

# 2021-2022

**DESTINATIONS INTERNATIONAL  
MEMBERSHIP PROGRAM**



# THERE IS SOMETHING FOR EVERYONE.

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.

By being a member of Destinations International, you are supporting the growth and future success of destination organizations around the world.

Your membership offers your entire team a wealth of important industry resources, access to educational opportunities and exclusive benefits only offered to our members.

## WHAT WE DO

### VISION

Our members are essential to the success of destinations worldwide.

### MISSION

We empower our members so that their destinations excel.

### VALUE PROPOSITION

We inform, connect, inspire and educate our members to drive destination economic impact, job creation, community sustainability and quality of life through travel.

## FOUR PILLARS



### COMMUNITY

Destinations International is a hub connecting associations and industries to create trusted partnerships invaluable to our members.



### ADVOCACY

Destinations International is the collective voice of destination organizations empowering destinations on issues big and small.



### RESEARCH

Destinations International is obsessed with what's next for destination management through forward-focused research and relevant data.



### EDUCATION

Destinations International is the definitive resource for professional development and destination management.

# MEMBERSHIP BENEFITS & OPPORTUNITIES

## COMMUNITY

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 extends to your entire professional staff.

- Online Community for all members to connect with peers by job discipline, interest, thought leadership and educational pursuits.
- Industry resources through member newsletters, CEO Updates, blog posts and Career Center.
- Equity, Diversity and Inclusion strategy transforming organizations with thought leadership topics and best practices.
- 30 Under 30 Program developing the next generation of destination leaders.
- Access to searchable CVB and Business Membership directory.

# 541

DESTINATION ORGANIZATION  
MEMBERS

# 5,716

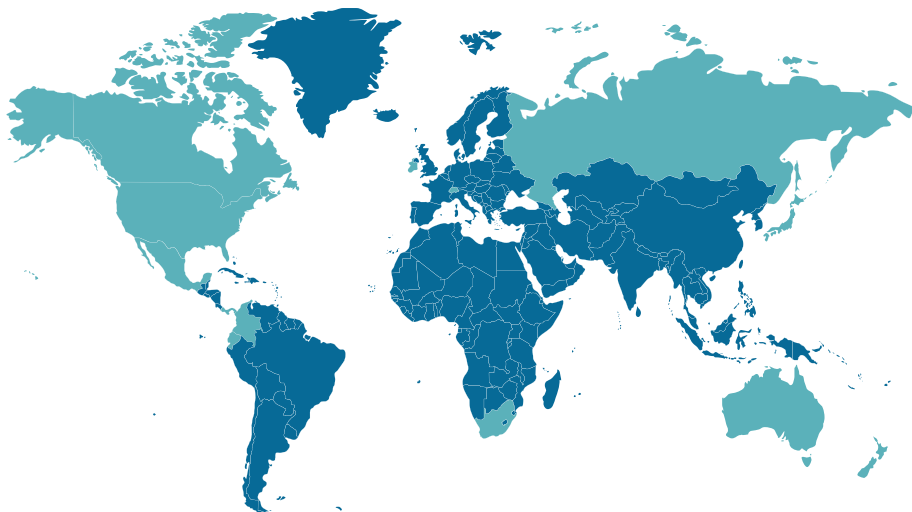
INDIVIDUAL MEMBERS

# 72

BUSINESS MEMBERS  
AND PARTNERS

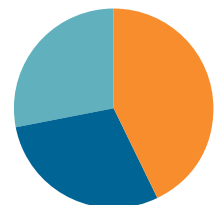
## GLOBAL MEMBERSHIP COMMUNITY

Australia • Canada • Colombia • Ecuador • Finland • Ireland • Japan  
Mexico • New Zealand • Panama • Russia • South Africa  
Switzerland • United Kingdom • United States



# 93%

membership  
retention rate



**MEMBER  
BUDGET SIZES**

- 43% < \$5 million
- 29% \$5-\$15 million
- 28% > \$15 million

# ADVOCACY

Destinations International serves as the voice and advocate for the destination marketing and management industry. The association strives to be champions for our members and recognizes the importance of keeping our members abreast of the challenges and opportunities presenting themselves in the marketplace.

## **ADVOCACY AND RESEARCH MILESTONES**

- Released the Advocacy Plan Template.
- Released United States, Canadian, Australian and Pandemic Lexicons totaling over 100 carefully chosen words.
- Posted over 100 content blog posts in 2020.
- Continued work on Community Shared Value strategy.
- Online resources and toolkits to enhance your destination plan.
- Listening tools to track conversations happening across media and political chatter.
- Industry perspectives and insights on destinations and their impact on travelers, communities and economies worldwide.

# EDUCATION

With ongoing educational opportunities offered throughout the year, Destinations International is committed to providing professional development and lifelong learning for our members. Whether you are new to the travel industry or a veteran, there is an opportunity tailored to your specific needs.

- Online Learning Center with 24/7 access to webinars and additional educational opportunities.
- Professional development opportunities for your entire team including discipline-focused summits: Convention Sales & Services, Marketing & Communications, Visitors Services, Membership, Finance, Operations & Technology, Advocacy and CEO.
- Member rates for all educational programming.



The friendships and connections that I have developed through Destinations International - and most notably the Destinations International 30 under 30 Program - have been invaluable for my career as a young professional in this industry. There are endless opportunities for development, educational content and research through the Online Community, as well as direct access to other organizations across the world. Being a member of Destinations International has been a huge asset to my professional growth, and I hope to continue my involvement for many more years to come!



**Erin Randall, CSEE, CTA**  
Sports Business Manager | Visit OKC

## **NEW EDUCATION IN 2021**

The updated PDM certificate program, now online and available on-demand 24/7, provides those new to the destination organization side of the industry with cutting-edge education, offering entry-level personnel the critical skills and knowledge necessary to build competencies in destination organization management.

**PDM** | PROFESSIONAL  
in Destination  
Management

# RESEARCH AND DESTINATION TOOLS

Destinations International offers unique tools to assist your organization in business development, customer visibility, strategy development and advocacy.

- Access to Compensation and Benefits Reporting Platform.
- Access to Destination Organization Reporting Platform.
- Event Impact Calculator (EIC) to analyze the economic impact of your destination's events.
- DestinationNEXT Futures Study that identifies trends and opportunities that will shape the future of our industry.
- Destination Marketing Accreditation Program (DMAP): Industry distinction that defines quality and performance standards in destination marketing and management.
- Overnight Room Demand Analyzer (ORDA): Gain a better understanding of rooms being booked outside of the block.
- MINT+: With new updates in 2021 in partnership with Simpleview, MINT+ will be a powerful industry solution that will serve as the world's largest meetings history database.
- Insights from our Planner Influencer Board to help improve your meetings and events strategy.
- Dedicated website for meeting planners featuring your organization's Destination Profile Page.



**225**  
TOTAL ACCREDITED  
ORGANIZATIONS



**246**  
TOTAL ASSESSMENTS  
COMPLETED TO DATE

## EVENT IMPACT CALCULATOR

**282**  
TOTAL  
SUBSCRIBERS

**628**  
TOTAL  
SUBSCRIPTIONS

**241** Meetings Subscriptions  
**241** Sports Subscriptions  
**124** Festivals Subscriptions  
**22** Local and Public Events Subscriptions



Destinations International has been dynamic, flexible, astute and solutions orientated during this period of crisis. Destinations International has provided tools, insights and new and unique value through this period of constant change. A steady ship in a stormy sea. As a CEO who focuses a lot on leadership principles, I am consistently impressed by the tone, the ability to balance optimism and realism whilst being authentic and empathetic to its members, and determination to add value to lead us through. I could not be prouder to serve on this board and be a member of Destinations International.



**Paul Nursey**  
President & CEO | Destination Greater Victoria

# EQUITY, DIVERSITY AND INCLUSION

Destinations International recognizes and advocates the importance of cultivating a unified travel industry where everyone is welcome, where there is equitable access for all, and to help reshape existing power structures so that systemically marginalized voices and perspectives are heard and valued.

Destinations International recognizes the importance of cultivating a tourism industry that represents a wide variety of individuals at all levels, celebrating the broad range of human differences among us, while embracing the commonalities we share.

Our association is committed to transforming destination communities through thought leadership, best practices and tools based on equity, diversity and inclusion principles through an anti-racist lens that empowers our members, so their destinations are true reflections of their communities.

Through meaningful collaboration, Destinations International will lead and engage strategic planning and programmatic development initiatives and opportunities to enable structural social change for the benefit of our members' communities focused on five core priorities: self-awareness and personal investment; education and awareness; community engagement; workforce development; and branding and promotion.



## EQUITY, DIVERSITY & INCLUSION MILESTONES



**Released Board Diversity for Destination Organizations white paper**



**Released the 2020 Equity, Diversity & Inclusion Study On Destination Organizations**



**Launched Equity, Diversity & Inclusion CEO Pledge for executive leaders and CEOs**



**Launched Equity, Diversity & Inclusion Strategic Roadmap**

# 2021-2022 MEMBERSHIP & DUES

ANNUAL OPERATING BUDGET	2021-2022 ANNUAL DUES*
<\$150,000	\$630
\$150,001 to \$250,000	\$940
\$250,001 to \$500,000	\$1,360
\$500,001 to \$1,000,000	\$1,570
\$1,000,001 to \$2,000,000	\$3,130
\$2,000,001 to \$3,000,000	\$4,690
\$3,000,001 to \$5,000,000	\$6,870
\$5,000,001 to \$10,000,000	\$9,370
\$10,000,001 to \$15,000,000	\$11,970
\$15,000,001 to \$20,000,000	\$15,090
\$20,000,001 to \$30,000,000	\$20,290
\$30,000,001 to \$50,000,000	\$26,010
\$50,000,001 to \$100,000,000	\$33,820
\$100,000,001+	\$41,620

\*Membership dues amounts are based on the organization's overall annual operating budget. The membership year runs from July 1 to June 30. \*Dollar amount in USD.





# DESTINATIONS INTERNATIONAL FOUNDATION

The Destinations International Foundation is a nonprofit organization focused on driving innovation and progressive thinking to empower Destinations International's member organizations. We are dynamic thought-leaders, incubating and developing ideas, tools and practices that the association can in turn use and share to inspire and motivate members.

## STRATEGIC INITIATIVES



### RESEARCH:

The foundation takes aim at the issues destinations face daily. As one of the largest funders of research to develop a better understanding of our industry and the environment we operate in, we are committed to exploration. In 2020, the foundation continued to set industry standards through the Destination Organization Performance Reporting platform and identified the key challenges and trends of our members through Pulse Surveys and the Event Impact Calculator (EIC).



### ADVOCACY:

The foundation works diligently to help destination organizations better advocate for the outcome of their efforts. In 2020, we monitored political conversations, worked with our industry partners to advocate for funding for our members during the pandemic, and continued to upgrade our Tourism Lexicons for other countries so our members could better communicate to their local stakeholders.



### TALENT DEVELOPMENT:

The foundation invests in preparing the leaders of tomorrow through professional development and mentorship opportunities. In 2020, we expanded our 30 Under 30 Program to engage our industry's young leaders in additional educational opportunities and set the groundwork for rebuilding the Apprenticeship Program.



### GLOBAL ENGAGEMENT:

The foundation believes that destinations learning from each other will only help each community grow. In 2020, we continued to foster the opportunity for our members to engage with each other globally through our Global Leadership Committee.



For more information on how your organization can support the Destinations International Foundation please visit:

**[destinationsinternational.org/about-foundation](https://destinationsinternational.org/about-foundation)**

The Destinations International Foundation is classified as a charitable organization under Section 501 (c)(3) of the Internal Revenue Service Code, and all donations to the foundation are tax deductible.