

# DESTINATION STRATEGY COACHING

## – for leaders in destinations

The tourism industry is currently going through its worst crisis in modern times. Being a destination manager has never been more challenging. We want to assist you as a leader in achieving the result you want for your destination in times of crisis and change.

We know the challenges of DMOs and their leaders well. Stakeholder engagement, strategy making, sustainability and integrated marketing are all topics that are of challenge - but also an opportunity. By sharing our advice and insights and giving support, we will help the future leaders of tourism take the next steps in their destination development.

We will therefore offer personal management coaching for destination leaders with an experienced practitioner from the field.

The coaching will be in a trusted partnership with the leader and the coach to:

- Be of support in times of crisis and change
- Advice on building resilience for the future and reassess and focus the strategy
- Advice on specific projects to get them to the next level – e.g. on stakeholder engagement, digital transformation, sustainability or how to run marketing campaigns in times of change

### About the coach: Inga Hlin Palsdottir

The coach for destination leaders is [Inga Hlin Palsdottir](#) who has been an integral part of branding and promotion for Iceland for over a decade and has been involved with all aspects of the tourism industry. She led the brand of Inspired by Iceland from its start in 2010 and was the Director of Visit Iceland (DMO) at Promote Iceland for a decade. She has also led successful changes for the brand of Iceland as a place and destination, both in crisis and in times of growth. Her main emphasis has been on stakeholder engagement, integrated marketing, sustainability, and responsibility in the industry.

Please read more and submit your interest [here](#).

### Said about Inga

*It has been a true inspiration collaborating with Inga Hlin Palsdottir in her position as Director for Visit Iceland. Her achievements are one of a kind as she has turned a huge crisis in Iceland in 2010 into one of the biggest possibilities and developments any country has seen in tourism. This has given her unique tourism and DMO experiences, both in terms of strategic as well as tactic planning and execution. Her driven, clear minded and at the same time humble personality, has also been of utmost importance in the great collaboration that we have had on the NATA board, the North Atlantic Tourism Association. I will give her my very best recommendations and would love to work with her again.*

– Guðrið Højgaard, CEO at Visit Faroe Islands

Future Place Leadership™



### About Future Place Leadership

Future Place Leadership is a Nordic management consultancy focusing on the development, innovation and marketing of places. We make places more attractive, connected and sustainable for people and business. [futureplaceleadership.com](http://futureplaceleadership.com)

