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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 SPIRIDON
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
Hub Partnerships

JULIE CALVERT
Visit Cincy

CRAIG COMPAHGNO
MINDY Global

SANTIAGO CORRADA
Visit Tampa Bay

MICHAEL CROKATT
Ottawa Tourism

CRAIG DAVIS, CDME
Visit Dallas

CHUCK DAVISON, CDME
Visit SLO CAL

BRAD DEAN
Discover Puerto Rico

FRED DIXON
Chair Emeritus
NYC & Company

KYLE EDMONTON, CDME
Executive Committee
Visit Lake Charles

BETH ERICKSON, CDME
Visit Loudon

DARIO FLOTA OCAMPO
Mexican Caribbean

ERIN FRANCIS-CUMMINGS
Destination Analysts, Inc.

MAURA GAST, FCDME
Visit Irving

RYAN GEORGE
Simpleview

AL HUTCHINSON
Chair
Visit Baltimore

BRETT GEETING, CDME
Visit Corpus Christi

MELISSA REEVES, CDME
Visit Vacaville

KRISTEN REYNOLDS, CDME
Discover Long Island

BRIAN ROSS
Experience Columbus

SHERRIF KARAMAT, CAE
POLA

YRJÖTARIO “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 NURSE
Destination Greater Victoria

BRENT SPYRIDON
Immediate Past Chair
Nashville Convention & Visitors Corporation

RICKY THIGHEN, MCTP
Executive Committee
Visit Jacksonville

CHRIS THOMPSON, CDME
Executive Committee
Brand USA

SCOTT WHITE
Secretary/Treasurer
Visit Greater Palm Springs

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

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 our members to grow the success of their destinations and to excel professionally.

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.

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

**TOTAL REVENUE:** $11,398,203

**TOTAL EXPENSES:** $10,597,828

- **Revenue Breakdown:**
  - Membership | 27%
  - Products | 11%
  - Foundation Grants | 7%
  - Meetings | 21%
  - Programs | 28%
  - Other | 7%

- **Expense Breakdown:**
  - Personal | 42%
  - Operations | 8%
  - Meetings | 18%
  - Other | 4%
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.
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.

Welcome 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.

Membership 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 with 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.

Continued partnership with CVBs LATAM to increase DI engagement in Latin America.
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.
- **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.
- 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.
- Created a New Media Partnership Tier to attract media partners. New media partners include Smart Meetings, Meetings Today, Ignite, and USAE.
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.

3 PRESS CONFERENCES AT INDUSTRY EVENTS*
33 PRESS RELEASES DISTRIBUTED

UNITED STATES 629 TOTAL EVENTS
CANADA 52
EUROPE 11
LATIN AMERICA 5
MIDDLE EAST 1

PUBLIC RELATIONS EFFORTS

*WOMA, ANEX Americas and ANEX Global
**EDI MILESTONES**

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.

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.

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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.

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.

**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 rich programming, and tailoring facilitated dialogues, training, EDI assessments and related services to provide our members with trusted guidance for true economic and social transformation.

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

CDME
Certified Destination Management Executive (CDME) is 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

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

CRAG 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

2022-2023 CDME BOARD

GARY SHERWIN, CDME
Chair
Visit Newport Beach

CRAG DAVIS, CDME
Past Chair
Visit Dallas

BRETT GETTING, CDME
Chair-Elect
Visit Corpus Christi

MAURA GAST, FCDME
Visit Irving

CODY CHOMIAK, CDME
Travel Manitoba

JENNIFER JOHNSON, CDME
Monterey County CVB

KATHLEEN FRANKFORD, CDME
Texas Association of CVBs

ANA MARIA VISCASILLAS, CDME
Business Tourism Services, Puerto Rico

CHARLES HARRIS, CDME
Reno-Sparks Convention & Visitors Authority

BRANDY EVANS, CDME
Visit Wichita

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 DHAP TRAINING DEVELOPED

- 74 MEMBER ATTENDEES
- 10 DI STAFF MEMBERS

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

- 32 WEBINARS SPANISH LANGUAGE CONDUCTED IN 2022
- 74 10 MEMBER ATTENDEES DI STAFF MEMBERS

2022-2023 CDME BOARD

CRAIG DAVIS, CDME
Chair
Visit Dallas

MAURA GAST, FCDME
Past Chair
Visit Irving

CRAG DAVIS, CDME
Past Chair
Visit Dallas

BRETT GETTING, CDME
Chair-Elect
Visit Corpus Christi

GARY SHERWIN, CDME
Chair
Visit Newport Beach

CRAIG DAVIS, CDME
Past Chair
Visit Dallas

BRETT GETTING, 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

ANA MARIA VISCASILLAS, CDME
Business Tourism Services, Puerto Rico

CHARLES HARRIS, CDME
Reno-Sparks Convention & Visitors Authority

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- 74 10 MEMBER ATTENDEES DI STAFF MEMBERS

2022-2023 CDME BOARD

CEO BATTLE, CDME
Louisville Tourism

CASSANDRA MCAULEY, CDME
MMGY NextFactor Enterprises Inc.

ANA MARIA VISCASILLAS, CDME
Business Tourism Services, Puerto Rico

CHARLES HARRIS, CDME
Reno-Sparks Convention & Visitors Authority

CHRIS THOMPSON, CDME
Brand USA

CHUCK DAVISON, CDME
Visit SLO EAL

TAVIS HALL, CDME
Experience Waterloo

VICTORIA CLARKE, CDME
Tourism Mississauga

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DESTINATIONS INTERNATIONAL 2022 ANNUAL REPORT 27
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.

EDUCATIONAL PARTNERSHIPS

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

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.

EVENTS

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.

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EDUCATIONAL PARTNERSHIPS

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

The Destination Organization Reference 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.

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.

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.

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

Presentation 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.

Partnersed with Cannabis/Hemp taskforce and Cultivar Strategies to release the 1st Destination Organization specific research on Cannabis/Hemp.

The Public Relations Measurement Guidelines Handbook has taken on the challenge of establishing best practices for PR measurement.

Detailed Study on Destination Organizations

Surveying individuals within DI’s taskforce and Cultivar Strategies release the 1st Destination Organizations 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 DI within their destination organizations.

Equity, Diversity and Inclusion

Study on Destination Organizations

Tools & Advocacy

TOOLKIT

• Louisville Tourism
• Greater Miami CVB
• Greater Boston CVB

BEST PRACTICES

• Tourism Montreal/Greater Montreal Convention & Visitors Authority
• Tourism Montreal/Greater Montreal Convention & Visitors Corporation
• San Francisco Travel
• New Orleans & Company
• Toronto Tourism Bureau
• Destination Booking Agreement

When creating a DBA there are several items that should be considered, as outlined below:

- Performance metrics should be clearly stated along with any corresponding contingencies. Laying this out in the DBA will allow for both a national benchmark evaluation and accommodates to the pressures of increased overcrowding and even environmental concerns.

- Another important element of the DBA is ensuring it includes clear and concise performance expectations.

- For example, if the expectation is room block pick-up, the number of hotel rooms to be used, and the number of attendees, these expectations should be clearly outlined in the DBA.

- To help meet these objectives, the Destination Booking Agreement (DBA) can help provide clarity on the language and expectations for the parties involved, any applicable timelines should be included. Though these will vary depending on the destinations structure, examples could include:

  - hotels: rooms required
  - CVB: storage and cleaning
  - state and local community: additional accommodations

- Overall, I think tourism is good for my local area: 57% Agree; 24% Disagree; 19% Neither Agree nor Disagree.

- Tourism Development and Growth

- Overall Sentiment About Tourism

- 2021

- 47

- 26

- 2021

- 57%

- 26%

- 2021

- 24%

- 2021

- 23%

- 2021

- 23%
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 Sport ETA.

Subscribers ran nearly 137,000 event impact calculations in 2022 a 54% increase over 2021.

Nearly 450 registrants for 5 focused EIC webinars.

Facilitated 20 threads in dedicated EIC discussion groups in the Online Community.

Collaborated with Products team to develop Mexico EIC tool and begin development of Columbian EIC tool.

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.

196 TOTAL ACCREDITED ORGANIZATIONS IN GOOD STANDING

5 NEW ACCREDITED ORGANIZATIONS IN 2022

20 4-YEAR RENEWAL APPROVED

6 8-YEAR RENEWAL APPROVED

13 ORGANIZATIONS WITH ACCREDITATION WITH DISTINCTION

TANIA ARMENTA Visit Albuquerque

CODY CHOMIAK, CDME Travel Manitoba

MEREDITH DASILVA, CDME Visit Florida

KAREN FISHER, CDME Chair, Visit Pittsburgh

HAURA GAST, CDME Immediate Past Chair, Visit Irving

MARY HAMMOND, CDME Paducah CVB

MISTY JOHANTGEN, CDME Experience Kissimmee

PATRICK KALER Visit Buffalo Niagara

NANCY McGEE, PH.D. Virginia Tech University

JULIE SAUPE, CDME Visit Anchorage

JOSE SOTOLONGO Miami Sports/Greater Miami CVB

KARI WESTLUND Eugene Cascades & Coast – Travel Lane County

2022 BOARD

TOTAL SUBSCRIPTIONS ACROSS 12 COUNTRIES AND 9 STATEWIDE AND PROVINCIAL MODELS

260 270 158 25

196

8-YEAR RENEWAL APPROVED

13 ORGANIZATIONS WITH ACCREDITATION WITH DISTINCTION

189 Total Subscriptions across 12 countries and 9 statewide and provincial models
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.

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.

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.

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.

339 TOTAL ASSESSMENTS COMPLETED TO DATE
200+ DESTINATIONS HAVE COMPLETED THE ASSESSMENT
202 DESTINATIONS PARTICIPATED IN THE STUDY IN 2022
259 DESTINATIONS PARTICIPATED IN THE STUDY IN 2022

40 ASSESSMENTS COMPLETED 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.

**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 organization's 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**

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. Longwoods has created 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 Symplectic, 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.

**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.

**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.

**NEW**
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.

Letter from the Foundation Board Chairs

VAIL ROSS
Senior VP of Sales and Marketing

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.”
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 professionalization 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 Board**

ROLANDO AEDO, CDME  
Greater Miami Convention & Visitors Bureau  
RENÉE ARENG, CDME  
Explore Brookhaven, GA  
JERAD BACHAR, CDME  
Visit Pittsburgh  
ADAM BURKE  
Los Angeles Tourism & Convention Board  
JAYNE DELUCE, CDME  
Visit Champaign County  
AMIR EYLON  
Secretary/Pressurer  
Longwoods International  
CARA FRANK  
Simplepass  
BILL GEIST  
DMOProz  
KELLIE HENDERSON  
SearchWide Global  
LEONARD HOOPS  
Visit Indy  
LINDA JOHN, CDME  
Fired Up! Culture  
CHERYL KILDAY, CDME  
Destination North Myrtle Beach  
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World Business Associated Co., Ltd.  
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Destination Greater Victoria  
KATHERINE O’DONNELL, CDME  
Richmond Region Tourism  
STEVEN PAGANELLI, CDME  
Tripadvisor  
LINDA PERY, CDME  
Immediate Past Chair  
Destination Niagara USA  
JORGE PESQUERA, CDME  
Discover The Palm Beaches  
STACY BITTER, CDME  
Visit Lauderdale  
VAI ROSS  
Chair  
STF  
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 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.”
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 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.

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.

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.

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, Val 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 Bulis, President & CEO of the Los Angeles Tourism & Convention Board.

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.
Foundation Financial Performance

- **Total Revenue**: $1,387,810
- **Total Revenue Goal**: $1,100,000
- **Total Expenses**: $965,878
- **Profit**: $421,932
- **Budgeted Profit**: $389,269

### Revenue Breakdown
- **Investments**: 51%
- **Restricted Donations**: 10%
- **Fundraising**: 19%
- **Other**: 2%
- **Partnership**: 10%
- **Programs**: 16%

### Expenses Breakdown
- **Grants**: 51%
- **Programs**: 16%
- **Fundraising**: 14%
- **Other**: 12%
- **Meetings**: 7%
Honors and Awards

DESTINATION ORGANIZATION LEADERSHIP AWARD

Created in 2017, this award is amongst the association’s most prestigious honors, recognizing those 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 HONOREES

MARC GARCIA, CATP
President & CEO, Visit Mesa

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

MARTHA SHERIDAN
President & CEO, Meet Boston

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.

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

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
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