

# ANNUAL REPORT



**DESTINATIONS**  
INTERNATIONAL







# Table of Contents

Letter from the President & CEO .....	2	Professional Development.....	26
Letter from the Association Board Chairs .....	4	Advocacy & Research.....	30
Association Board.....	6	Destination Tools.....	32
What We Do .....	7	Letter from the Foundation Board Chairs .....	38
Core Pillars.....	8	Foundation Board.....	40
2022 Strategic Issues .....	10	The Foundation.....	41
2022 Strategic Goals.....	11	2022 Foundation Special Projects.....	42
2022 Financial Performance.....	12	Foundation Donors .....	43
Community.....	14	Foundation Financial Performance .....	44
Partners.....	18	Honors & Awards .....	46
Marketing & Communications.....	22	Destinations International Team .....	48
Equity, Diversity & Inclusion.....	24		





## Letter from the President & CEO

Dear Member,

First and foremost, thank you for your continued support throughout 2022. I would like to particularly thank our volunteer leadership including our boards, committees and task forces who help guide our plans throughout the year.

We are privileged and honored to work in this industry and regardless of the challenges we face, we continue to prove that when we come together, we are capable of solving the most complex of problems.

2022 brought global growth including the launch of our Pathfinders Programme in Europe with 10 forward-thinking leaders committed to advising and tackling key issues facing destinations. Special thanks to our partners who helped us launch the Pathfinders Programme including the founding partners of Expedia Group Media Solutions, MMGY Global, SearchWide Global, Simpleview and our supporting partner, IMEX Group.

We also saw tremendous growth in Canada, reaching over 50 members; and under the leadership of the Canadian Destinations Leadership Council, we continue to tackle key industry issues facing Canadian destinations including advocacy, resourcing, policy and marketing. Latin America has been a focus of our global development team and we were pleased to welcome and re-engage six new members in that region.

Equity, diversity and inclusion was at the forefront of all of our content under the leadership of our Chief Diversity Officer, Sophia Hyder Hock. We launched our EDI Assessment Tool as well as started implementing key programs to help cultivate an industry that is equitable for all.

We could not have accomplished these great successes nor weathered the challenging days without a great team. I would like to take this opportunity to thank my extremely talented, dedicated, motivated and hardworking team at Destinations International. We are so fortunate to work in this industry and serve such a wonderful group of members and partners.

We hope you take some time to look through these pages to see the work being done on behalf of our members and their communities around the world. Destinations International is an association built upon our members' needs and these successes could not be done without the work of our volunteer leadership throughout the industry.

On behalf of our entire team, thank you again for your unwavering support and commitment to Destinations International and our industry.

Best regards,

**DON WELSH**

President and CEO

*Destinations International*

“...we continue  
to prove that  
when we come  
together, we  
are capable  
of solving the  
most complex  
of problems.”

# Letter from the Association Board Chairs

It is our pleasure, on behalf of the Destinations International Board of Directors, to present our Annual Report for 2022.

Despite facing unprecedented challenges and uncertainties, we are proud to report that the Destinations International team continued to make significant progress toward achieving its mission of serving destination organizations worldwide.

2022 kicked off a year of renewed enthusiasm with our industry starting to see recovery in sight. We focused on strengthening our work in our four pillars of community, advocacy & research, destination tools, and professional development.

Throughout everything the team accomplished, equity, diversity and inclusion (EDI) was at the forefront. We are pleased to report that the association's work has driven many destination organizations to work toward implementing EDI strategies

including creating welcoming environments for those who live in, work in and visit their communities.

We want to extend our thanks to the Destinations International staff, volunteer leadership and our members and partners for their support throughout the year.

We look forward to continuing to work together to make our industry stronger than it has ever been.



**AL HUTCHINSON**  
President & CEO  
*Visit Baltimore*



**BUTCH SPYRIDON**  
CEO  
*Nashville Convention  
& Visitors Corp.*



“Despite facing unprecedented challenges and uncertainties, we are proud to report that the Destinations International team continued to make significant progress toward achieving its mission of serving destination organizations worldwide.”



# Association Board

**SONYA BRADLEY**

Visit Sacramento

**BENNISH BROWN**

Destination Augusta

**LESLIE BRUCE**

*Executive Committee*

Banff & Lake Louise Tourism

**DAVID BURGESS**

Miles Partnership

**JULIE CALVERT**

Visit Cincy

**CRAIG COMPAGNONE**

MMGY Global

**SANTIAGO CORRADA**

Visit Tampa Bay

**MICHAEL CROCKATT**

Ottawa Tourism

**CRAIG DAVIS, CDME**

Visit Dallas

**CHUCK DAVISON, CDME**

Visit SLO CAL

**BRAD DEAN**

Discover Puerto Rico

**FRED DIXON**

*Chair Elect*

NYC & Company

**KYLE EDMISTON, CDME**

*Executive Committee*

Visit Lake Charles

**BETH ERICKSON, CDME**

Visit Loudoun

**DARIO FLOTA OCAMPO**

Mexican Caribbean

**ERIN FRANCIS-CUMMINGS**

Destination Analysts, Inc.

**MAURA GAST, FCDME**

Visit Irving

**RYAN GEORGE**

Simpleview

**AL HUTCHINSON**

*Chair*

Visit Baltimore

**BARBARA JAMISON-  
WOODS**

London & Partners

**SHERRIF KARAMAT, CAE**

PCMA

**YRJÖTAPIO “Y.T” KIVISAARI**

Visit Oulu

**LYN LEWIS SMITH**

Business Events Sydney

**NAN MARCHAND  
BEAUVOIS**

US Travel Association

**ROSE NOBLE**

Visit Galena

**TOM NOONAN**

Visit Austin

**PAUL NURSEY**

Destination Greater Victoria

**BRETT OETTING, CDME**

Visit Corpus Christi

**MELYSSA REEVES, CDME**

Visit Vacaville

**KRISTEN REYNOLDS, CDME**

Discover Long Island

**BRIAN ROSS**

Experience Columbus

**RICHARD SCHARF**

Visit Denver

**MILTON SEGARRA, CDME**

Discover The Palm Beaches

**GARY SHERWIN, CDME**

Visit Newport Beach

**MONICA SMITH, CASE,  
CDME, CMP**

*Executive Committee*

Southeast Tourism Society

**BUTCH SPYRIDON**

*Immediate Past Chair*

Nashville Convention &  
Visitors Corporation

**RICKEY THIGPEN, MCTP**

*Executive Committee*

Visit Jackson

**CHRIS THOMPSON, CDME**

*Executive Committee*

Brand USA

**SCOTT WHITE**

*Secretary/Treasurer*

Visit Greater Palm Springs

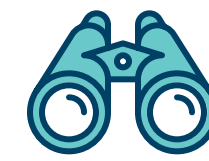
# What We Do

Destinations International is the world's largest and most reliable resource for destination organizations. In short - DI educates, equips, and empowers our members to grow the success of their destinations and to excel professionally. Membership grants access to a wealth of important industry resources, access to educational opportunities and exclusive benefits.



## MISSION

We empower destinations so their communities thrive.



## VISION

Our members are essential to the success of destinations worldwide.



## 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.



## BRAND PROMISE

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



# Core Pillars



## COMMUNITY

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



## ADVOCACY & RESEARCH

Destinations International 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. DI educates, equips, and empowers its members to advocate on behalf of their destination organization and their destination communities. We use our collective voice to elevate and advance the mission, goals, and efforts of destination organizations. Destinations International is constantly expanding industry knowledge, introducing new ideas and developing forward-focused research and relevant data.



## DESTINATION TOOLS

Destinations International 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.



## 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.



# 2022 Strategic Issues

Our significant issues represent major industry or global matters facing our members. Much of our 2022 content and research was focused on these key issues.



COMMUNITY  
ALIGNMENT



DESTINATION  
STEWARDSHIP



EQUITY, DIVERSITY,  
INCLUSION



WORKFORCE  
DEVELOPMENT



VALUES BASED  
ACTION



ORGANIZATION  
RESILIENCE



GLOBAL  
PANDEMIC



CLIMATE  
CHANGE

# 2022 Strategic Goals

## DEVELOP A MORE ROBUST MEMBER AND PARTNER

**ENGAGEMENT STRATEGY:** Through listening, appreciating differences, and finding common ground, we will improve, expand, and create greater value in the ongoing engagement between our members and our team, our members and their peers, and our members and industry partners.

## EXTEND THE REACH OF OUR INDUSTRY ADVOCACY,

**AWARENESS, AND RESEARCH:** As the trade association for destination organizations, we will lead the effort to raise the profile of both our industry and our individual members, create tools to assist our members in doing the same, and develop a body of work that explains, showcases, and makes the case for the importance of our industry and our members.

## ENHANCE OUR CONTENT AND PROFESSIONAL

**DEVELOPMENT OFFERINGS:** As the definitive resource for industry content, professional development, and career advancement for the destination organization community, we will enhance our offerings, expand our delivery platforms, redesign many of our current platforms, and enrich our content. To maximize the impact of our education efforts, we will increase our integrated content approach across all Destinations International's delivery channels to meet our members' needs, industry requests, and our business objectives.

## HEIGHTEN OUR ORGANIZATIONAL RESILIENCE AND

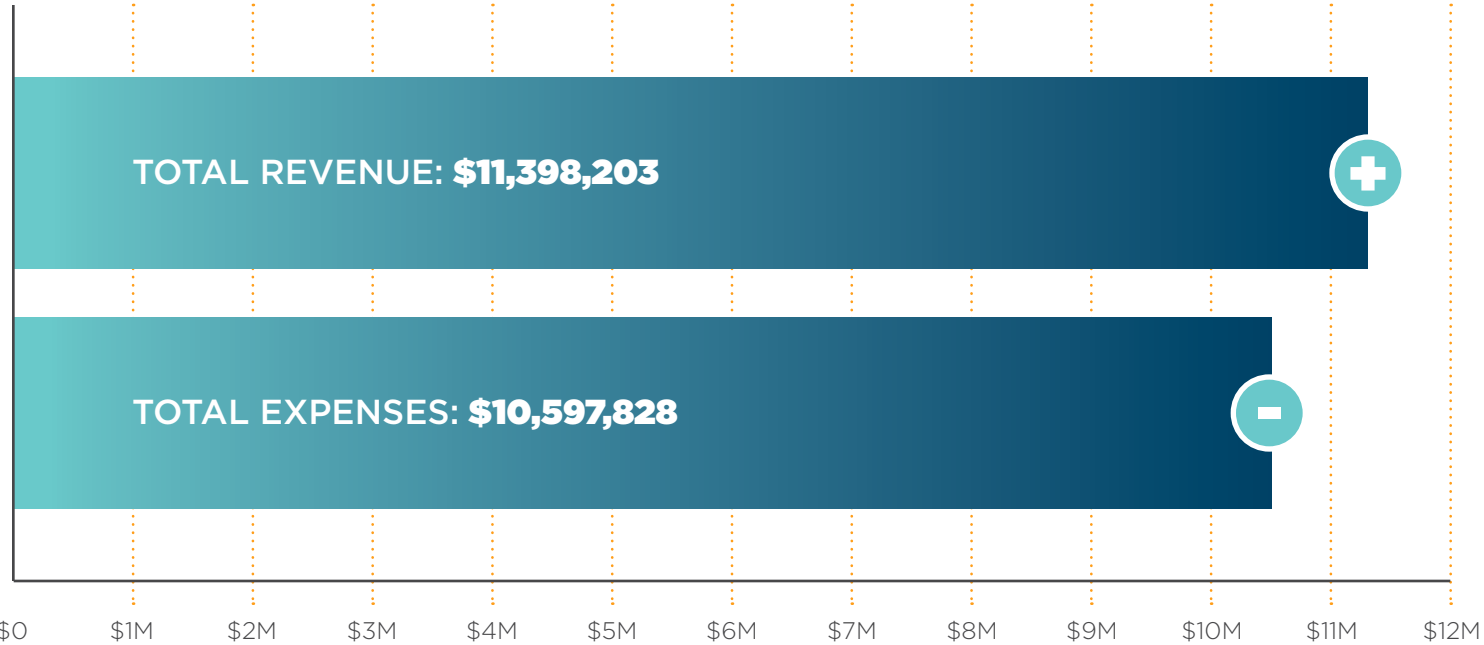
**RESPONSIVENESS:** As we continue to rebound from one of the most challenging moments in our history, Destinations International will continue to heighten the resilience and responsiveness of the organization. We will continue to build the attitudes, beliefs, agility, and structures into our DNA that enables us to not just fully recover from the impact of the global pandemic and economic recession but propel ourselves to new heights for the benefit of our members, partners, and our industry.

## TACKLE OUR INDUSTRY STRATEGIC ISSUES THROUGH THE DEVELOPMENT OF RELEVANT CONTENT, EDUCATION,

**SOLUTIONS, AND TOOLS:** Our industry strategic issues represent significant global problems and opportunities that impact the direction of our industry and the success of our members. Each one of these issues are addressed in all our activities, programs, and solutions developed in the areas represented by our cornerstones.



# 2022 Financial Performance



- Membership | 27%
- Partners | 27%
- Meetings | 21%
- Products | 11%
- Foundation Grants | 7%
- Other | 7%

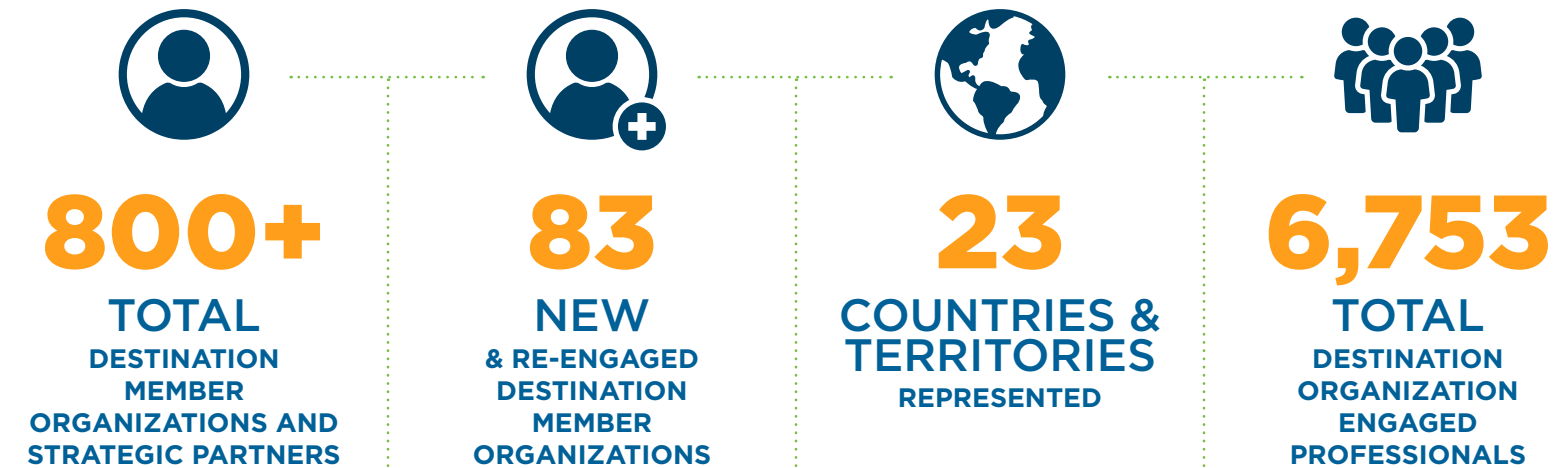


- Personnel | 42%
- Meetings | 18%
- Programs | 28%
- Operations | 8%
- Other | 4%



# Community

## BY THE NUMBERS



## COMMITTEE ENGAGEMENT

Destinations International is an association driven by its volunteer leadership and the members of its volunteer committees play an important role. From shaping new tools and research, operating accreditation programs or recommending industry best practices, these members collaborate with their peers and association staff to enhance member benefits and developing resources vital for the success of destination organizations and our industry worldwide.

26 COMMITTEES AND  
TASK FORCES

370 VOLUNTEERS

600+ APPOINTMENTS OF  
ENGAGED MEMBERS  
IN COMMITTEES  
AND TASK FORCES

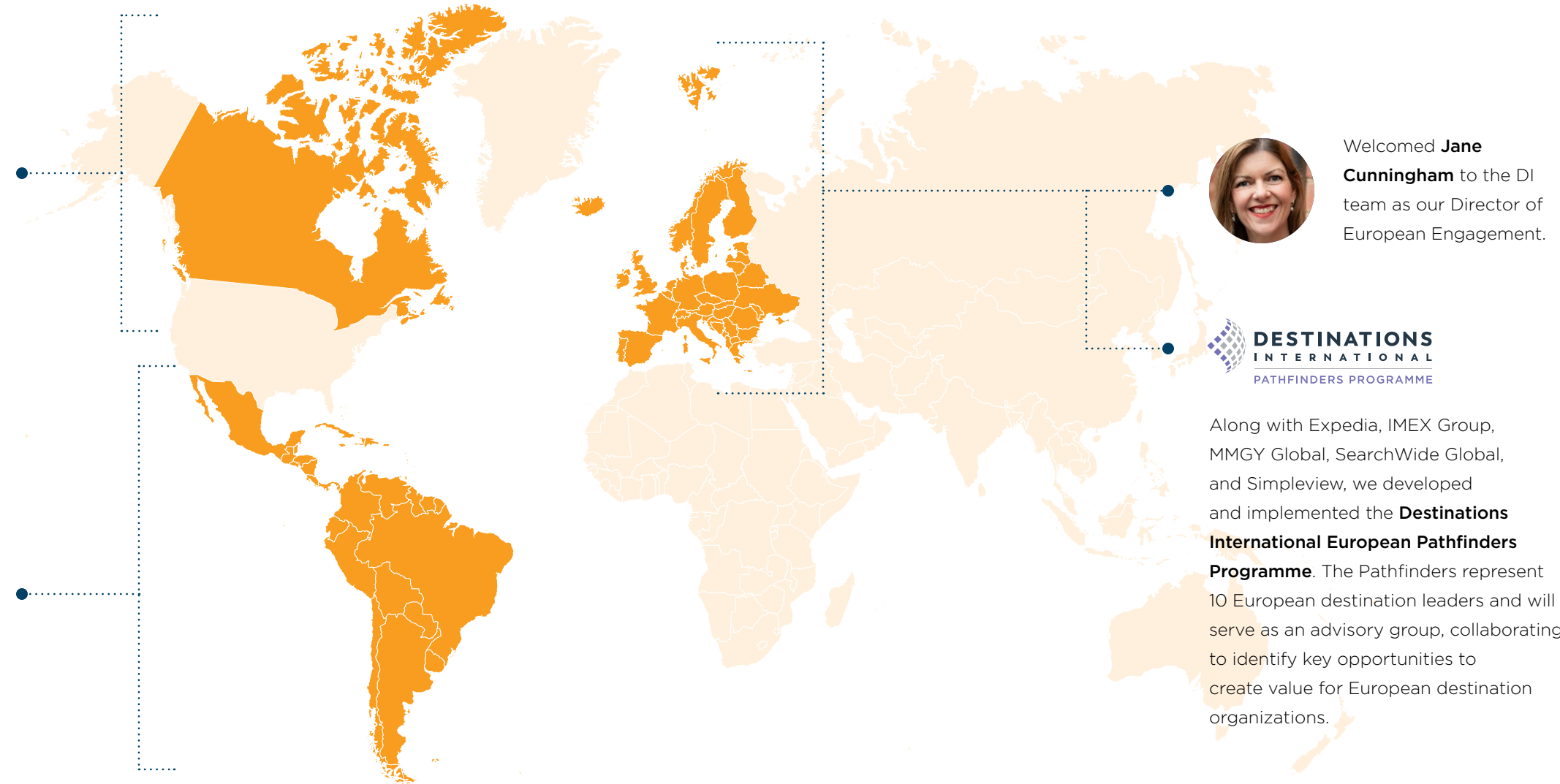
## MEMBERSHIP MILESTONES & SPECIAL PROJECTS



Launched **Canadian Destination Leadership Council** – in partnership with Tourism Industry Association of Canada (TIAC), this council was created for destination organization executives to meet throughout the year to coordinate on key industry issues including advocacy, resourcing, policy, and marketing. Grew our Canadian membership from 22 to 56 organizations in 2022.



**Continued partnership with CVBs LATAM** to increase DI engagement in Latin America.



Welcomed **Jane Cunningham** to the DI team as our Director of European Engagement.



Along with Expedia, IMEX Group, MMGY Global, SearchWide Global, and Simpleview, we developed and implemented the **Destinations International European Pathfinders Programme**. The Pathfinders represent 10 European destination leaders and will serve as an advisory group, collaborating to identify key opportunities to create value for European destination organizations.



**Mentorship Program:** a unique online networking and career development tool, helping 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.



**Event Scholarships for Small Destination Organizations:** hosted 18 scholarship recipients at CEO Summit and Annual Convention.



**Annual Convention Ambassador Program:** partnered 87 first timers with long-standing attendees to help enhance their convention experience.



**Small Destination Organization Membership brochure:** a collateral piece to better showcase membership benefits to organizations working with a budget of US\$2 Million or less.



# Partners

## BY THE NUMBERS

**68**  
TOTAL PARTNER ORGANIZATIONS

**12**  
NEW PARTNER ORGANIZATIONS

**78**  
TOTAL BUSINESS MEMBERS

**42**  
NEW BUSINESS MEMBERS

## PARTNERSHIP MILESTONES



**100% RETENTION RATE** of Destinations International Partnerships from 2021 to 2022.



**CONDUCTED PARTNER SUMMIT** in conjunction with our Q4 board meeting.



Created the **FIRST PRINT AND DIGITAL PARTNER DIRECTORY**.



Launched a **NEW ROYALTY AGREEMENT WITH ANDERSON BENSON INSURANCE** to offer event cancellation insurance and risk management policy options for meeting planners and destination organizations.



Created **A NEW MEDIA PARTNERSHIP TIER** to attract media partners. New media partners include Smart Meetings, Meetings Today, Ignite, and USAE.



**DEVELOPED NEW AIRLINE RELATIONSHIPS** with Air Canada, American Airlines, Southwest Airlines, and United Airlines.

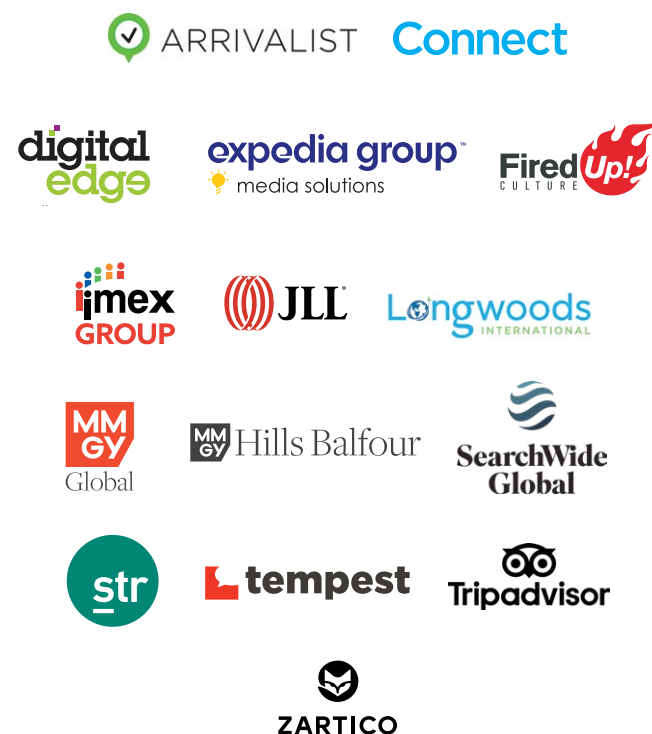


**STRENGTHENED INDUSTRY PARTNERSHIPS** with IGLTA, ITAC, TIAC, TTRA, and US Travel.

## PINNACLE PARTNERS



## PREMIER PARTNERS



## PRINCIPLE PARTNERS



## CORPORATE PARTNERS



## INDUSTRY PARTNERS





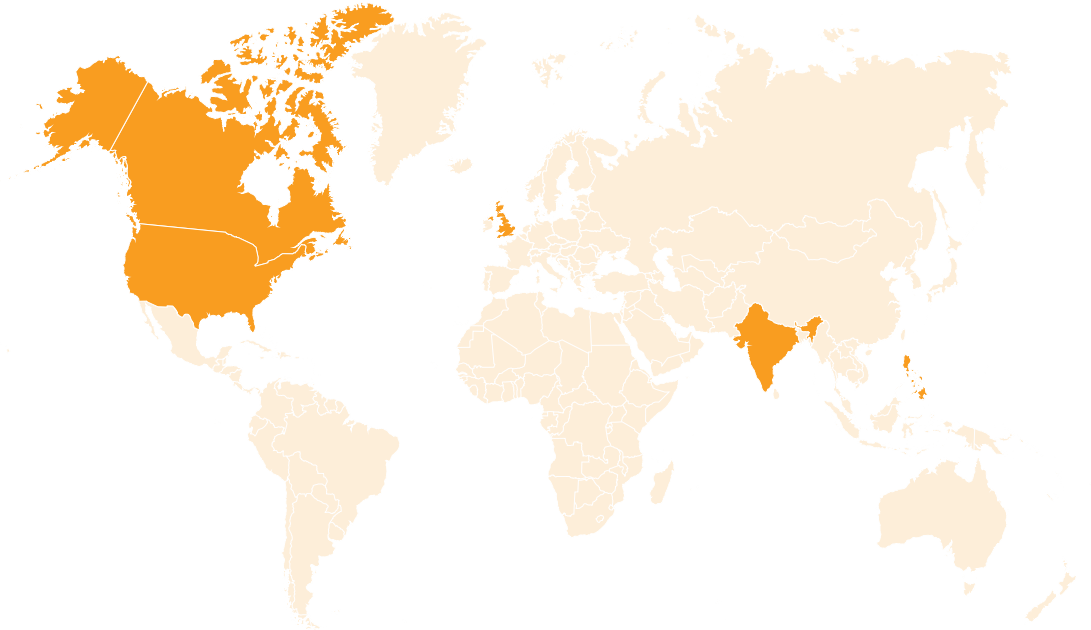
# Marketing & Communications

## WEBSITE

 **355,282**  
VISITS

 **239,647**  
UNIQUE VISITORS

 **654,361**  
PAGEVIEWS



## COUNTRIES WITH MOST VISITS

UNITED STATES • CANADA • UNITED KINGDOM • INDIA • PHILIPPINES

## ONLINE COMMUNITY

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



**16,388**  
LOGINS



**773**  
POSTS



**409**  
DISCUSSION  
THREADS



## INDUSTRY EVENTS

In 2022, DI members spoke and/or represented the industry at a variety of virtual and in-person events.

**52**  
TOTAL  
EVENTS

**29**

United States

**6**

Canada

**11**

Europe

**5**

Latin America

**1**

Middle East

## PUBLIC RELATIONS EFFORTS

**3**

PRESS CONFERENCES  
AT INDUSTRY EVENTS\*

**33**

PRESS RELEASES  
DISTRIBUTED

\*PCMA, IMEX America and IMEX Frankfurt

“Destinations International 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.”

## Equity, Diversity & Inclusion

Destinations International 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.

We are 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 developing brave spaces for discussion to take place, ensuring all verticals of our work incorporate these principles, collecting data and feedback to produce research, creating measurable tools to help our members implement initiatives with accountability, curating education and resources, partnering and collaborating with organizations and experts to offer niche programming, and tailoring facilitated dialogues, training, EDI assessments and related services to provide our members with trusted guidance for true economic and social transformation.



**Sophia Hyder Hock** joined the team in February as the first Chief Diversity Officer. Throughout the year **she conducted 18 training sessions and speaking engagements** at industry and DI events.

Sophia conducted a half-day EDI training at the 2022 partner summit. This was **the first-ever dedicated partner EDI engagement and education**.



Launched the new **EDI Assessment tool** allowing Destination Organizations to input data into the interactive platform. The Assessment provides best practices across the industry, as well as creates comparative reports to see how their EDI practices scale against a comparable set of industry peers. **200+ destinations have taken the assessment.**



A combined total of **312 participants registered and attended the EDI leadership series and EDI pre-workshops** at our Annual Convention and Advocacy Summit.

## EDI MILESTONES



In partnership with the DI Foundation, launched an **HBCU Scholarship initiative** that has **raised over \$225,000 to support minority students** in HBCU Hospitality & Tourism programs.



Launched a pilot program with the Charlottesville Albemarle Convention and Visitors Bureau and Tripadvisor called “Tourism for All.” The program is **designed to support CVBs and destination organizations in being more inclusive, welcoming, and accessible** to both prospective visitors and local tourism businesses.



**EDI CEO Pledge:** We firmly stand by our belief that all industries should be open to everyone for opportunities and growth and that it is critical for industry CEOs and executive leaders to commit to Equity, Diversity and Inclusion to drive a vision for change and be accountable for implementing that change. To date, **we have over 400 CEOs and industry leaders that have signed our pledge**. [Click here](#) to view the list of those who have committed.



# Professional Development



## ONLINE LEARNING CENTER

Our online learning center provides access to industry update webinars and numerous on-demand courses.

**32 WEBINARS**  
CONDUCTED IN 2022

**SPANISH LANGUAGE**  
WEBINAR SERIES  
AND DMAP TRAINING  
DEVELOPED

## CDME

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

**6 CORE CLASSES HOSTED**  
**6 ELECTIVE CLASSES HOSTED**  
**294 PARTICIPANTS IN 2022**  
**23 INDIVIDUALS EARNED THEIR CDME CREDENTIALS IN 2022**  
**463 TOTAL CERTIFICATIONS**



**74 MEMBER ATTENDEES** | **10 DI STAFF MEMBERS**

Second year offering **the EDI Leadership Series** facilitated by the Ladipo Group.

## PDM

**Professional in Destination Management (PDM):** for entry-level team members or those new to the industry.

**229 INDIVIDUALS**  
EARNED THEIR PDM  
CERTIFICATE IN 2022

## 2021-2022 CDME BOARD

**CRAIG DAVIS, CDME**  
*Chair*  
Visit Dallas

**MAURA GAST, FCDME**  
*Past Chair*  
Visit Irving

**DEB ARCHER, CDME**  
Destination Madison

**STEVE PAGANELLI, CDME**  
Tripadvisor

**GARY SHERWIN, CDME**  
Visit Newport Beach

**CLEO BATTLE, CDME**  
Louisville Tourism

**TOM LOFTUS, CDME**  
Richmond Region Tourism

**KRISTIN MCGRATH, CDME**  
Pasadena CVB

**BRETT OETTING, CDME**  
Visit Corpus Christi

**MELYSSA REEVES, CDME**  
Visit Vacaville

**KATHLEEN FRANKFORD, CDME**  
Texas Association of CVBs

**MONICA SMITH, CDME**  
Southeast Tourism Society

**MIKE ZUMBAUGH, CDME**  
Visit Estes Park

**MILTON SEGARRA, CDME**  
Discover The Palm Beach

**CODY CHOMIAK, CDME**  
Tourism Winnipeg

**JENNIFER JOHNSON, CDME**  
Monterey County CVB

**BARRY WHITE, CDME**  
Chattanooga Tourism Company

**CASSANDRA MCAULEY, CDME**  
MMGY NEXTFactor

**JACK WERT, FCDME**  
Formerly with Naples Marco Island Everglades CVB

## 2022-2023 CDME BOARD

**GARY SHERWIN, CDME**  
*Chair*  
Visit Newport Beach

**CRAIG DAVIS, CDME**  
*Past Chair*  
Visit Dallas

**BRETT OETTING, CDME**  
*Chair-Elect*  
Visit Corpus Christi

**MAURA GAST, FCDME**  
Visit Irving

**CODY CHOMIAK, CDME**  
Travel Manitoba

**JENNIFER JOHNSON, CDME**  
Monterey County CVB

**KATHLEEN DAVIS, CDME**  
Texas Association of CVBs

**KRISTIN MCGRATH, CDME**  
*PDC Liaison*  
Pasadena CVB

**STEVE PAGANELLI, CDME**  
Tripadvisor

**MILTON SEGARRA, CDME**  
Discover The Palm Beaches

**TOM LOFTUS, CDME**  
Richmond Region Tourism

**CLEO BATTLE, CDME**  
Louisville Tourism

**CASSANDRA MCAULEY, CDME**  
MMGY NextFactor Enterprises Inc.

**ANA MARIA VISCASILLAS, CDME**  
Business Tourism Services, Puerto Rico

**BROOK KAUFMAN, CDME**  
Visit Rapid City

**CHARLES HARRIS, CDME**  
Reno-Sparks Convention & Visitors Authority

**CHRIS THOMPSON, CDME**  
Brand USA

**CHUCK DAVISON, CDME**  
Visit SLO CAL

**TAVIS HALL, CDME**  
Experience Waterloo

**VICTORIA CLARKE, CDME**  
Tourism Mississauga

**BRANDY EVANS, CDME**  
Visit Wichita

## SPECIAL PROJECTS



**BUSINESS EVENTS STRATEGY:** We are committed to providing critical customer insights and cutting-edge education to help members succeed at not only growing group demand for their destinations, but also nurturing a strong and lasting relationship with the broader meetings community. We work to **raise industry awareness around our business events strategy through virtual and face-to-face presentations, partnerships, and educational engagement** with Smart Meetings, Northstar and Meetings Today, as well as working with our Planner Influencer Board, Large Market Roundtable and Convention Sales & Services Committee.



**PCMA HEARTLAND CHAPTER:** The Education Department partnered with the PCMA Heartland Chapter to **develop a Lunch and Learn Webinar around the RFP of the Future**, securing a speaker that represented the destination organization, planner and hotel communities.



**NORTHSTAR LEARNING ACADEMY:** The Education Department **created a 5-chapter online training course for meeting professionals** on the value of working with the CVB.



**INTERNATIONAL CONGRESS & CONVENTION ASSOCIATION (ICCA) SKILLS:** The Education Department **partnered with the ICCA Global Department to create a chapter for the ICCA Skills training course**. Chapter 6.4 – Product Development for Conventions is an 11-page training course with supporting PowerPoint and documents. As a result of the work completed, ICCA donated \$500 to the Destinations International Foundation.



**PARTNERED WITH IBTM AMERICAS AND LATAM** to jointly **develop and deliver half day of content** at IBTM Americas.

## EDUCATIONAL PARTNERSHIPS



**George Washington University** provides up to a 25% tuition discount to DI members at George Washington University's Tourism, Hospitality, and Event Management graduate program.



**Temple University** provides a guaranteed scholarship of \$4,000 to DI members towards Temple's Master of Science in Travel and Tourism program.



**Sports ETA** provides member rates to DI members for Sports ETA education programs.

## EVENTS

**MARCH**

**BUSINESS EVENTS INDUSTRY WEEK**  
**March 23-25, 2022**  
National Harbor, MD, USA

**CONVENTION SALES & SERVICES SUMMIT**  
**March 23, 2022**  
National Harbor, MD, USA  
*170 Attendees*

**APRIL**

**CEO SUMMIT**  
**April 3-5, 2022**  
Palm Springs, CA, USA  
*290 Attendees*

**MARKETING & COMMUNICATIONS SUMMIT**  
**April 24-26, 2022**  
Seattle, WA, USA  
*187 Attendees*

**JULY**

**ANNUAL CONVENTION**  
**July 19-21, 2022**  
Toronto, Ontario, Canada  
*1,333 Attendees*

**OCTOBER**

**ADVOCACY SUMMIT**  
**October 26-28, 2022**  
Bloomington, MN, USA  
*244 Attendees*



# Advocacy & Research



The [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.



The [Advocacy Blog](#) is where the Destinations International staff and collaborators share perspectives on timely topics in advocacy. Published 105 advocacy and research-related blog posts with over 22,000 pageviews.



**NEW** Browse a full collection of destination organization job descriptions in the [Job Descriptions Library](#).



[Annual Tourism Lexicons](#) help organizations communicate their value in ways stakeholders and elected officials understand. Four country centric lexicons were produced including: United States, Canada (also available in translated French-Canadian), Australia and United Kingdom.



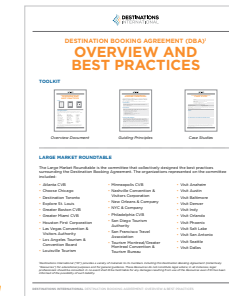
**NEW** Released the first-ever [US and Canadian resident sentiment study](#) in partnership with Longwoods International.



The [Architects of Advocacy Podcast](#) advocates in the tourism sector and the stories of tackling the biggest issues in the industry.



Download the latest **Advocacy Policy Briefs** and threat analyses exploring critical and timely topics directly affecting travel and destination organizations.



**NEW** The [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.



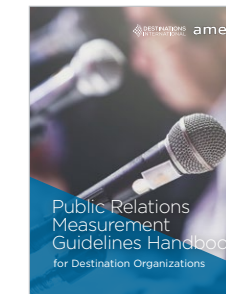
[Equity, Diversity and Inclusion Study on Destination Organizations](#) is data collected by directly surveying individuals within DI's membership to help maintain a snapshot of our workforce examining overall demographics and perceptions on EDI within their destination organizations.



**NEW** Partnered with Cannabis/Hemp taskforce and Cultivar Strategies to [release the 1st Destination Organization specific research on Cannabis/Hemp](#).



**NEW** Presented on **Community Shared Value** at US Conference of Mayors (USCM). Part of our work to build alliances with other organizations, including outreach to public policy advocacy organizations and elected officials.



**NEW** The [Public Relations Measurement Guidelines Handbook](#) has taken on the challenge of establishing best practices for PR measurement.

# Destination Tools

## EVENT IMPACT CALCULATOR



The [Event Impact Calculator](#) is an industry standard for measuring how events impact a destination. The tool measures the economic value of an event and calculates its return on investment to local taxes. With the conclusion of the 10-year anniversary of EIC and surpassing of our 300th client, EIC is now the global standard to measuring net new money coming to a community because of meetings and events. The tool is shared across 50% of Destinations International's membership as well as shared partnerships with IAVM, AACB, and SportsETA.



## DMAP



[DMAP \(Destination Marketing Accreditation Program\)](#), a 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 your community and increases your credibility among stakeholders.



### 2022 BOARD

<b>TANIA ARMENTA</b> Visit Albuquerque	<b>MISTY JOHANTGEN, CDME</b> Experience Kissimmee
<b>CODY CHOMIAK, CDME</b> Travel Manitoba	<b>PATRICK KALER</b> Visit Buffalo Niagara
<b>MEREDITH DASILVA, CDME</b> Visit Florida	<b>NANCY MCGEHEE, PH.D.</b> Virginia Tech University
<b>KAREN FISHER, CDME</b> <i>Chair</i> Visit Pittsburgh	<b>JULIE SAUPE, CDME</b> Visit Anchorage
<b>MAURA GAST, FCDME</b> <i>Immediate Past Chair</i> Visit Irving	<b>JOSE SOTOLONGO</b> Miami Sports/Greater Miami CVB
<b>MARY HAMMOND, CDME</b> Paducah CVB	<b>KARI WESTLUND</b> Eugene Cascades & Coast - Travel Lane County

## DESTINATION NEXT

The [DestinationNEXT](#) is an assessment tool that 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.

**339**  
TOTAL ASSESSMENTS  
COMPLETED TO DATE

**40**  
ASSESSMENTS  
COMPLETED IN 2022

## EQUITY, DIVERSITY & INCLUSION ASSESSMENT

The [EDI Assessment Tool](#) is the newest destination tool now available for destination organization members globally. After inputting their data into the interactive platform, the Assessment allows destinations to not only view best practices across the industry, but also pull comparative reports to see how their EDI practices scale against a comparable set of industry peers.

**200+**  
DESTINATIONS HAVE  
COMPLETED THE ASSESSMENT

## DESTINATION ORGANIZATION PERFORMANCE REPORTING PLATFORM

The [Destination Organization Performance Reporting](#) is 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.

**202**  
DESTINATIONS PARTICIPATED  
IN THE STUDY IN 2022

## COMPENSATION AND BENEFITS REPORTING PLATFORM

The [Compensation and Benefits Reporting](#) is a dynamic platform allowing access 24.7, participants are provided a comprehensive review of destination organizations salary and benefits structure. Subscribers to the report are able to compare practices with peer destinations across the country.

**259**  
DESTINATIONS PARTICIPATED IN  
THE STUDY IN 2022



## PARTNER TOOLS WITH REVENUE SHARE AGREEMENTS

Additionally, we have several partners that have revenue share agreements that make contributions back to the association or the Destinations International Foundation. The following offerings will continue to grow as Destinations International looks to identify value driven products for our members. [Learn more.](#)



**NEW**

**Anderson Benson Insurance:** event cancellation insurance and risk management policy options to protect destination organizations of all sizes. The program is exclusively available to Destinations International members and members' clients around the world. The program includes coverage to protect budgeted costs and expenses, or revenue should an event be canceled, abandoned, or disrupted due to reasons beyond the destination organization's control. Coverage will provide protection against traditional force majeure occurrences such as adverse weather and terrorism; but policies can also guard against recent event cancellation issues like civil commotion, national mourning, travel boycotts and bans, among others.



**CFO**bydesign

**NEW**

**RISE powered by CFO by design (CFObd):** Report on Inclusive Spending Efforts (RISE), is a data-driven tool developed to establish impactful purchasing processes that reflect the destination organizations and association's respective communities while providing relevant industry comparisons. A robust and growing vendor database is a critical component to the solution RISE offers. While many leaders want to expand and diversify their purchasing process, an easily accessible industry-focused database does not exist. RISE will partner with destination organizations and associations to analyze current vendors, provide the necessary data to benchmark the organization, and establish purchasing policies to support their respective EDI initiatives. RISE is currently available to US-based organizations and will be rolled out to Canada in a second phase.



**Clarity of Place** offers a toolbox for Destination Advocacy. Through Clarity of Place, aiming to transform the way destinations view their competitiveness and leverage the value of their destination organizations. Their innovative Community Input Management and Monitoring System is built on industry best practices and a commitment to helping communities and their stewards thrive. The system filters and interprets information and data in the context of what matters most to a destination's ability to impact its overall community. This allows organizations to carry out their stated strategy and long-term vision while reacting to external shocks or opportunities.



**Longwoods International** is a leading tourism market research firm and longtime Destinations International partner. CVBs need the best available research both to demonstrate accountability and to make data-driven decisions in the marketing of their destinations. Member-exclusive pricing and added value are available for visitor research, "Halo-Effect" studies, and the very important "Resident Sentiment" research that Longwoods has pioneered.



**The Meetings Information Network (MINT+)** database helps destinations prospect intelligently by using both historical data and information on future bookings. A joint venture between Destinations International 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. Want to know how many rooms an event really uses? Gain a better understanding of rooms being booked outside the block with the overnight room demand analyzer, complimentary tool through the MINT+ database.

**NEW**



**SYMPHONY by Tourism Economics:** As the travel industry rebounds, destinations are struggling almost universally to fill open job positions. To provide destinations with relevant and actionable insights, Destinations International and Tourism Economics have partnered to launch a high-frequency analysis of workforce dynamics for communities within the SYMPHONY intelligence platform. This comprehensive tracker provides data for the local workforce available, including insights on wages, the type and quality of jobs, race, and other measures of labor market dynamics by sector. This is now available as a module within the Symphony intelligence center, allowing destination organization teams to efficiently aggregate, analyze, and share their entire data ecosystem.



# Letter from the Foundation Board Chairs

The Destinations International Foundation team continues to dedicate their energy towards empowering destinations globally to excel through innovation and resource incubation.

The foundation invests in the future of the industry by developing the leaders of tomorrow that represent a diverse set of backgrounds and perspectives.

We continue to educate our members on best practices on workforce development and also provide opportunities through our 30 Under 30 Program which brings young industry leaders together for education and increased thought leadership throughout the year.

We recognize that underrepresented students have many barriers to enrolling, attending, and graduating from college or universities. Student loans pose another obstacle to gaining financial security after graduation. Because of these challenges, we were pleased to help launch our Historically Black Colleges and Universities (HBCU) Scholarship Initiative.

Throughout this Annual Report, you will see significant progress in the area of Equity, Diversity and Inclusion (EDI) but there is still

work to be done. With that said, we want to thank everyone who has invested in the foundation; your support helps us continue this work under the leadership of Sophia Hyder Hock, Destinations International's chief diversity officer.

The association's advocacy, research and destination tools are also incubated by the foundation. Critical tools such as the Destination Organization Performance Reporting Platform and Compensation and Benefits Study help our industry set standards for success and we continued to enhance these offerings in 2022.

Thank you to everyone who helped make year a success, especially our Board of Trustees, committee members, staff and investors.



**VAIL ROSS**  
Senior VP of Sales and  
Marketing  
STR



**JOHN PERCY, CDME**  
President and CEO  
Destination Niagara USA



“Thank you to everyone  
who helped make year  
a success, especially  
our Board of Trustees,  
committee members,  
staff and investors.”



# Foundation Board

**ROLANDO AEDO, CDME**  
Greater Miami Convention  
& Visitors Bureau

**RENEE ARENG, CDME**  
Explore Brookhaven, GA

**JERAD BACHAR, CDME**  
VisitPittsburgh

**ADAM BURKE**  
Los Angeles Tourism &  
Convention Board

**JAYNE DELUCE, CDME**  
Visit Champaign County

**AMIR EYLON**  
*Secretary/Treasurer*  
Longwoods International

**CARA FRANK**  
Simpleview

**BILL GEIST**  
DMOProz

**KELLIE HENDERSON**  
SearchWide Global

**LEONARD HOOPS**  
Visit Indy

**LINDA JOHN, CDME**  
Fired Up! Culture

**CHERYL KILDAY, CDME**  
Destination North Myrtle Beach

**JOHN LAMBETH**  
Civitas

**YOSHIKO MARUYAMA, CDME**  
World Business Associated Co., Ltd.

**MICHELLE MASON, CAE,  
FASAE, CQIA**  
ASAE

**ALEX MICHAELS, CDME**  
Visit Lehigh Valley

**ANGELA NELSON, CTA**  
Travel Portland

**PAUL NURSEY**  
Destination Greater Victoria

**KATHERINE O'DONNELL, CDME**  
Richmond Region Tourism

**STEVEN PAGANELLI, CDME**  
Tripadvisor

**JOHN PERCY, CDME**  
*Immediate Past Chair*  
Destination Niagara USA

**JORGE PESQUERA, CDME**  
Discover The Palm Beaches

**STACY RITTER, CDME**  
Visit Lauderdale

**VAIL ROSS**  
*Chair*  
STR

**ANNETTE RUMMEL, PH.D., CDME**  
Great Lakes Bay Regional  
Convention & Visitors Bureau

**WILL SECCOMBE**  
Connect Travel

**MARTHA SHERIDAN**  
*Executive Committee*  
Meet Boston

**ANGELA VAL**  
Visit Philadelphia

**ELLIE WESTMAN CHIN, CDME**  
*Chair Elect*  
Destination Madison

# The Association vs. 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 the 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 education 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.

“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.”



# 2022 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.

**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. For more information see the EDI section on page 24.

**30 UNDER 30 PROGRAM:** Work continues to develop this program into year-round professional development program with more engagement and opportunity for these emerging leaders. The 2022 class of [30 Under 30](#) included participants from 3 countries: United States, Canada, South Africa. Each month, the class heard from guest speakers who shared insights on topics that included: destination branding, sales and marketing, information, and research, developing the destination experience, human resources and talent development, advocacy and leadership. Additionally, the class has access to the robust

**ANNE HELLER 30 UNDER 30 SCHOLARSHIP PROGRAM:** Anne Daly Heller was Publisher and Executive Editor of USAE as well as a lifetime supporter of the tourism, hospitality, and association industries. In her final days, Anne expressed the wish that, in lieu of flowers, donations in her name should be made to the newly established Destinations International Anne Daly Heller USAE 30 Under 30 Scholars Fund. The program was seeded by a \$100,000 donation by Anne's husband, Ross Heller.

and engaged 30 Under 30 Alumni Council, participation in the Foundation's first Challenge while in attendance at Annual Convention, and participation on several industry panel discussions at various events throughout the year.

**NEW**

**HBCU SCHOLARSHIP PROGRAM:** 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. [The Destinations International Foundation Historically Black Colleges and Universities \(HBCU\) 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.

**NEW**

**THE FOUNDATION CHALLENGE:** Bringing together 60 industry innovators to discuss two topics in detail: the role of destination organizations in addressing crime and safety and the need for a community indicator for destination organizations.

# Foundation Donors

**We cannot continue the great work of our Foundation without the generosity of our donors** either through the Annual Investment Campaign, the HBCU scholarship fund, the Anne Heller 30 Under 30 Scholarship, or by participating in one of our event auctions. Contributions go directly to impacting the incubation of new ideas, research, talent, and global initiatives to support the broader travel and tourism industry. 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.

On behalf of Foundation Board Chair, Vail Ross and Immediate Past-Chair, John Percy, **we are thrilled to share that the Destinations International Foundation raised a total of \$1.1 million USD in 2022** on behalf of our members and partners around the globe. This is a significant milestone for the Foundation, and we could not have done it without the support of the Foundation Development Committee led by John Lambeth, President & CEO of Civitas and Adam Burke, President & CEO of the Los Angeles Tourism & Convention Board.

**\$1.1  
MILLION**  
**RAISED BY THE  
FOUNDATION IN 2022**

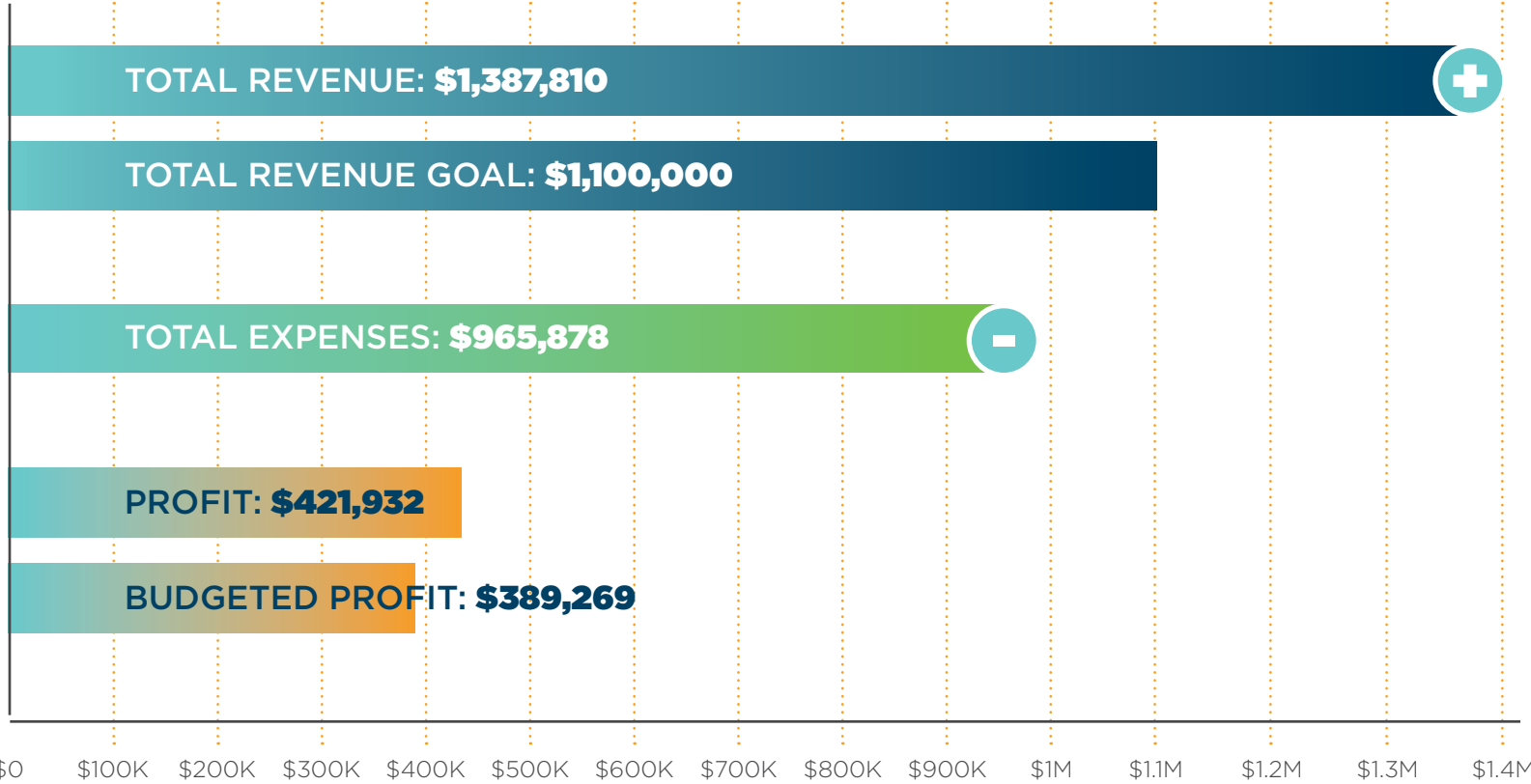


To view a full list of 2022 Foundation investors please [click here](#).



If you'd like to invest in the Destinations International Foundation, please visit our [donation page](#), thank you.

# Foundation Financial Performance



- Investments | 59%
- Fundraising | 19%
- Partnership | 10%
- Restricted Donations | 10%
- Other | 2%



- Grants | 51%
- Fundraising | 14%
- Meetings | 7%
- Programs | 16%
- Other | 12%

# Honors and Awards

## DESTINATION ORGANIZATION LEADERSHIP AWARD

Created in 2017, this [award](#) is amongst the association's most prestigious honors, recognizing those outstanding individuals who, through their exceptional work and achievements, have made a significant contribution to the destination marketing industry and a profound difference in the communities they serve.

### 2022 HONOREES



**MARC GARCIA, CATP**  
President & CEO, Visit Mesa



**BONNIE QUILL, CDME**  
President & CEO, Mat-Su Convention & Visitors Bureau



**MARTHA SHERIDAN**  
President & CEO, Meet Boston

## SPIRIT OF HOSPITALITY AWARD

The [Spirit of Hospitality Award](#) is the highest recognition presented annually to individuals and organizations that show exceptional dedication and commitment to the travel and tourism industry.

### 2022 HONOREE



## DESTINATIONS INTERNATIONAL HALL OF FAME: 2022 INDUCTEES

Launched in 2014, the [Hall of Fame](#) Award was created to recognize individuals who have changed the future of the destination industry for the better. It is the highest honor that Destinations International can bestow.

### MODERN ERA INDUCTEES



**PAUL ASTLEFORD**  
Former President & CEO,  
Visit Jacksonville



**REYN BOWMAN**  
Former President & CEO,  
Durham Convention & Visitors Bureau



**SHELLY GREEN, CDME**  
Former President & CEO,  
Discover Durham



**ROBERT "BOB" LANDER**  
Former President & CEO,  
Visit Austin



**GREG ORTALE**  
Former President & CEO,  
Greater Houston Convention & Visitors Bureau

### DEVELOPMENT ERA INDUCTEES



**CHARLES LAPOINTE**  
Former President,  
Tourisme Montréal



**WILLIAM "BILL" MCGOWAN**  
Former President & CEO,  
Indianapolis Convention & Visitors Association



**MAJOR J. GORDON SMITH**  
Former Director,  
British Columbia Government Travel Bureau

### INDUSTRY CONTRIBUTOR INDUCTEES



**ANNE & ROSS HELLER**  
Publishers & Executive Editors,  
USAE Weekly News



**CHRISTINE "SHIMO" SHIMASAKI, CDME, CMP**  
Managing Director,  
2Synergize, a Simpleview Company



# Destinations International Team



**ALYSSA POULIN, CTA**  
Senior Manager of Content & Programs  
202-835-4204  
[apoulin@destinationsinternational.org](mailto:apoulin@destinationsinternational.org)



**AMELIA LINCOLN**  
Membership Coordinator  
202-835-4083  
[alincoln@destinationsinternational.org](mailto:alincoln@destinationsinternational.org)



**ANDREA LANE CRAWLEY, CMP, DES**  
Meetings & Events Manager  
202-835-4094  
[alane@destinationsinternational.org](mailto:alane@destinationsinternational.org)



**ANDREAS WEISSENBORN**  
Vice President of Research & Advocacy  
202-835-4201  
[aweissen-born@destinationsinternational.org](mailto:aweissen-born@destinationsinternational.org)



**BECKY HEATH, MASC**  
Vice President of Finance  
202-835-4082  
[bheath@destinationsinternational.org](mailto:bheath@destinationsinternational.org)



**CAITLYN BLIZZARD, CDME**  
Vice President of Communications  
202-835-4202  
[cblizzard@destinationsinternational.org](mailto:cblizzard@destinationsinternational.org)



**CHELSEA DUNLOP WELTER**  
Senior Vice President of Governance & Administration  
202-835-4218  
[cdwelter@destinationsinternational.org](mailto:cdwelter@destinationsinternational.org)



**DAVID BREISCH**  
Senior Director of Marketing  
202-835-4206  
[dbreisch@destinationsinternational.org](mailto:dbreisch@destinationsinternational.org)



**DON WELSH**  
President & CEO  
202-835-4219  
[dwelsh@destinationsinternational.org](mailto:dwelsh@destinationsinternational.org)



**ELAINE ROSQUIST, CMP**  
Senior Director of Product Engagement  
202-835-4209  
[erosquist@destinationsinternational.org](mailto:erosquist@destinationsinternational.org)



**EMILY SCHEIDERER**  
Director of Education, Sales & Services  
202-835-4214  
[escheiderer@destinationsinternational.org](mailto:escheiderer@destinationsinternational.org)



**GABE SEDER**  
Vice President of Global Development  
202-835-4090  
[gseder@destinationsinternational.org](mailto:gseder@destinationsinternational.org)



**GATHAN BORDEN**  
Senior Vice President of Marketing & Communications  
202-835-4091  
[gborden@destinationsinternational.org](mailto:gborden@destinationsinternational.org)



**GREG MORRIS, CMP, DES**  
Vice President of Meetings & Events  
202-835-4085  
[gmorris@destinationsinternational.org](mailto:gmorris@destinationsinternational.org)



**GRETCHEN HALL, CDME**  
Chief Operating Officer  
202-835-4211  
[ghall@destinationsinternational.org](mailto:ghall@destinationsinternational.org)



**JACK JOHNSON**  
Chief Advocacy Officer  
202-835-4217  
[jjohnson@destinationsinternational.org](mailto:jjohnson@destinationsinternational.org)



**JANE CUNNINGHAM**  
Director of European Engagement  
+0046-70-207-640  
[jcunningham@destinationsinternational.org](mailto:jcunningham@destinationsinternational.org)



**JOANNA HAMMOND**  
Marketing Coordinator  
202-835-4212  
[jhammond@destinationsinternational.org](mailto:jhammond@destinationsinternational.org)



**JULIE HOLMEN**  
Vice President of Membership Engagement  
202-835-4099  
[jholmen@destinationsinternational.org](mailto:jholmen@destinationsinternational.org)



**KIM BACH**  
Director of Partnerships  
202-835-4208  
[kbach@destinationsinternational.org](mailto:kbach@destinationsinternational.org)



**NARDOS BIZUNEH**

Accounting Manager

202-835-4216

[nbizuneh@destinationsinternational.org](mailto:nbizuneh@destinationsinternational.org)



**PAMELA RICHARDSON, CAPM, ITIL**

Vice President of Information Technology

202-835-4207

[prichardson@destinationsinternational.org](mailto:prichardson@destinationsinternational.org)



**RORI FERENSIC**

Senior Vice President of Professional Development

202-835-4089

[rferensic@destinationsinternational.org](mailto:rferensic@destinationsinternational.org)



**SOPHIA HYDER HOCK**

Chief Diversity Officer

202-835-4088

[shockhyder@destinationsinternational.org](mailto:shockhyder@destinationsinternational.org)



**STEPHANIE AUSLANDER**

Advocacy & Data Coordinator

202-835-4092

[sauslander@destinationsinternational.org](mailto:sauslander@destinationsinternational.org)



**TAYLOR RUOFF**

Education & Certification Manager

202-835-4097

[truoff@destinationsinternational.org](mailto:truoff@destinationsinternational.org)



