

Embrace

Destination Regeneration Plan



A vision and approach to our desired
future for Whidbey & Camano Islands

WhidbeyCamanoIslands.com





Executive Summary

In early January 2022 the Whidbey and Camano Island Tourism team became the second early adopter of the Transformational Travel Council's Destination Regeneration program. This program is a 12-month intensive that takes tourism community members through a process of regenerative development capacity building, community engagement and long and short-term destination action planning, resulting in a future-fit vision and strategic action plan for the entire community to support and implement.

The overall goal of the resulting plan is for the Whidbey and Camano Islands community to work together to create the conditions for all of the islands to thrive. A total of 18 program participants from the Whidbey and Camano Island tourism community were involved, including representatives from the following groups: hospitality and accommodations, conservation and wildlife, local food and growers, tours and attractions, and economic development and tourism organizations. ***Embrace:*** A Vision and Approach to our Desired Future for Whidbey and Camano Islands is a plan for tourism and beyond, knowing the tourism industry does not exist in a vacuum.

Program participants engaged in regenerative development capacity building before leading hands-on community consultation to gain direct input about shared values. From this point program participants determined as a community the elements, summarized below, that make up the ***Embrace*** vision and approach. All aspects of the plan were developed as a community effort, closely supported by regenerative tourism experts and facilitators. A definition of regenerative tourism including tools and frameworks used in this program, a detailed description of the program methodology, and explanations of the purpose behind each element of the ***Embrace*** plan, can be found in the following pages.





DESTINATION MANIFESTO:

“Together, we are bridge-builders.

We aspire to connect and foster a sense of belonging. While honoring the uniqueness of our inhabitants and our communities, we celebrate our shared identity. We share this Sense of Place, hoping you bring your whole self to us as you engage with our community and awe-inspiring natural environment.

As stewards of these islands, we strive to honor our interconnections and restore balance and mutual respect among all living things. Honoring those who came before us, we are creating a home for generations to come.

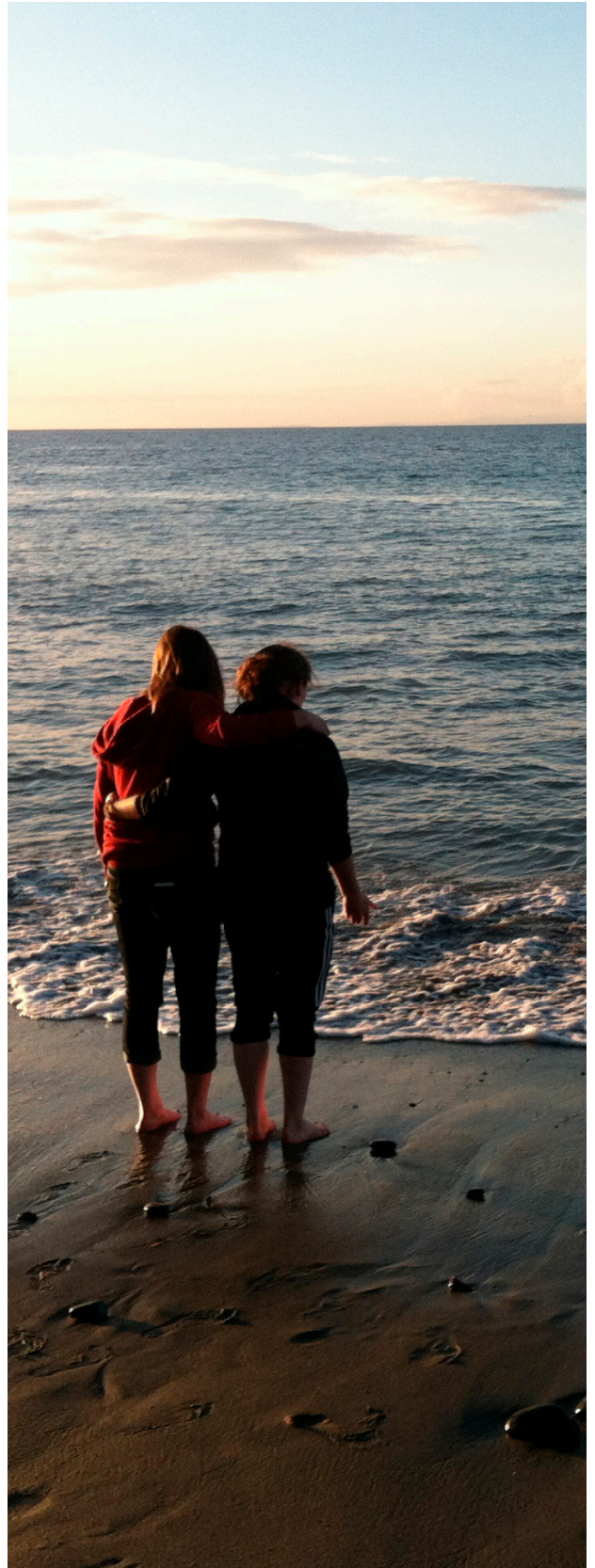
We offer our whole selves to you, and we part better, stronger, and more resilient because of our time together.”

OUR DESIRED FUTURE

“These islands in the Salish Sea are living systems in harmony with people who thrive in a culture of belonging, mutual respect and ongoing transformation.”

OUR END-STATE GOALS

- Our communities have embraced transformation and ongoing learning and knowledge sharing.
- Our islands are connected and support and respect each other.
- Our nature and people are thriving in interconnected living systems.
- The marine environment is central to our identity.
- Everyone has access to nature and shared resources including marine ecosystems.
- We have a shared identity and we honor our uniqueness.
- We attract and cultivate diverse voices and perspectives.
- We embrace all who come here, regardless of how long they stay.



REGENERATIVE GOALS OR “PILLARS”



Healthy Nature

All community members nurture, respect, and value the marine and land ecosystems of Whidbey & Camano Islands.



Access

Cultivate a rich quality of life for all inhabitants through equitable access to all resources within Island County.



Bridge Building

Unify all community members around a shared vision and goals, fostering collaboration through efficient communication systems throughout our islands.



Transformational Mindset

Create positive change in the distinct communities of our islands through mindful engagement, authentic participation, and active learning.



REGENERATIVE GUIDELINES FOR ACTION:

This is a series of detailed tables per pillar documenting steps to effectively implement the regenerative goals noted above in a systemic way, which is based on deep leverage points through which even small interventions can produce the greatest systemic changes. (These tables can be found in the full plan document.) In these tables, each deep leverage point has been divided into concrete and accessible actions or “potential projects” that will mark the starting point of our intervention, followed by how we can measure the change we want to see, and how we need to be to serve

the change we want to see. Further, we have noted the types of groups and representatives needed to be involved to make the changes possible. All of these steps follow the Theory of Change process, and are reflected in the Regenerative Guidelines for Action found at the end of this plan.

We as plan designers are calling upon the community to get involved and take part in implementing this vision for a thriving future state for the islands we cherish.





Whidbey *and* Camano
ISLANDS
Washington State - USA

whidbeycamanoislands.com

Whidbey & Camano Islands Tourism
PO Box 365, Coupeville, WA