



2023-2024

MEMBERSHIP GUIDE



“Our investment in Destinations International is strategically important for our organization. From research tools and education to issues management and leadership support, our teams find membership invaluable to their work.”

— FRED DIXON
President & CEO,
New York City Tourism + Conventions



WELCOME

Our members are essential to the success of destinations worldwide. As the world's largest and most reliable resource for destination organizations, Destinations International (DI) strives to support our members' success. By being a member, you are supporting the growth and future success of destination organizations around the world.

Your membership grants access for your entire team to a wealth of important industry resources, access to educational opportunities and exclusive member benefits.

WHAT WE DO:

DI educates, equips and empowers our members to grow the success of their destinations and to excel professionally.

CORE PILLARS



Community



Advocacy &
Research



Professional
Development



Destination Tools

COMMUNITY

DI fosters a strong, global community of professionals and promotes the exchange of information, knowledge, and best practices. Our more than 800 destination member organizations and strategic partners from across the globe connect to exchange knowledge, best practices, and network with each other to help their individual communities thrive.

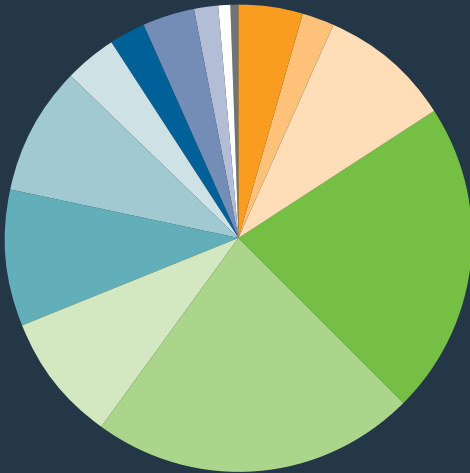
Learn more at:
destinationsinternational.org/community.

656
**total Destination
member organizations**

23
**Countries & Territories
represented**

6,753
**total Destination
Organization engaged
employees**

MEMBERSHIP BREAKDOWN BY BUDGET SIZE*



■	< \$150,000 (4.7%)
■	\$150,000 – \$250,000 (2.0%)
■	\$250,001 – \$500,000 (9.3%)
■	\$500,001 – \$1,000,000 (21.5%)
■	\$1,000,001 – \$2,000,000 (22.5%)
■	\$2,000,001 – \$3,000,000 (9.1%)
■	\$3,000,001 – \$5,000,000 (9.5%)
■	\$5,000,001 – \$10,000,000 (8.8%)
■	\$10,000,001 – \$15,000,000 (3.5%)
■	\$15,000,001 – \$20,000,000 (2.6%)
■	\$20,000,001 – \$30,000,000 (3.5%)
■	\$30,000,001 – \$50,000,000 (1.8%)
■	\$50,000,001 – \$100,000,000 (0.9%)
■	\$100,000,001 + (0.3%)

*in USD



COMMUNITY RESOURCES

ONLINE COMMUNITY

Connect with your peers by job discipline, interest, thought leadership and educational pursuits.

INDUSTRY UPDATES

Access to member newsletters, blog posts and critical thought leadership.

INDUSTRY DIRECTORY

Search for your peers, strategic industry partners and business members by region, destination, job vertical or by type of business category.

COMMITTEE ENGAGEMENT

Collaborate with peers and association staff to develop resources vital for the success of destination organizations.

SPECIAL PROGRAMS



CANADIAN DESTINATION LEADERSHIP COUNCIL – In partnership with Tourism Industry Association of Canada (TIAC-AITC), this council is for destination organization executives to meet throughout the year to coordinate on key industry issues including advocacy, resourcing, policy and marketing.



EUROPEAN PATHFINDERS PROGRAMME - Representing 11 European destinations and will serve as an advisory group, collaborating with DI to identify key opportunities to create value for European destination organizations.



LATIN AMERICA (LATAM) - In partnership with the CVB Association of Latin America, our growing membership base works to support advocacy and professional development programs for Latin American organizations.



BUSINESS EVENTS STRATEGY – We continue our work to raise industry awareness around our business events strategy through virtual and face-to-face presentations, partnerships, and educational engagement, as well as working with our Planner Influencer Board, Large Market Roundtable and Convention Sales and Services Committee.



APPRENTICESHIP PROGRAM – In partnership with SearchWide Global, this program is designed to provide diverse professionals over the age of 18 with hands-on experience at participating destination organizations and the selected destination partners.



MENTORSHIP PROGRAM – A unique online networking and career development tool, helps you find, connect, and share experiences with others. Your mentor or mentee can be in the same city or on the other side of the world.

NEW RESOURCES COMING IN 2023



MEMBERSHIP REFERRAL PROGRAM

Third party validation is critical to any organization's success. We have developed an official referral program for any member organization that refers DI to a non-member organization. There are perks and benefits for the referring organization if the introduction develops into a new membership. Scan below for more details.



SPEAKERS BUREAU

An online resource for industry partners and members to seek thought leaders at DI to speak at events. Scan below to be taken to the application form.



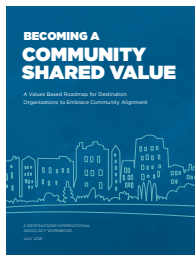
RFP PORTAL

An online portal to allow destination organization members to post relevant RFPs (requests for proposals) and connect with our large community of business partners.

ADVOCACY & RESEARCH

DI is the collective voice of destination organizations, empowering destinations on issues big and small. We strive to be champions for our members and recognize the importance of keeping our members abreast of the challenges and opportunities presenting themselves in the marketplace. We use our collective voice to elevate and advance the mission, goals, and efforts of destination organizations. DI is constantly expanding industry knowledge, introducing new ideas and developing forward-focused research and relevant data.

ADVOCACY & RESEARCH RESOURCES



THE COMMUNITY SHARED VALUE WORKBOOK



TOURISM ADVOCACY LEXICONS

help organizations communicate their value in ways stakeholders and elected officials understand.



INDUSTRY BRIEFS

can be downloaded that explore critical and timely topics directly affecting travel and destination organizations.



“DI offers what no other organization does – research tools, research papers, education, organizational excellence accreditation, professional development, networking and so much more. This is THE number one industry association for Destination Organizations in the world and our team takes full advantage of all DI has to offer.”

— NANCY SMALL
CEO,
Tourism Richmond (Canada)



JOB DESCRIPTIONS LIBRARY can be browsed for a full collection of destination organization job descriptions.



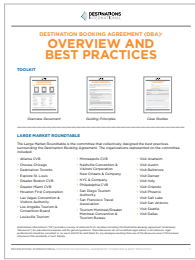
DESTINATIONNEXT FUTURES STUDY identifies global trends and opportunities that will shape the future of destination marketing and management.



ARCHITECTS OF ADVOCACY PODCAST is for advocates in the tourism sector and the stories of tackling the biggest issues in the industry.



DESTINATION ORGANIZATION RELEVANCE CAMPAIGN is a series of toolkits and pre-written social media posts to help communicate your organization’s value to your key community members.



DESTINATION BOOKING AGREEMENT (DBA)

is a client agreement document template that is utilized by a CVB/destination organization when they secure a future meeting or convention.



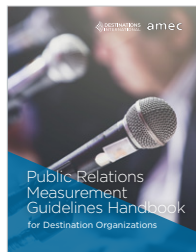
TRAVEL BOYCOTTS AND BANS

provides data on the lack of effectiveness of travel boycotts and bans and the long-term damage to a destination's brand.



RESIDENT SENTIMENT REPORTS

in partnership with Longwoods International, are shared annual results of the National Resident Sentiment Study Towards Tourism for Canada and the United States.



PUBLIC RELATIONS MEASUREMENT GUIDELINES HANDBOOK FOR DESTINATION ORGANIZATIONS

provides guidelines for establishing public relations measurement best practices to measure efforts.



**EQUITY, DIVERSITY
AND INCLUSION STUDY**
on Destination Organizations.



ADVOCACY LIBRARY
can be browsed for a full collection
of advocacy resources including
research, case studies, and links.



ADVOCACY BLOG
is where DI staff and collaborators
share perspectives on timely
topics in advocacy.



**EQUITY, DIVERSITY AND
INCLUSION STRATEGY AND
ROADMAP**



NEW RESOURCES COMING IN 2023

Scan to learn more about the new resources coming in 2023 on pages 7 and 8 of our 2023 Business Plan.

PROFESSIONAL DEVELOPMENT

We are the definitive resource for professional development within the destination marketing and management industry. We offer ongoing educational opportunities both in person and online and are committed to providing professional development and lifelong learning for our members.

PROFESSIONAL DEVELOPMENT RESOURCES



PROFESSIONAL DEVELOPMENT CERTIFICATES AND CERTIFICATIONS

CDME

Certified Destination Management Executive (CDME) – the highest-level professional certification specifically focused on destination management leaders.

PDM

Professional in Destination Management (PDM) – designed for professionals who are new to the industry or those with experience who would like a deeper understanding of the fundamentals of destination organizations.

20% bulk discount offered on purchases of four (4) or more.



IN-PERSON EVENTS

- Marketing & Communications Summit
- Convention Sales & Services Summit
- Business Events Industry Week & Showcase
- CEO Summit
- Annual Convention
- Advocacy Summit
- Equity, Diversity and Inclusion (EDI) Summit
- Business Operations Summit



Scan to see the 2023 schedule of events.

2022 EVENT ATTENDANCE BY ORGANIZATIONAL BUDGET SIZE



- Under \$2M (22.3%)
- \$2M - \$5M (21.9%)
- \$5M - \$10M (23.8%)
- \$10M - \$20M (19.4%)
- Over \$20M (12.6%)

30 UNDER 30

30 UNDER 30 PROGRAM - DI is committed to investing and preparing the leaders of tomorrow, developing future industry leaders that represent a diverse set of backgrounds and perspectives. Investing in the future generation of destination experts, 30 individuals under the age of 30 are selected annually to gain valuable industry networking opportunities and increased thought leadership throughout the year.

Founding Partner



Program Partners



Our **ONLINE LEARNING CENTER** provides access to industry update webinars and on-demand courses.

NEW RESOURCES COMING IN 2023



INTELLECTUAL CAPITAL CERTIFICATE PROGRAM (TO LAUNCH FIRST HALF OF 2023)

Learn how to **define a destination's intellectual capital**

Learn how to **classify a destination's intellectual capital** and understanding the corresponding tools

Learn how to **create a strategy** around the destination's capital

Learn how to **extend the value of a destination's capital** to the meeting planner

Learn how to **identify indicators, measure success, and provide reporting** that is of value to different stakeholders

Learn how to **establish and maintain the local relationships needed** and how to **articulate the value of the CVB/events** to community partners



BUSINESS INTELLIGENCE CERTIFICATE PROGRAM (TO LAUNCH LATE 2023/EARLY 2024)

Consist of **Sales, Services and MarCom training** as it relates to group business.



NEW CERTIFICATE PROGRAMS FOCUSED ON EQUITY, DIVERSITY & INCLUSION

Fundamentals of EDI Certificate – This self-paced certificate is designed to provide members of all professional levels with knowledge on how to understand and apply core EDI concepts in a professional setting.

Programmatic Implementation – This certificate will align with the EDI implementation workbook to guide participants through each section of the workbook with the goal of creating sustainable EDI practices within the destination organization. It will be designed for all staff levels to understand different ways to create a welcoming destination. The workbook and certificate modules will cover the defining of EDI, how to develop an EDI strategy, building an inclusive work environment, identifying and building trust with community investors, how to develop inclusive marketing strategies and inclusive sales strategies. Case studies, templates and checklists will be provided to assist participants with practical application.



“Destinations International provides opportunities for education, networking, and sharing of best practices with your industry peers across the world. Destination Greater Victoria has benefitted in many ways from our membership. In particular, I have gained so much from being on the EDI Committee. It allows me to learn from others and having the diverse perspectives and experiences shared has been helpful in helping Destination Greater Victoria work on our EDI objectives. The network of members from across the World helps provide access to an extensive network of industry peers to connect with. DI also provides tools that help us with our business objectives such as the Event Impact Calculator to quantify the economic impact of events and conferences.”

— MIRANDA JI, CMP
Executive Vice President of Sales &
Business Development,
Destination Greater Victoria

DESTINATION TOOLS

DI offers a suite of products built on best practices, insights, and research. We work to raise the effectiveness of destination organizations; increase relevancy among the destination's community; raise the level of professionalism through accreditation; and provide actionable best practices and strategies for the sustainable success of destinations.

OUR TOOLS



EVENT IMPACT CALCULATOR (EIC) – The EIC is an industry standard that measures the economic value of an event and calculates its ROI to local taxes. Armed with this information, destination organizations and CVBs are better prepared to evaluate business and make the case to stakeholders for the ongoing development and growth of the events and meetings sectors.



DESTINATION ORGANIZATION PERFORMANCE REPORTING – On a dynamic platform allowing access 24.7, participants can view and analyze structures, practices, trends, and developments in key areas of interest for the industry including organizational structure and funding.



COMPENSATION & BENEFITS REPORTING PLATFORM – On a dynamic platform allowing access 24.7, participants are provided a comprehensive review of destination organization's salary and benefits structure. Subscribers to the report are able to compare practices with peer destinations across the country.



DMAP (DESTINATION MARKETING ACCREDITATION PROGRAM) – this globally recognized program serves as a visible industry distinction that defines quality and performance standards for destination organizations. Achieving DMAP accreditation positions a destination organization or CVB as a valued and respected organization in the community and increases credibility among stakeholders.



EQUITY, DIVERSITY AND INCLUSION (EDI) ASSESSMENT TOOL - After inputting data into the interactive platform, the Assessment allows destinations to view best practices across the industry, and also pull comparative reports to see how their EDI practices scale against a comparable set of industry peers.



THE MEETINGS INFORMATION NETWORK (MINT+) – This database helps destinations prospect intelligently by using historical data and information on future bookings. A joint venture between DI and Simpleview, MINT+ is a shared repository of information on organizations and their meetings and events and is the destination organization industry’s exclusive data cooperative. With the overnight room demand analyzer, an included complimentary tool, destinations gain a better understanding of rooms being booked outside the block.



DESTINATIONNEXT – the assessment tool provides destination organizations with practical actions and strategies for sustainable success in a dramatically changing world. The tool helps destination organizations understand their place within their local community, and our futures study research provides practical actions and strategies for sustainable success in a dramatically changing world.



Additionally, we have several partners that have revenue share agreements that make contributions back to the association or Foundation. These offerings will continue to grow as DI looks to identify value driven products for our members. To learn more, scan the QR code at left.

EQUITY, DIVERSITY & INCLUSION (EDI)

Our association is committed to transforming destination communities through thought leadership, best practices and tools based on our welcoming and belonging principles. We offer targeted educational content via webinars, in-person events and industry briefs. Additionally, we have created an Equity, Diversity and Inclusion Strategy and Roadmap, and produce an annual EDI Study on Destination Organizations. Get involved by signing our Leadership Pledge at destinationsinternational.org/CEOPledge.

A GLIMPSE OF OUR WORKING DEFINITION OF EDI

DI is committed to creating spaces and places in the travel industry that promote a true sense of welcoming and belonging for people of all backgrounds and abilities.

Using this mindset, we acknowledge the array of identities that exist in this world and that every person should be valued and treated in an **equitable** manner.

As we recognize the importance of equity and the diverse identities that make up the world, we strive to create spaces where people feel **included**,

respected, feel seen, feel heard, feel valued, and feel like they **belong**.

Our association is committed to transforming destination and member communities through the principles of welcoming and belonging, equity, diversity, and inclusion so their destinations and places of work are true reflections of their communities.

We do this by listening, developing brave spaces for discussion to take place, and ensuring all verticals of our work incorporate these principles.

ALIGNMENT WITH THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS

The United Nations' Sustainable Development Goals (SDGs) is a framework comprising of 17 goals and 169 targets that organizations can use as a guide to measure their contributions toward sustainable development. The SDGs were created to value people, planet, prosperity, peace, and partnership throughout the world.

Our EDI goals are reflective of the following SDGs:

- SDG 5: Gender Equality
- SDG 10: Reduced inequalities
- SDG 11: Sustainable cities and communities



Scan the QR code to learn how our strategic priorities align with the SDGs on page 6 of the 2023 Business Plan.

NEW RESOURCES COMING IN 2023



Equity, Diversity and Inclusion (EDI) Summit



New certificate programs focused on Equity, Diversity & Inclusion (see page 13 for details)



Development of an EDI implementation workbook



Additionally, DI offers a variety of affordable EDI related services for all destination sizes, tailored to create an impact within the travel industry. See below and scan the QR code at left for more information.

- Organizational Assessments
- Training and Workshops
- Niche Programing and Other Custom Needs
- Facilitated Dialogues
- Board Diversity

DESTINATIONS INTERNATIONAL FOUNDATION

RELATIONSHIP BETWEEN THE ASSOCIATION AND THE FOUNDATION

The Destinations International association and foundation are two legally distinct organizations which complement each other. The association, the larger of the two, holds the collective history of our industry and focuses on the daily needs of our destination organization and business members in today's world. Whether facilitating the community of our members, advocating for our place in the ecosystems of our communities, researching the issues before us or developing professional development for our workforce, the association concentrates on today and the matters at hand.

The foundation focuses on tomorrow. It innovates new ideas and ways of doing things and incubates new tools and resources to improve the efforts of

our members. It launches and manages future-facing programs and initiatives, develops next-generation professional development and tools, and fosters short- and long-term cooperative relationships around the globe on behalf of the association. It is our industry's think tank and research and development arm. It is an investment in the further professionalism of our industry and increasing the impact of our efforts.

The foundation's efforts are guided by and support the strategic goals of the association. In exchange, the association's staff manages the foundation and supports its fundraising efforts.

FOUNDATION SPECIAL PROJECTS



RESEARCH

The Foundation is the largest funder of our research to develop a better understanding of our industry and the environment we operate in; we are committed to exploration.

30 UNDER 30

30 UNDER 30 PROGRAM

This year-round professional development leadership program is funded by the DI Foundation.



EQUITY, DIVERSITY AND INCLUSION (EDI)

The DI Foundation has continued to support the development and establishment of our Equity, Diversity and Inclusion department along with the creation of related research, tools and professional development.



THE FOUNDATION CHALLENGE

Annually we bring together 60 industry innovators to discuss strategic issues and the role of destination organizations in addressing these issues. Resources are then developed to support our member organizations.



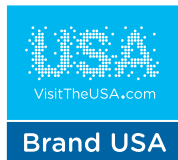
HISTORICALLY BLACK COLLEGES & UNIVERSITIES (HBCU) SCHOLARSHIP PROGRAM

– Tied to our EDI and workforce development efforts, we recognize that underrepresented students have many barriers to enrolling, attending, and graduating from college. Student loans pose as another obstacle to gaining financial security after graduation. DI Foundation HBCU and Hospitality Scholarship was created to provide monetary, educational, and professional development support to underrepresented and ethnically diverse students who are seeking a degree in hospitality management or tourism management.

PARTNERS

A very important part of our community includes our strategic partners. It is imperative to know who can provide the resources, thought leadership, products and services that can support destination organization efforts, and our partners represent the best in the business.

PINNACLE PARTNERS



“I would tell a company considering partnership that there’s no better investment they could make, and to lean in as hard as they can and participate in every opportunity to get exposure through that channel.”

— RYAN GEORGE
CEO, Simpleview

PREMIER PARTNERS



PRINCIPLE PARTNERS



CORPORATE PARTNERS



“Destinations International has provided a critical link to our industry on so many levels. For starters, we’re able to offer solutions to challenges faced by destinations and this has spurred our industry to evolve. We’ve also been able to shape professional development opportunities and offer them to our staff. And, of course, we’re given a platform where we can actively engage prospective clients. Overall, our partnership with Destinations International offers a solid return on our marketing investment.”

— KARYL LEIGH BARNES, CDME
President of Tourism Practice,
Development Counsellors
International

INDUSTRY PARTNERS



MEDIA PARTNERS



BUSINESS MEMBERS



Scan the QR code at left to view our full list of business members.

2023-2024 MEMBERSHIP DUES

ORGANIZATION BUDGET	DUES
< US\$150,000	US\$653
US\$150,001 – US\$250,000	US\$979
US\$250,001 – US\$500,000	US\$1,418
US\$500,001 – US\$1,000,000	US\$1,632
US\$1,000,001 – US\$2,000,000	US\$3,254
US\$2,000,001 – US\$3,000,000	US\$4,876
US\$3,000,001 – US\$5,000,000	US\$7,150
US\$5,000,001 – US\$10,000,000	US\$9,751
US\$10,000,001 – US\$15,000,000	US\$12,454
US\$15,000,001 – US\$20,000,000	US\$15,698
US\$20,000,001 – US\$30,000,000	US\$21,114
US\$30,000,001 – US\$50,000,000	US\$27,061
US\$50,000,001 – US\$100,000,000	US\$35,190
US\$100,000,001+	US\$43,299

For More Information:

GENERAL QUESTIONS

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AMELIA LINCOLN

Membership Manager

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“My Destinations International membership has helped me to develop and grow as a professional. I value the educational opportunities to learn and share with my peers. The industry data, research and other tools have informed very important decisions that I have had to make as a Vice President of Marketing for Visit Wichita. I especially appreciate the networking opportunities with other like-minded professionals.”

— BRANDY EVANS
Vice President of Marketing,
Visit Wichita



