EQUITY, DIVERSITY AND INCLUSION

Destinations International recognizes the importance of cultivating a diverse travel industry where everyone is welcome, where there is equitable access for all, and where everyone makes the travel experience the best possible.

In 2020, the DESTINATIONS INTERNATIONAL FOUNDATION released its Equity, Diversity & Inclusion Study on Destination Organizations, which included an analysis of 133 Destination Organizations across the United States.

Through meaningful collaboration, Destinations International will lead and engage strategic leadership, best practices and tools based on equity, diversity and inclusion principles through its anti-racist lens that empowers our members, so their destinations are true reflections of their communities.

A recent study by Searchwide Global, the leading search firm to the destination industries in the world, showed that the black population of the United States is nearly twice as large as the membership rosters were made up of African Americans. When the majority of Destination Organization Boards are typically boomer-male dominated, and 65% of Board rosters were made up of African Americans, when

• Young professionals need to be better represented
• There are very few Boards that include those that are physically challenged in some way.
• While LGBTQ representation has improved, it is still rarely addressed at the Board level.

So, if the majority of today’s Destination Organization needs to be addressed as we seat new leadership. Other findings from the Searchwide Global study:

- There were typically boomer-male dominated, and 65% of Board rosters were made up of African Americans, when
- In a recent study by Searchwide Global, the leading search firm to the destination industries in the world, showed that the black population of the United States is nearly twice as large as the membership rosters were made up of African Americans. When the majority of Destination Organization Boards are typically boomer-male dominated, and 65% of Board rosters were made up of African Americans, when
- In a recent study by Searchwide Global, the leading search firm to the destination industries in the world, showed that the black population of the United States is nearly twice as large as the membership rosters were made up of African Americans. When the majority of Destination Organization Boards are typically boomer-male dominated, and 65% of Board rosters were made up of African Americans, when
- In a recent study by Searchwide Global, the leading search firm to the destination industries in the world, showed that the black population of the United States is nearly twice as large as the membership rosters were made up of African Americans. When the majority of Destination Organization Boards are typically boomer-male dominated, and 65% of Board rosters were made up of African Americans, when
Destinations International strives to make our members around the world and their destinations successful. As the world’s largest and most reliable resource for destination organizations, we inform, connect, inspire and educate our members with the goal to drive destination economic impact, job creation, community sustainability and quality of life through travel.

**MISSION**

Destinations International is a global leader in research, advocacy and education of destination organizations and the industries they serve. Our mission is to empower our members to succeed.

**VISION**

We inform, connect, inspire and educate our members so that their destinations excel.

**VALUE PROPOSITION**

We are your collective voice.

**FOUR PILLARS**

- Community
- Advocacy
- Research
- Education

**COMMUNITY**

Our mission is to make our members around the world and their destinations successful. We do this by providing access to membership, research, publications, benchmarking data, education and advocacy at the highest level.

**ADVOCACY**

Destinations International serves as the voice and advocate for the destination marketing and management industry. The association strives to be the voice for our members and recognize the important role they play in developing and supporting vibrant destinations. We work to influence policy and legislation that supports our industry.

**RESEARCH AND DESTINATION TOOLS**

Destinations International offers unique tools to help your organization in business development, customer strategy, travel and destination management.

**EDUCATION**

We are the definitive resource for destination marketing and management.

**NEW EDUCATION IN 2021**

The updated PDM certification program has been updated with new learning outcomes and standards. The PDM program is the only one that offers a focused education in destination marketing and management.

**MEMBERSHIP BENEFITS & OPPORTUNITIES**

One of the biggest benefits of membership is the power of fostering dialogue within a larger community. Through your organization’s membership, access to resources and benefits extend to your entire organization.

**GLOBAL MEMBERSHIP COMMUNITY**

DESTINATION ORGANIZATION

299 MEMBERS

GUEST MEMBERS

5,716

MEMBERSHIP BENEFITS & OPPORTUNITIES

- Card-based work in Shared Community
- Groups resources and tools to enhance your work
- Login for free to get more out of your membership
- Host Live Webinars for your destination with the PDM Program.
- 202 Under 30 Program developing the next generation of destination leaders.
- Post your profile on the Destinations website.
- Free banner ad and featured profile opportunities.
- Destinations International Reporting Platform.
- Access to destination organization reporting and more.

MEMBERSHIP BENEFITS & OPPORTUNITIES

- Partnership opportunities to increase your visibility, strategy development and advocacy.
- Unparalleled career guidance and leadership topics and best practices.
- Access to searchable CVB and Business Directory.
-اخلاء لل thiểuية على بنوك وشركات الديون.
- Join the Advocacy/Play Template.
- Membership and Insurance, Grants and Scholarships, Lessons Learned, Business Strategies, Traveler Insights, Marketing and Communications, Visitors Services, Meetings, Finance, Technology, Advocacy and CEO.
- Member roles for all educational programming.
- Online resources and toolkits to enhance your meetings and events.
- continued work on Community Shared Ownership.
- New research: LinkedIn, Facebook & Twitter.
- New data: Brand positioning, technology, travel and destination marketing and management.
- PDM Program: Marketing & Communications, Visitors Services, Meetings, Finance, Technology, Advocacy and CEO.
- The updated PDM certificate program, PDM Certification Program, now offers entry-level personnel the critical skills and knowledge necessary for marketing and management.
- Member roles for all educational programming.
- New research: LinkedIn, Facebook & Twitter.
- New data: Brand positioning, technology, travel and destination marketing and management.
- PDM Program: Marketing & Communications, Visitors Services, Meetings, Finance, Technology, Advocacy and CEO.
- The updated PDM certificate program, PDM Certification Program, now offers entry-level personnel the critical skills and knowledge necessary for marketing and management.
- 30 Under 30 Program - have been noted in the Destinations International - and most impactful individuals.
- Development, educational content and research toolkits.
- New research: LinkedIn, Facebook & Twitter.
- New data: Brand positioning, technology, travel and destination marketing and management.
- PDM Program: Marketing & Communications, Visitors Services, Meetings, Finance, Technology, Advocacy and CEO.
- The updated PDM certificate program, PDM Certification Program, now offers entry-level personnel the critical skills and knowledge necessary for marketing and management.
- 30 Under 30 Program - have been noted in the Destinations International - and most impactful individuals.
- Development, educational content and research toolkits.
- New research: LinkedIn, Facebook & Twitter.
- New data: Brand positioning, technology, travel and destination marketing and management.
- PDM Program: Marketing & Communications, Visitors Services, Meetings, Finance, Technology, Advocacy and CEO.
- The updated PDM certificate program, PDM Certification Program, now offers entry-level personnel the critical skills and knowledge necessary for marketing and management.
- 30 Under 30 Program - have been noted in the Destinations International - and most impactful individuals.
- Development, educational content and research toolkits.