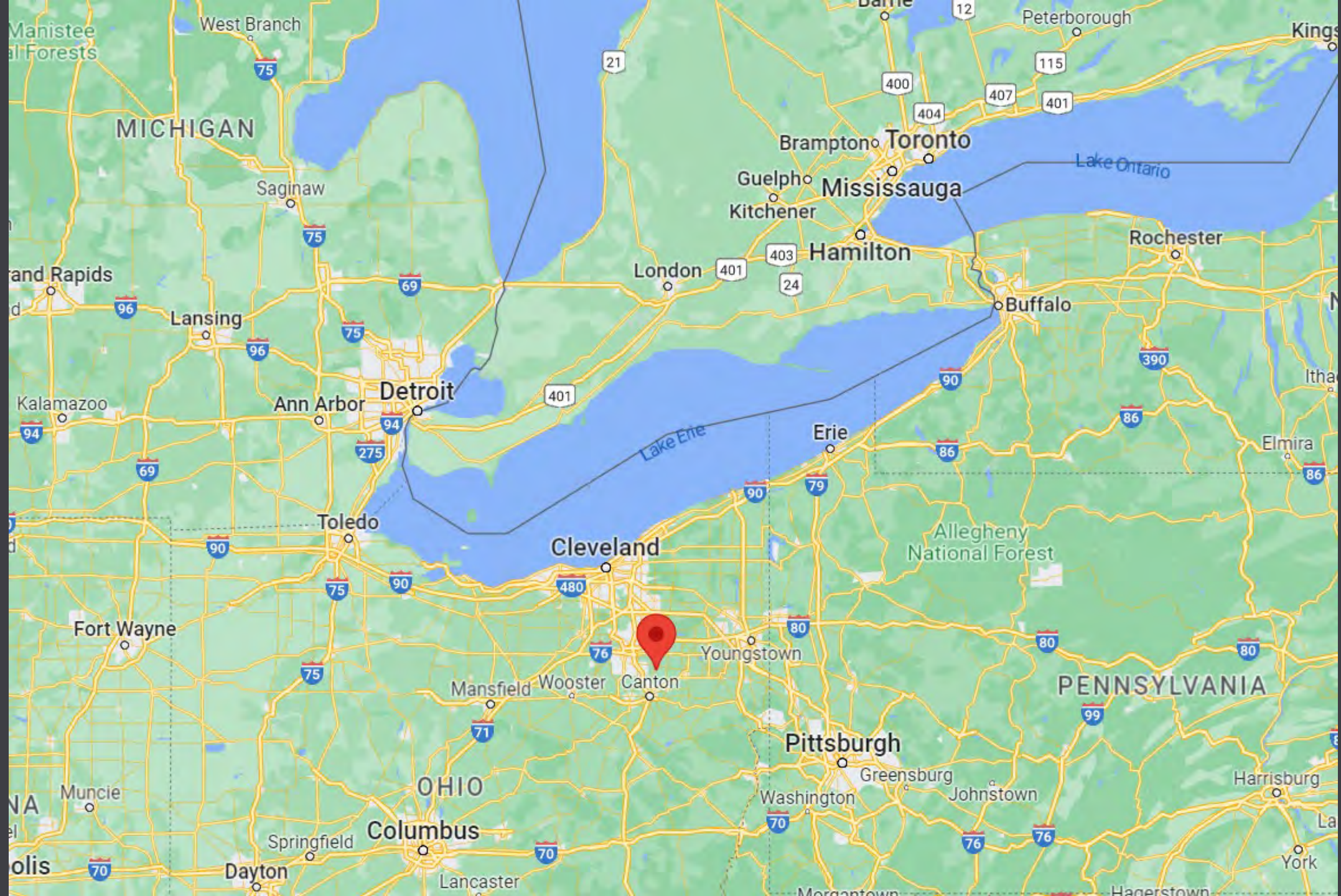




Destination
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- **Fredericksburg, Texas:**
 - 8,911 -- \$43,670
- **Hartville, Ohio**
 - 2,944 -- \$41,012



A two-story commercial building with a gabled roof, light green vertical siding, and dark brown wooden beams. The building features several double-hung windows and a central entrance door. A large red heart logo is positioned above the store name. In the foreground, there is a parking lot with handicapped parking spaces, benches, and some outdoor furniture.

Hartville

HARDWARE



NO PARKING



NO PARKING



NO PARKING

\$250 FINE



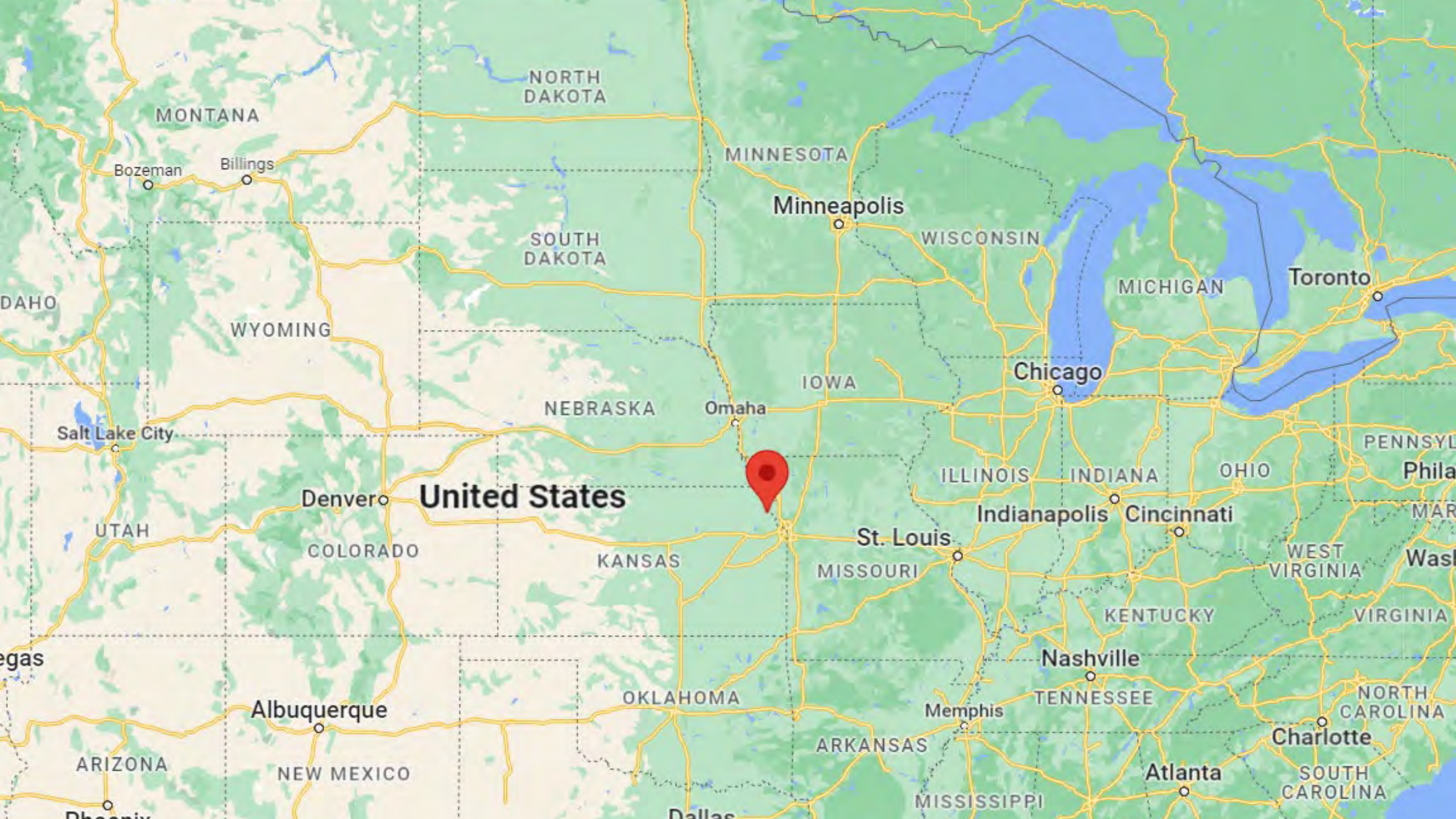






**Destination
Businesses:
Not dependent on
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- **Fredericksburg, Texas:**
 - 8,911 -- \$43,670
- **Hartville, Ohio**
 - 2,944 -- \$41,012
- **Atchison, Kansas**
 - 10,925 -- \$31,109





A two-story white house with a porch and an American flag. The house has a dark roof and a chimney. The porch has white columns and a railing. An American flag is flying on the left side of the porch. The house is surrounded by a green lawn with fallen leaves. A large tree with yellow leaves is on the right side of the house.A black sign with a gold border and a gold silhouette of Amelia Earhart's head. The sign is mounted on a black post. The text on the sign is in gold lettering.

Amelia Earhart Birthplace Museum

Amelia Earhart was born July 24, 1897
In the home of her grandparents,
Alfred G. and Amelia Harres Otis.
The home was constructed circa 1860.

The Birthplace Museum is owned by
The Ninety-Nines, Inc. International
Organization of Women Pilots



NELL·HILL'S

N.I.I.

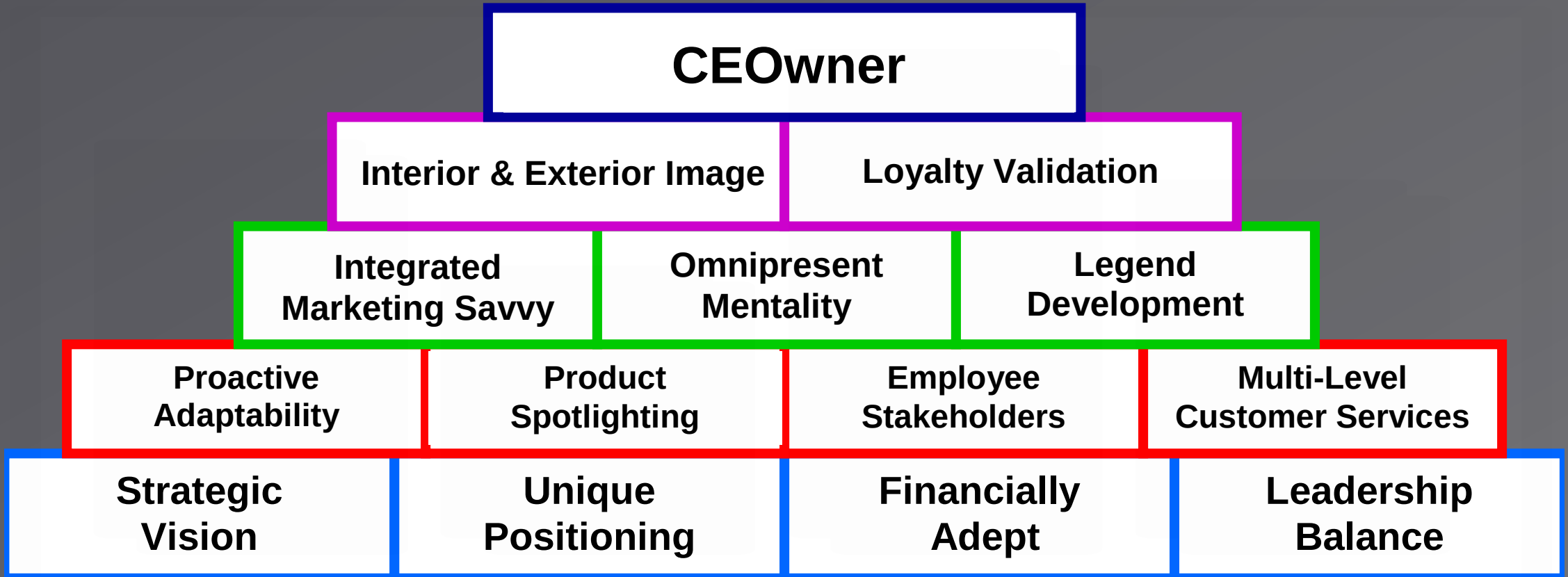




Explore, Shop and
Dine
Downtown Anchorage



14-Step Destination Business Process



What is a Destination Business?

A business that's so
compellingly unique,
consumers say:

"I have to go to that place!"



What types of
businesses can
become
Destinations?

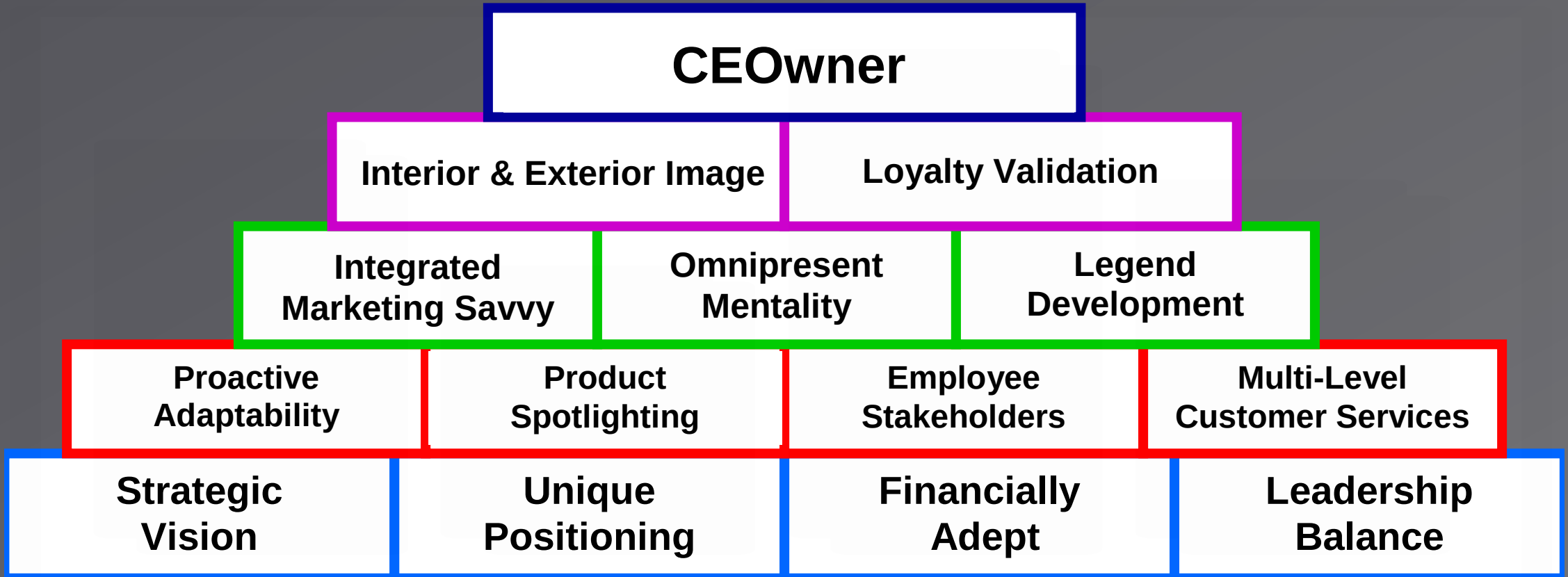


What types of businesses can become Destinations?

- Retail store
- Restaurant
- Service-business
- Professional practice
- Any unique draw targeting consumers
- Any tourist attraction or historic site



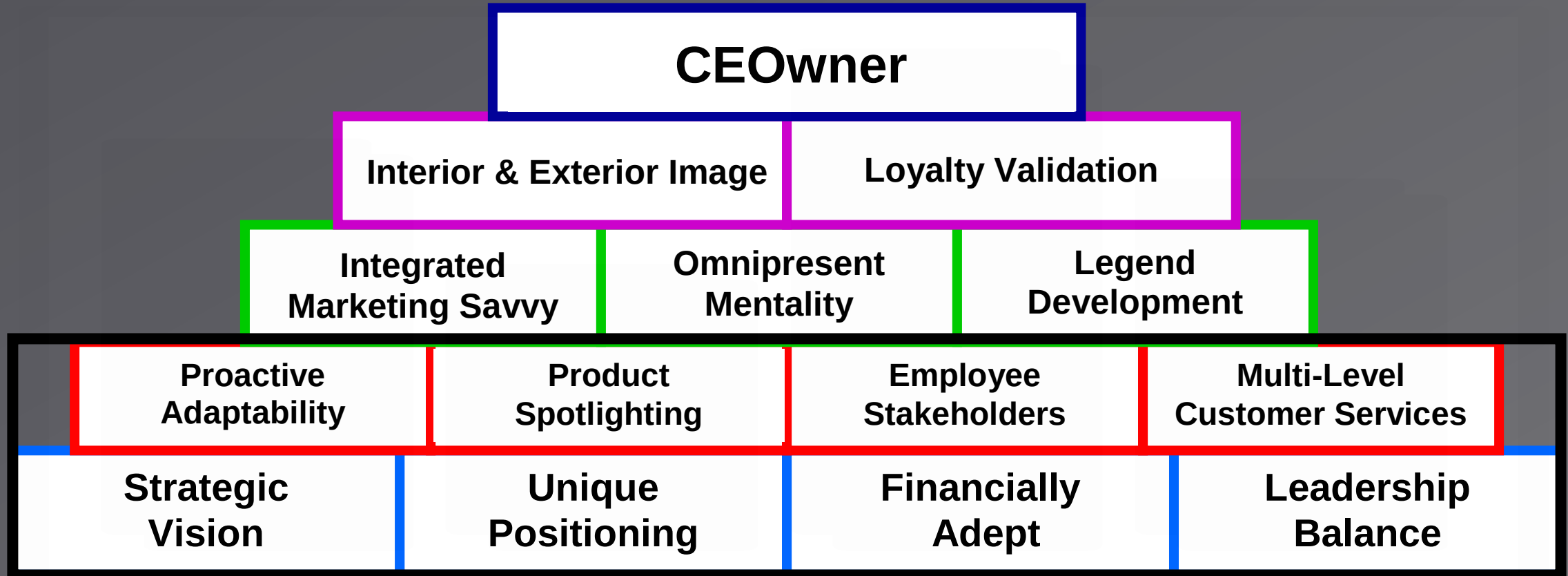
14-Step Destination Business Process





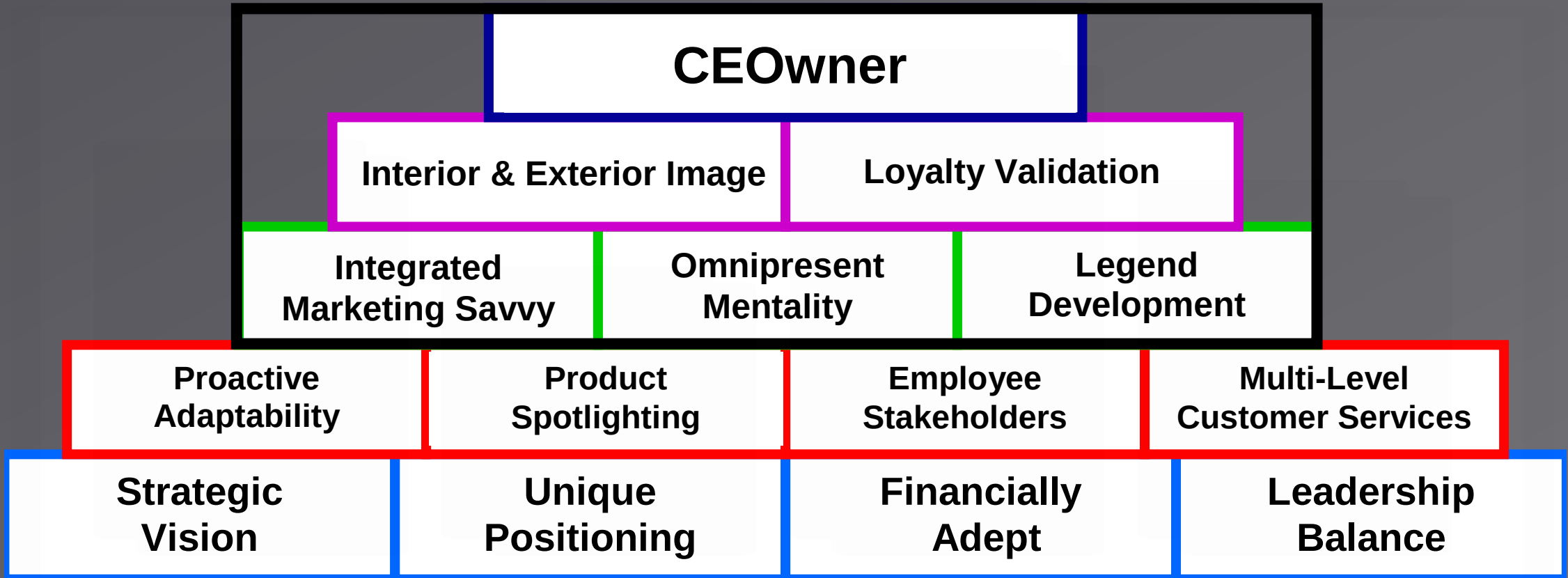
14-Step Destination Business Process

8 Strategic Steps



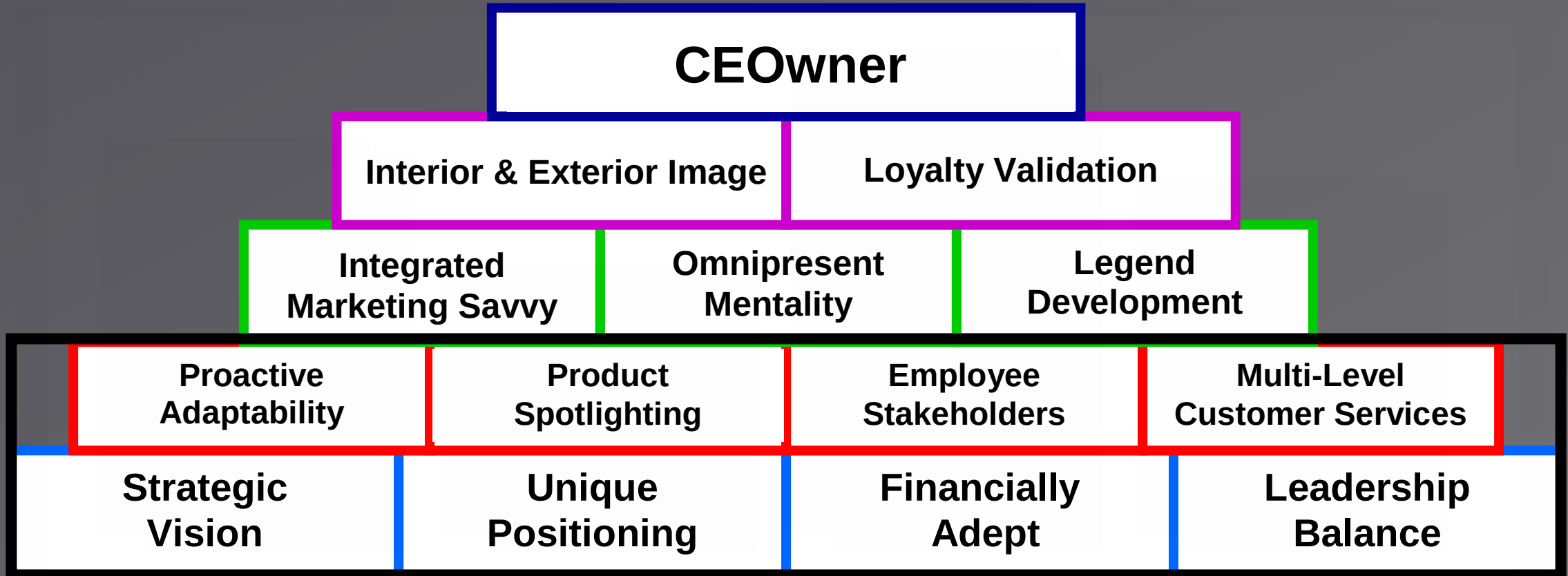
14-Step Destination Business Process

6 Tactical Steps



14-Step Destination Business Process

How a Business is Unique



unique

[yoo-**neek**]
adjective

- 1 existing as the only one or as the sole example; single; solitary in type or characteristics
- 2 having no like or equal; unparalleled; incomparable

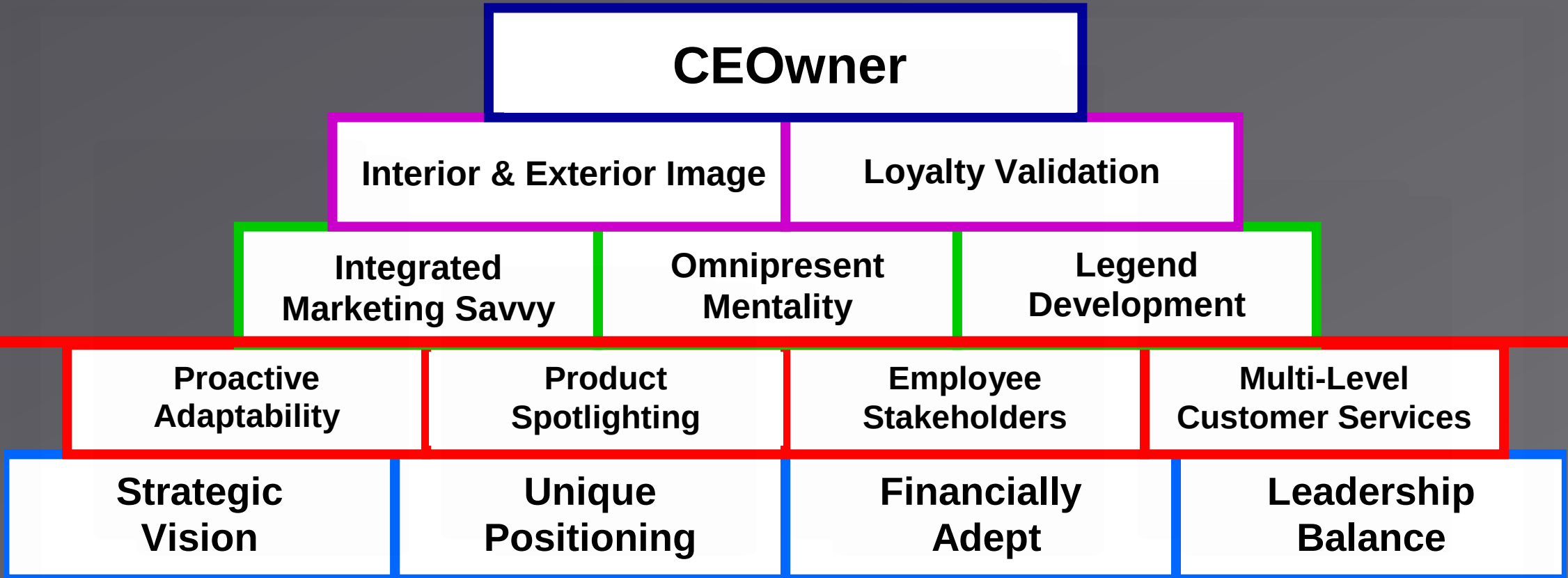
Tim Hortons Tim Hortons

coffee • donuts • espresso • sandwiches • latte • bagels • smoothies

coffee • donuts • espresso • sandv

14-Step Destination Business Process

The Line of Average



TELLURIDE™
COLORADO

» DAY 3 «

Paragliding lesson

SUPing at Trout Lake

Telluride Distilling Company
& Telluride Brewing Company

Al fresco dining

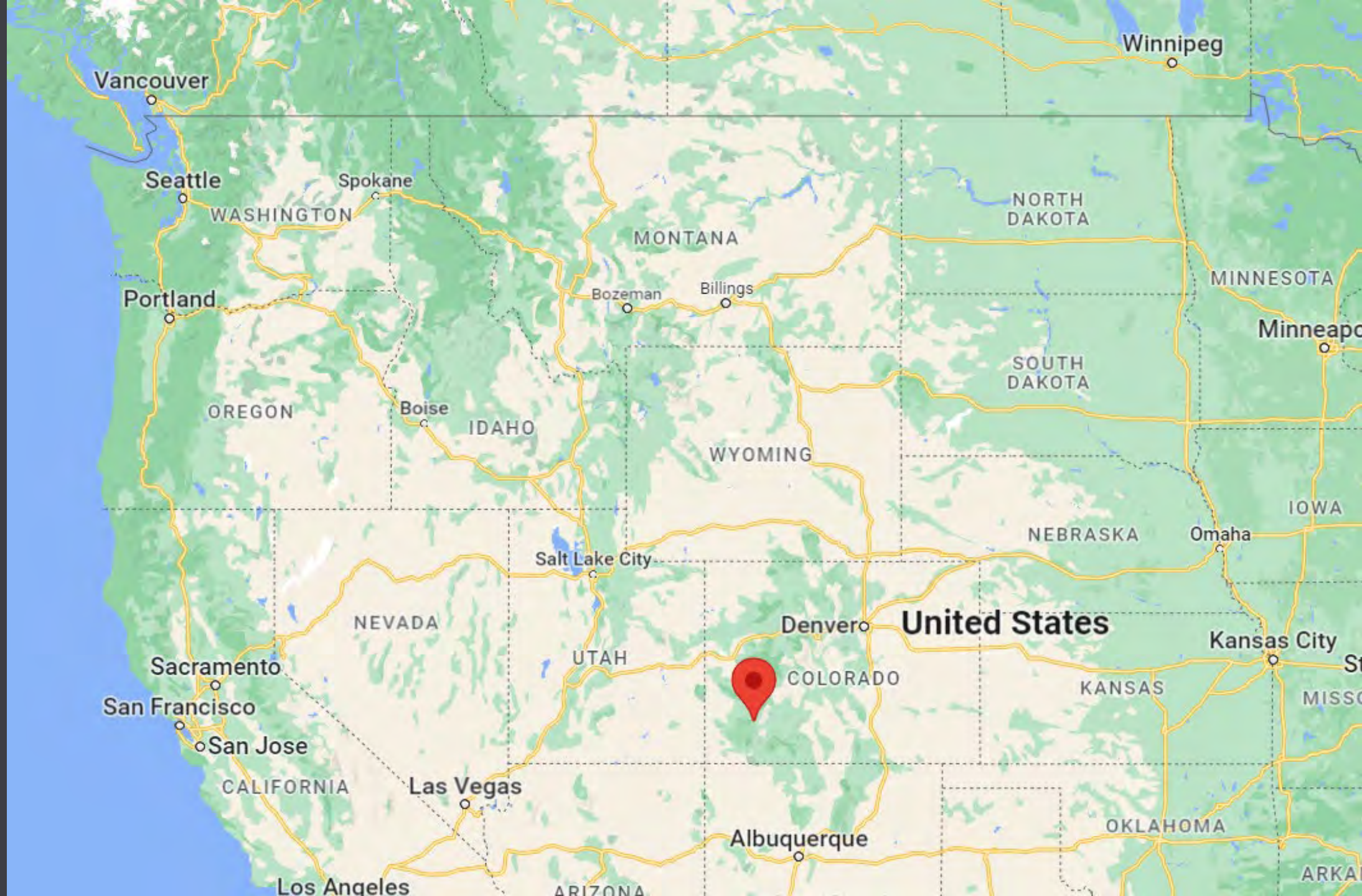
Late-evening alpenglow



TELLURIDE.
THE MOST COLORADO PLACE
ON EARTH.



VISITTELLURIDE.COM
» 800.525.3455 «



A person is seen from behind, sitting in a bright green kayak on a calm river. The water reflects the surrounding greenery and the kayak. In the background, there are lush green hills and trees. The scene is peaceful and scenic.

**TELLURIDE.
THE MOST COLORADO PLACE
ON EARTH.**

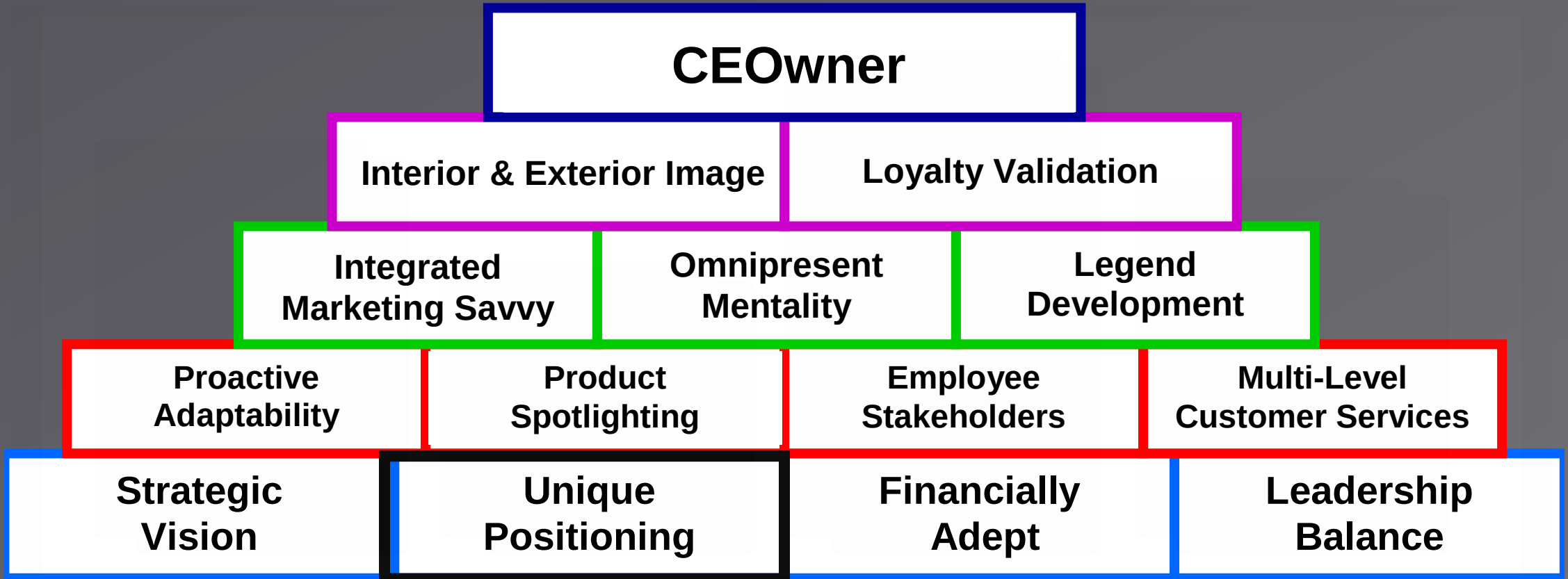


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14-Step Destination Business Process

Step 2: Unique Positioning





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Dairy Farming - Milking the Past and Moving Forward





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THE
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WILDFIRE



WHAT TO FEED GOATS



BEEKEEPING SUCCESS
IN 8 SIMPLE STEPS









TWO RIVERS

THE
Souvenir
Store
at The Forks!

EH!

WELCOME
TWO RIVERS
WELCOME
THE SOUVENIR STORE
AT THE FORKS!

SIGN OUR PETITION

Open



FENTON'S



TRIPLE XXX
ROOT BEER

TRIPLE XXX
Famous CHOP STEAK

DRINK
Coca-Cola



USA
TODAY

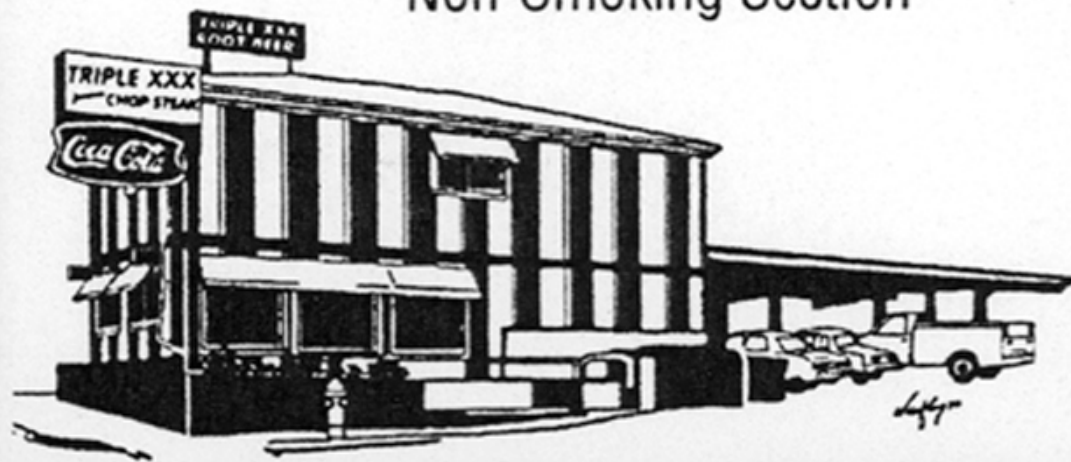


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West Lafayette**

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and enjoy
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The Triple XXX Family Restaurant is Indiana's oldest drive-in and home to the 2nd oldest root beer in America





Our Name May Be Triple XXX, But Our Food is Rated G.

News Flash!

*Triple XXX
Family
Restaurant
proclaimed best
burger at Purdue
University by
Sports
Illustrated.
[see details]*



Indiana's First Drive-In Restaurant is Still Indiana's Finest!

"On the Hill.. But On the Level" Since 1929.

Our Loyal Customers Share Their "Golden Memories".



Triple XXX Family Restaurant



*765-743-5373
S.R. 26 W & Salisbury
West Lafayette, Indiana*

How To Find Us.



In a hurry to track us down? Located just a few blocks from the campus of renowned Purdue University, the Triple XXX Family Restaurant is a Lafayette landmark. Depending on where you are, the following links should make it even easier for you to drop in:

Directions from:

- [Indianapolis, Indiana](#)
- [Chicago, Illinois](#)
- [Peoria, Illinois](#)
- [Poughkeepsie, New York](#)
- [Chillicothe, Ohio](#)
- [Houston, Texas](#)
- [New Orleans, Louisiana](#)
- [Issaquah, Washington](#)
- [Ventura, California](#)
- [Vail, Colorado](#)

Triple XXX Family Restaurant

"On the Hill but On the Level"
Since 1929.



*S.R. 26 W & Salisbury
West Lafayette, Indiana*

*Call 765-743-5373 for
Carry-Out Service.*

*Indiana's First
Drive-In Restaurant
Is Still Indiana's Finest!*



Diners, Drive-ins and Dives

'XXX'tra recognition



By Michael Heinz/Journal & Courier

Guy Fieri (right), winner of "The Next Food Network Star" competition on cable's Food Network, talks to Greg and Carrie Ehresman, owners of Triple XXX Family Restaurant, while taping a show there Friday in West Lafayette.

Local diner to be featured on Food Network

ice cream for shakes and serves its

Taste

COOKING • ENTERTAINING • DRINKING • DINING

THE INDIANAPOLIS STAR
WEDNESDAY, SEPTEMBER 24, 2008

Diners worth the drive

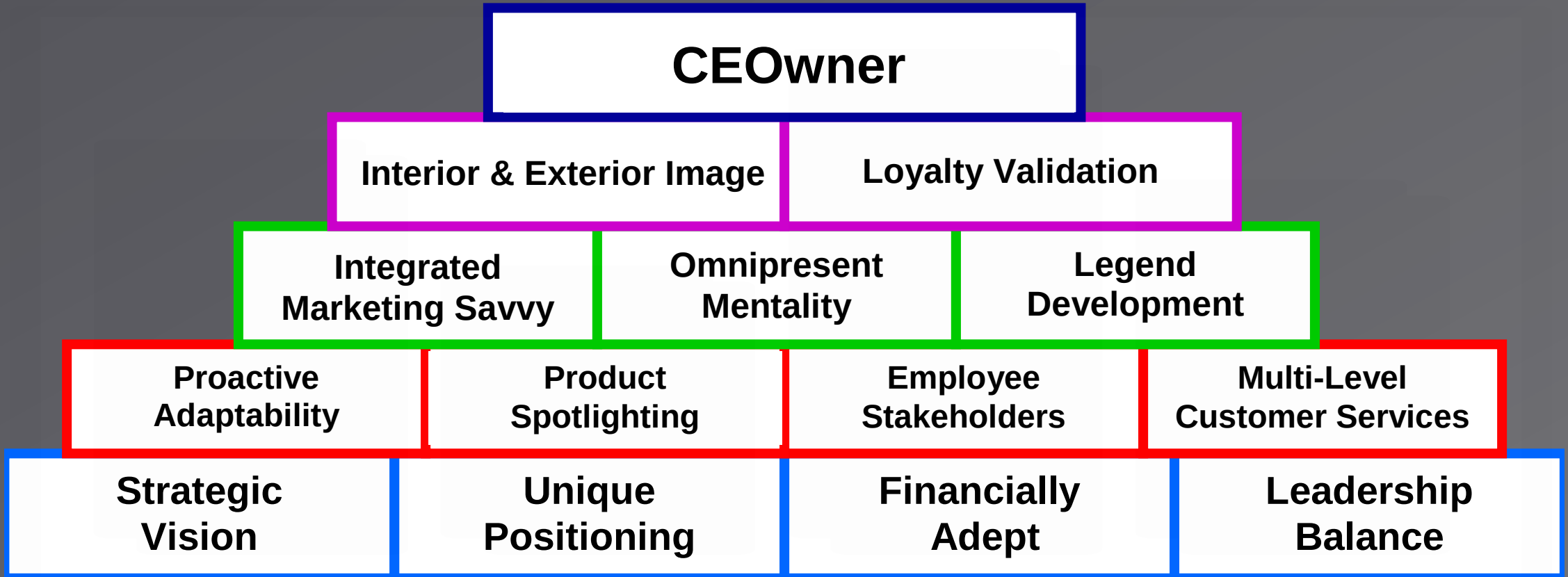
3 Indiana places to find good eats
in a down-to-earth atmosphere.

PG 6



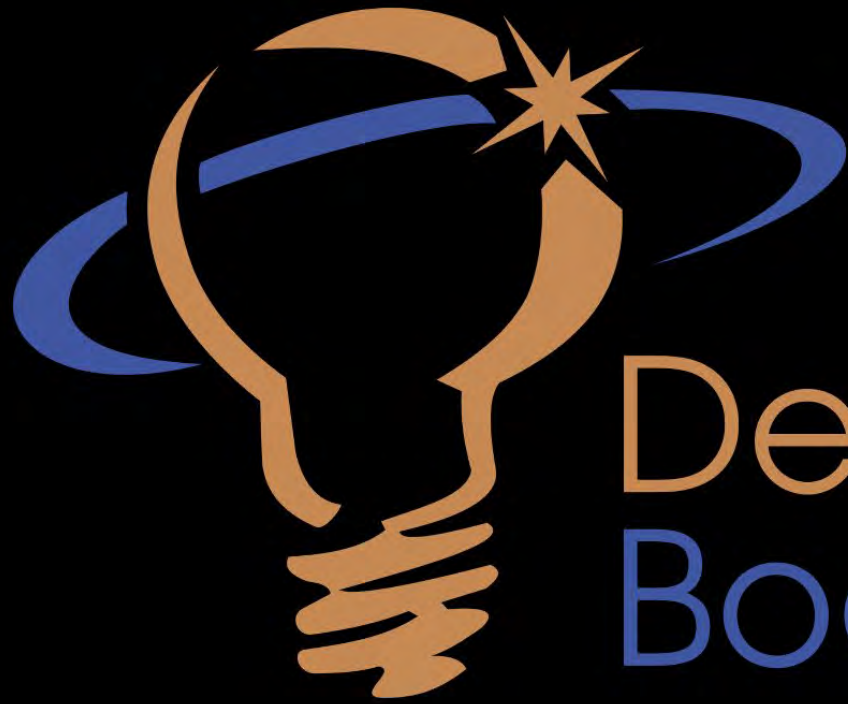


14-Step Destination Business Process





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Destination
BootCamp

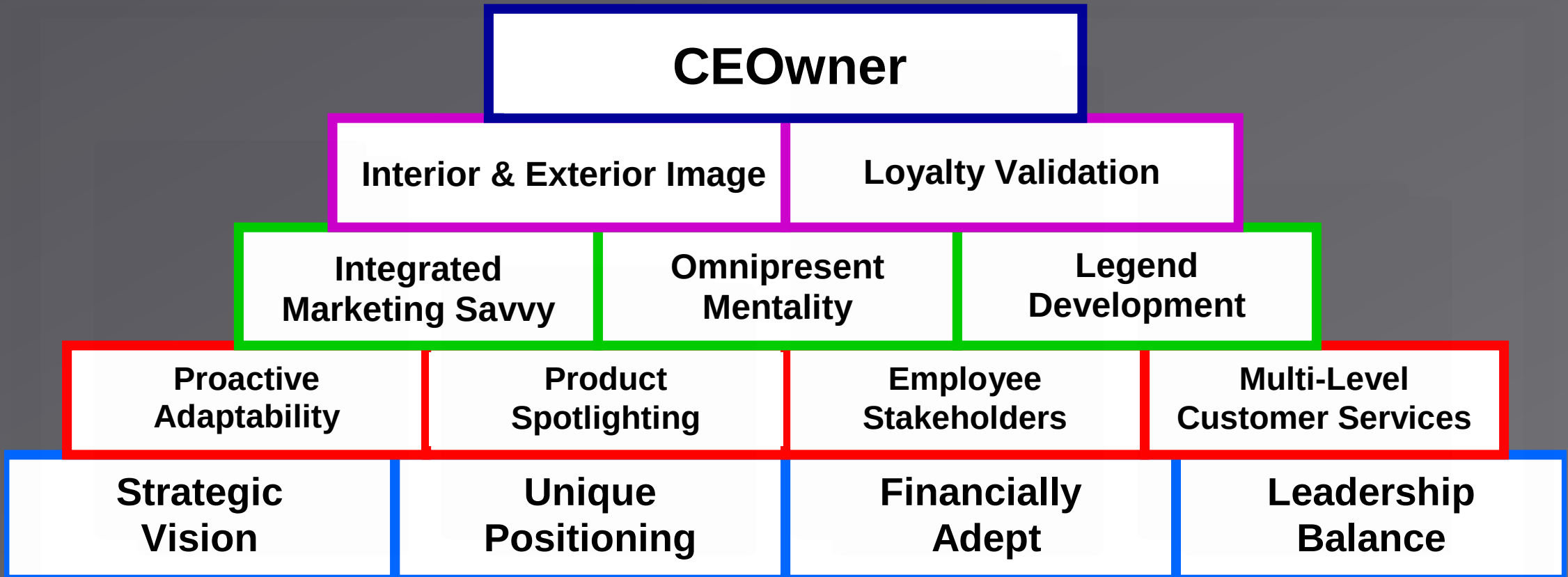




Destination Business BootCamp

Denver, Colorado

September and October, 2024

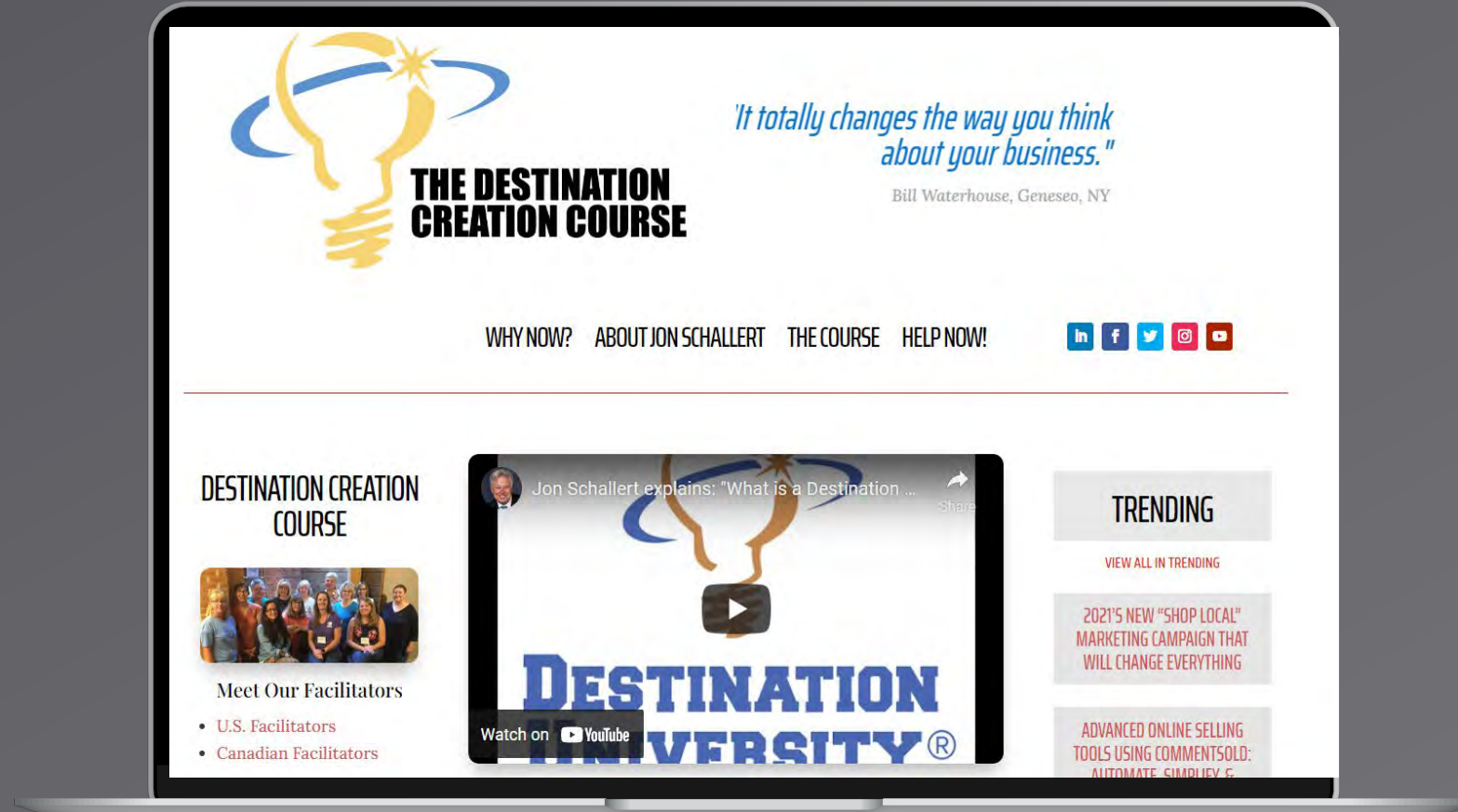




**The Destination Creation Course:
The Foundations of Building a
Destination Business**

DestinationCreationCourse.com

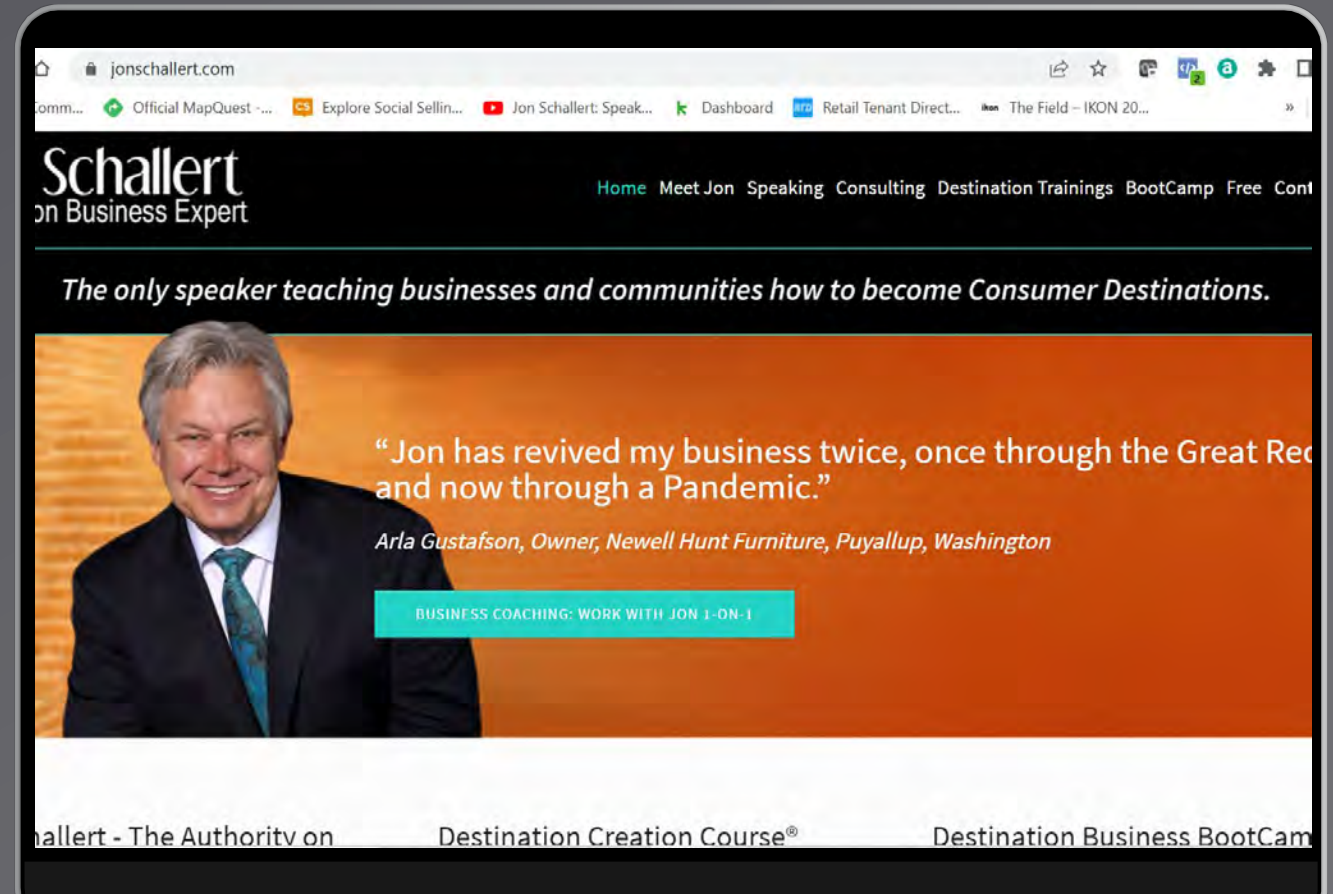
20 Destination
webinars taught
locally by a team of
114 certified
Facilitators across
North America



www.JonSchallert.com

www.DestinationBootCamp.com

www.CommunityReinvention.com





*“We were playing too
small a game.”*