



PARTNERSHIP GUIDE

2024

ABOUT US

Destinations International is the world's largest global network and a vital leadership voice for destination organizations across the globe.

With more than 700 destination members in 26 countries, the connections and creativity of this vibrant community come together to create and deliver the solutions that propel destinations toward a responsible and sustainable future. Together with our members, DI represents a powerful forward-thinking, collaborative association: exchanging bold ideas, connecting innovative people, and elevating tourism to its highest potential.

We believe that destination organizations positively impact local communities as a dynamic place to visit, live and work. As such, Destinations International, with the support from our strategic partners, elevates tourism by educating, equipping, empowering, and connecting its members to better fulfill their missions and achieve positive results around the world.

SAMPLE DESTINATION ORGANIZATION MEMBERS

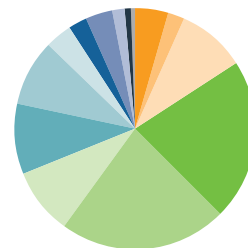
Domestic



International

Australia	Netherlands
Bermuda	Panama
Belgium	Puerto Rico
Canada	South Africa
Colombia	South Korea
Denmark	Spain
Finland	Sweden
Greece	Switzerland
Guatemala	Türkiye
Hungary	United Kingdom
Ireland	United States
Japan	US Virgin Islands
Mexico	

DESTINATION ORGANIZATION MEMBERSHIP BREAKDOWN BY BUDGET SIZE:



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

*in USD

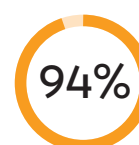
PARTNERSHIP BENEFITS

It is imperative to know who can provide the resources, thought leadership, products and services that can support destination organization efforts, and our partners represent the best in the business. Our multi-tiered partnership levels (Pinnacle, Premier, Principle and Corporate) provide an opportunity to choose the best option for your organization's strategic goals and are customized to meet your needs. Below is a sample list of partner benefits.

	Pinnacle	Premier	Principle	Corporate
Thought Leadership				
Opportunity to contribute custom content to Destination International's curated content base	●	●	●	●
Access to member-only resources featured in the exclusive Online Community	●	●	●	●
Opportunity to share your voice and participate on a committee or task group	●	●	●	●
Exploration in the co-development of best practices briefs, research projects and blog content	●	●	●	●
One seat on the Partner Advisory Council for the duration of the partnership	●	●	●	●
Exclusive opportunities to participate in educational programs and events	●	●		
One-of-a-kind opportunities aligned with and customized to the partner's unique strategic objectives	●			
Exposure				
Integrated multi-channel visibility with recognition throughout print and digital marketing	●	●	●	●
Inclusion in Destinations International's Annual Report	●	●	●	●
Recognition as a year-round partner at Annual Convention and DI Summits (as included in partnership)	●	●	●	●
Inclusion in one press release distributed through industry channels announcing the partnership at the commencement of the commitment period	●	●		
Additional exposure opportunities tailored to the partner's unique needs	●			
Access				
Access to Destinations International's on-demand searchable membership directory with more than 7,000 total destination organization engaged employees	●	●	●	●
Industry updates, e-newsletters, and quarterly reports	●	●	●	●
All-access pass for two designated staff to Destinations International research reports	●	●		
Additional opportunities based upon mutual agreement between partner and Destinations International	●			

Who should partner with Destinations International?

Ad Agencies | Consulting Firms | EDI Specialists
Travel Industry Intelligence/Market Research Specialists



**Partner Retention Rate
in 2023**

RESOURCES



Speakers Directory: An online resource for industry partners and members to seek thought leaders to speak at events.

RFP Portal: An online portal to allow destination organization members to post relevant RFPs (requests for proposals) and connect with our partners.

Partner Directory: Scan to take a look at the printable directory of all Destinations International partners as of 2024. The Partner Directory is printed annually and distributed to c-suite destination organizational leadership.



Dedicated digital partner profile pages are featured on the DI website once a partner joins and can be viewed here.



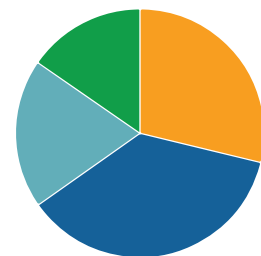
EVENTS

Destinations International puts on several events throughout the year that are dedicated to various verticals within a destination organization:

- Annual Convention
- Advocacy Summit
- Business Operations Summit
- CEO Summit
- Convention Sales & Services Summit
- EDI Summit
- Marketing & Communications Summit
- Showcase
- Visitors Services Summit

The **Annual Convention** is our premier summer event that provides an integrated approach to learning regardless of budget size or discipline. More than 1,500 destination representatives gather to hear from experts and thought leaders who are driving the industry forward with visionary ideas, to celebrate milestones, and to develop new connections.

2023 EVENT ATTENDANCE BY DESTINATION ORG. BUDGET SIZE



- Under \$3M (28.8%)
- \$3M - \$10M (36.4%)
- \$10M - \$20M (19.4%)
- \$20M (15.4%)

For the most up-to-date information and dates regarding all our events, visit our website at destinationsinternational.org.

TESTIMONIALS



"We can't stress enough the incredible benefits of a DI membership. It's not just about being a part of a prestigious network, but also about gaining access to invaluable resources and opportunities that have elevated our tourism stewardship to new heights. From exclusive industry insights and research to educational programs and networking events, this membership has built and fostered meaningful relationships for us across the globe. The organization's commitment to social inclusion ensures we all stay ahead of the curve in promoting diversity, accessibility, and sustainability in all that we do. Being a DI member has truly empowered us as a Partner for GoodSM to thrive in our destination marketing efforts and contribute meaningfully to the sustainable growth of our tourism industry."

— BARBARA KARASEK
CEO,
Paradise Advertising & Marketing Inc.



"The collaboration with Destinations International has profoundly impacted our organization. Their guidance, advocacy, educational programs, and strong association network enable our team to deliver consistent and meaningful results to DMOs around the globe."

— CHRIS IHRIG
CEO & Lead Practitioner,
FiredUp! Culture



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

— RYAN GEORGE
CEO,
Simpleview



"There are few other organizations that allow you to reach the destinations industry as effectively as Destinations International does. They should be one of the organizations that you're engaged with because of their reach, their respect among members, and the number of different ways that they enable you to achieve visibility with your prospective clients."

— STEVEN PAGANELLI, CDME
Head of Americas Partnerships
Destinations & Travel



CONTACT US

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