Destination Branding:
GIS Shows All Your Community Has to Offer
A web search is typically the way citizens, investors, and visitors begin their journey into discovering a region. Does your website reflect your destination’s brand? Do you paint a compelling picture of your community and make it easy for people to see why your tourist attractions, restaurants, shops, and local hot spots are special?

ArcGIS Online, with free Esri Story Map templates, makes it easy to tell a rich and inviting story about your region. Story Map apps show the business environment, culture, and attractions in a geographic context. Use these templates to combine interactive web maps with other content—text, photos, video, and audio—that clearly brands your community. Visitors and locals will be captivated and drawn to your community’s attractions.

Grow Your Reputation as a Destination

What is your community best known for? Better yet, how would you like your community to be known? Economic development organizations around the world use destination branding to communicate their nation’s, region’s, or city’s identity. It’s an effort to generate interest with visitors, locals, and businesses.

Economic development leaders know that they compete with other locations for tourism and event dollars. Destination branding shows people outside your area why they need to visit your attractions, and it keeps locals in the community. It also builds a sense of community pride that can turn a location into a place where people want to live and work.

There are many things that make a place desirable: events and festivals, cultural and heritage tourism, great shopping and dining, recreation, downtowns, and real estate to invest in. Geographic information system (GIS) technology presents these attractions in an exciting and immersive way. Use this modern and proven approach to easily communicate all your community has to offer, leading to new investors, tourism, business, and expansion.

Strengthen Your Identity

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Bexar County, Texas, promotes the missions and the Mission Reach area with its Bexar County Missions Map Tour. Mission Reach connects cultural and historical features along the length of the San Antonio River. Based on the Esri Story Map Tour app, the site walks people through the county’s historic missions, including the Alamo. It features photos, including panoramic images, that guide viewers through the missions’ attractions.

“We felt like the Story Map template was the best way to highlight it,” said Eric Lomeli, senior GIS analyst, Bexar County Information Technology. “All of the missions are along the river. Now people see exactly where to go along the Mission Reach.”
Tell a Compelling Story

ArcGIS® technology gives you a competitive advantage. Esri Story Map apps make it easy for people to see why your area is the place to be. They give the public a clear and vibrant view of your community.

Create an interactive experience that brings your community to life online. Highlight the art, restaurants, events, or anything else that makes your area special.

Art in Public Places
The City of Greenville, South Carolina, Public Art Walking Tour guides people through the public art located downtown and in the revitalized West End, parks and trails, and other notable areas.

Restaurants
A Story Map app highlighting restaurants in San Diego builds excitement for tourists who want to explore the dining scene in this Southern California destination. The list of neighborhoods to explore grows longer—dinner one night in the Gaslamp Quarter, brunch the next day in Little Italy.

Buy Local Initiatives
The Cape Cod Commission in Massachusetts is promoting Barnstable County’s Buy Fresh, Buy Local program. A Story Map app shows people where to find local ingredients—seafood at farmers’ markets, farms, restaurants, retail stores, and more.

Local Attractions
In an area of Southern California known as the Inland Empire (IE), people are celebrating eclectic spots in The Weird & Wonderful IE Story Map. Residents and visitors can explore all that the area has to offer—from waterfalls and historic sites to whimsical restaurants and wacky attractions like the Bottle Tree Ranch, which features trees made out of discarded glass bottles.

Wayfinding
A virtual tour guides people through the National Mall in Washington, DC. In addition to showing the locations of sites like the National Gallery and Jefferson Memorial, the Story Map app shows where construction is taking place, where to stop for an ice cream cone, and where to get some exercise on the gravel paths.

Events
As the Olympic torch made its way through 1,000 cities and villages in the United Kingdom, people could watch the trip unfold. They could also see where the next stop would be so they could join the festivities. A Story Map app marked each spot—past, present, and future—and included a photo stream.
ArcGIS Online, including the complimentary Story Map templates that come with it, gives you everything you need to create interactive web maps that you can share with the public. Use the maps to make your website more compelling to those who want to find out about your area. Show them exactly where your attractions are, how they can make the most of their visit, and why they would want to live and work in your community.

Esri Story Map templates combine web maps with your multimedia content—text, photos, videos, and audio. Each Story Map template has step-by-step instructions for creating and publishing a Story Map app. They are easy to put together—no developer skills are required.

**Get Started**

**Build a Story Map App in a Few Simple Steps**

1. Find inspiration in the Story Map Gallery.
2. Get a subscription to ArcGIS Online.
3. Pick the Story Map template that best suits your story.
5. Publish your Story Map app online.

**Get a Return on Your Investment**

Often, the ArcGIS technology you need costs less than traditional promotional items. The investment you make in GIS, however, will show great returns. It will encourage people to spend time and money in your community for a long time. You’ll also be able to find out how your web maps are performing because you can see how many people visit your sites.

Make your budget go further and get better results. Storymaps.arcgis.com
Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth’s most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.

Contact Esri

380 New York Street
Redlands, California 92373-8100 USA

1 800 447 9778
T 909 793 2853
F 909 793 5953
info@esri.com
esri.com

Offices worldwide
esri.com/locations