



DESTINATIONS
INTERNATIONAL

ANNUAL REPORT



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LETTER FROM THE PRESIDENT & CEO

Dear Member,

Thank you for your unwavering support of Destinations International throughout the past year. 2023 marked a year of unprecedented success and growth, largely thanks to the commitment of our members and partners around the globe.

2023 was a landmark year for DI, as we achieved record-breaking membership growth, welcoming 107 new destination member organizations, expanding our reach across 30 countries and territories, and growing our global community to over 720 destination members.

Our Pathfinders Programme in Europe saw significant development, with 26 thought leaders dedicated to addressing challenges faced by destinations across the region. We extend our gratitude to our founding programme partners, including Expedia Group Media Solutions, MMGY Global, SearchWide Global, Simpleview, and supporting partner IMEX Group, for their invaluable support.

The role of destination organizations has become increasingly vital, and our network of over 7,500 industry professionals has leveraged our platform to connect and share best practices, strengthening the global destination community.

In addition to membership growth, our partnership department welcomed 12 new partners, 2 industry partners, 3 media partners, and 43 new business members, reflecting the diverse growth of our organization.

A few additional highlights from this past year include: the introduction of our Community Vitality Wheel, illustrating the essential role of destination organizations in fostering community vitality through brand management, stewardship, promotion, and sales. This illustration helps drive home our message that destination organizations are essential, absolutely necessary and very important!

The Event Impact Calculator (EIC) experienced accelerated usage, particularly among small destination organizations and in the sports tourism markets, demonstrating its value as a marquee tool for our members and its global acceptance for articulating the full economic impact of events.

Our commitment to Equity, Diversity, and Inclusion (EDI) continued to evolve, highlighted by our first class of HBCU scholarship honorees at the Annual Convention in Dallas and our inaugural EDI Summit, which provided both onsite programming and an immersive experience at Little Rock Central High School, and the launch of our EDI Assessment Tool, a platform used by over 200 destination members to establish and track inclusion standards and metrics for our industry.

None of these achievements would have been possible without our dedicated team at DI and the contributions of our volunteer leadership, including our boards, committees, and task forces. Your efforts have been instrumental in advancing our strategic initiatives and supporting our members and partners.

We are grateful for your continued support and are proud of what we have accomplished together in 2023. We look forward to building on these successes in the future.

Warm regards,

DON WELSH
President & CEO
Destinations International

2023 was a landmark year for DI, as we achieved record-breaking membership growth, welcoming 107 new destination member organizations, expanding our reach across 30 countries and territories, and growing our global community to over 720 destination members.





LETTER FROM THE ASSOCIATION BOARD CHAIR



It is our pleasure, on behalf of the Destinations International Board of Directors, to present the Annual Report for 2023.

2023 was a year of unprecedented growth in both domestic and global membership, record event participation, and the introduction of new member benefit resources. The association focused on strengthening its efforts across four pillars: community, advocacy & research, professional development, and destination tools, guided by eight strategic goals.

These goals were designed to address major industry and global challenges and opportunities facing destination members. To effectively respond to these challenges and the shifting

global industry landscape, as well as to accommodate the association's expanding global membership, strategic initiatives were aligned with the United Nations Sustainable Development Goals (SDGs).

In 2023, the Destinations International team continued to refine and evolve its equity, diversity, and inclusion (EDI) initiatives. Notable efforts included the EDI Assessment Tool, the inaugural EDI Summit, the "Tourism for All" pilot program, and the first class of the Historically Black Colleges and Universities (HBCU) Scholarship program.

Our sincere gratitude to the Destinations International staff, volunteer leadership, and members and partners for their unwavering support throughout the year.

Looking ahead, we are excited about the potential for further growth and shared success in the coming years.

FRED DIXON
President & CEO
New York City Tourism + Conventions

AL HUTCHINSON
President & CEO
Visit Baltimore

2023 was a year of unprecedented growth in both domestic and global membership, record event participation, and the introduction of new member benefit resources.

ASSOCIATION BOARD

SONYA BRADLEY

Visit Sacramento

DOMENIC BRAVO, CDME

Visit Cheyenne

ANGIE BRIGGS

US Travel Association

BENNISH BROWN

Destination Augusta

LESLIE BRUCE

Treasurer

Banff & Lake Louise Tourism

DAVID BURGESS

Miles Partnership

JULIE CALVERT

Visit Cincy

VICTORIA CIMINO

Cimino Consulting

CRAIG COMPAGNONE

MMGY Global

SANTIAGO CORRADA

Visit Tampa Bay

MICHAEL CROCKATT

Ottawa Tourism

BETHANIE DEROSE, CDME

JLL

FRED DIXON

Chair

New York City Tourism
& Conventions

KYLE EDMISTON, CDME

Secretary

Visit Lake Charles

BETH ERICKSON, CDME

Executive Committee

Visit Loudoun

KAREN FISHER, CDME

VisitPittsburgh

ERIN FRANCIS-CUMMINGS

Future Partners

MAURA GAST, FCDME

Visit Irving

RYAN GEORGE

Simpleview

AL HUTCHINSON

Immediate Past Chair

Visit Baltimore

SHERRIF KARAMAT, CAE

PCMA

YRJÖTAPIO "Y.T" KIVISAARI

Visit Oulu

LYN LEWIS SMITH

Business Events Sydney

MICHELLE MASON, FASAE, CAE,

CQIA

ASAE

KRISTIN MCGRATH, CDME

Pasadena Convention
& Visitors Bureau

ROSE NOBLE, CDME

Visit Spokane

TOM NOONAN

Visit Austin

BRETT OETTING, CDME

Visit Corpus Christi

MELYSSA REEVES, CDME

DMA West

KRISTEN REYNOLDS, CDME

Discover Long Island

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

RICKEY THIGPEN, MCTP

Executive Committee

Visit Jackson

CHRIS THOMPSON, CDME

Executive Committee

Brand USA

SCOTT WHITE

Chair Elect

Visit Greater Palm Springs

WHO WE ARE

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, educational opportunities, and exclusive benefits.

PURPOSE STATEMENT

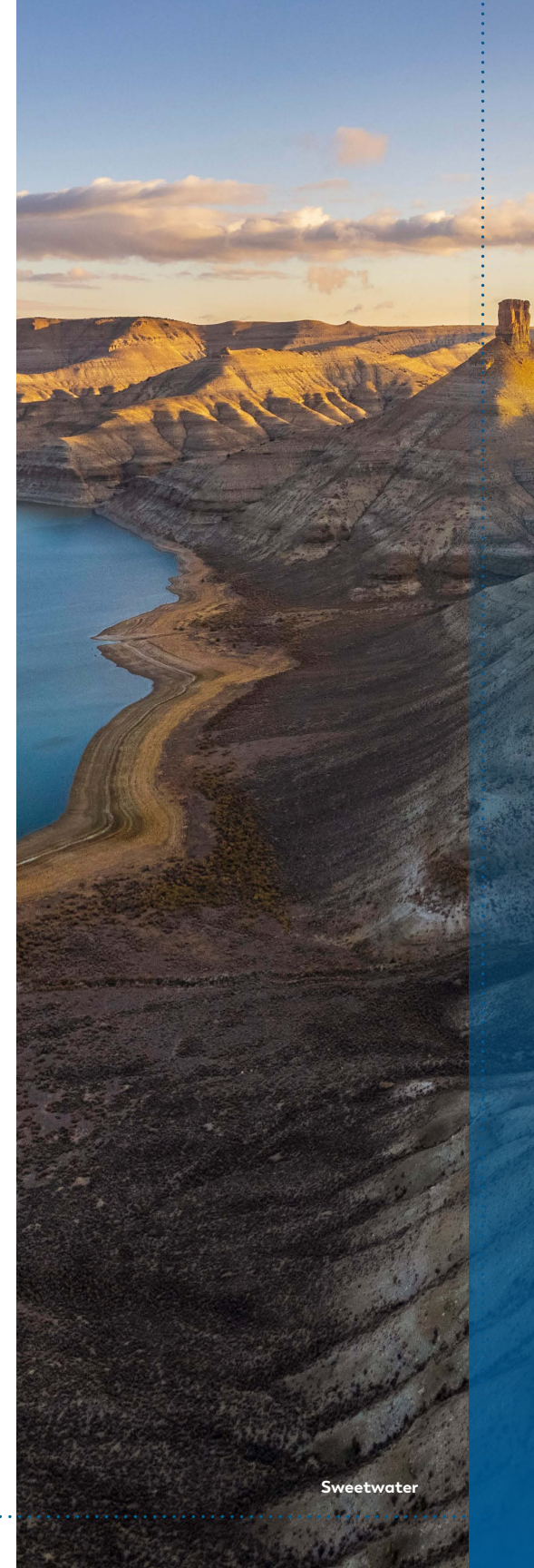
We believe that destination organizations positively impact local communities as a dynamic place to visit, live and work. As such, Destinations International, the global association for destination professionals, elevates tourism by educating, equipping, empowering and connecting its members to better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

SERVICE STANDARDS

- We deliver value at every level of our members' organization.
- We provide the most sophisticated and focused professional development for destination organization professionals in the world.
- We host the most comprehensive and accessible networking events in the industry.
- We create the industry's most trusted tools to bolster our members' impact on their communities.
- We provide inspiration and the tools and professional development for our members to advocate on their own behalf and of the industry as a whole.
- We stay focused on the travel industry's big picture without sacrificing the details important to the entry-level destination organization professional.

BRAND PROMISE

Destinations International educates, equips and empowers our members to grow the success of their destinations and to excel professionally.



CORE PILLARS



COMMUNITY

Destinations International fosters a strong, global community of travel and tourism professionals and promotes the exchange of knowledge and best practices. Our almost 1,000 member organizations and business partners from around the world connect to share insights and network, all aimed at helping 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. We educate, equip, and empower our members to advocate on behalf of their destination organizations and their destination communities. We use our collective voice to elevate and advance the mission, goals, and efforts of destination organizations. We are constantly expanding industry knowledge, introducing new ideas and developing forward-focused research and relevant data.



DESTINATION TOOLS

We offer 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 certification and 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.

2023 STRATEGIC ISSUES

Our significant issues represent major industry or global matters facing our members that will impact the direction of our course and influence the chances of our success. While each one of these issues can be classified as a problem, in our response, each one of these represents a strategic opportunity.

As our capacity broadens globally, we have aligned these strategic issues with one or more of the United Nations Sustainable Development Goals (SDGs) as listed below.

ORGANIZATIONAL STRENGTH & RESILIENCE - including funding, staffing, and tourism represented in the regional economic development.

- SDG 8: Decent work and economic growth
- SDG 11: Sustainable cities and communities

VALUES BASED ACTION - including resources to prove value & accountability for destination organizations.

- SDG 9: Industry, innovation and infrastructure
- SDG 11: Sustainable cities and communities

COMMUNITY ALIGNMENT & ENGAGEMENT - including resident sentiment.

- SDG 9: Industry, innovation and infrastructure

EQUITY DIVERSITY INCLUSION - including social justice, welcoming & belonging.

- SDG 5: Gender Equality
- SDG 10: Reduced inequalities
- SDG 11: Sustainable cities and communities

DESTINATION STEWARDSHIP & SUSTAINABILITY - including regeneration strategies.

- SDG 12: Responsible consumption and production
- SDG 13: Climate action
- SDG 14: Life below water
- SDG 15: Life on land

2023 STRATEGIC GOALS

WORKFORCE DEVELOPMENT - including affordable housing & transportation.

- SDG 4: Quality education
- SDG 8: Decent work and economic growth
- SDG 10: Reduced inequalities
- SDG 11: Sustainable cities and communities

CRISIS RESPONSE - including crime & safety, boycotts & bans, climate change, environmental occurrences and global health emergencies.

- SDG 3: Good health and well being
- SDG 11: Sustainable cities and communities

THE EVOLUTION OF DIGITAL PLATFORMS - including A.I. and Metaverse.

- SDG 9: Industry, innovation and infrastructure



MAINTAIN ROBUST MEMBER AND PARTNER ENGAGEMENT:

Our mission is to empower our members so that their destinations excel. We do this by remaining relevant and addressing member needs, listening, appreciating differences, and finding common ground. Ongoing engagement between our members and our team, our members and their peers, and our members and industry partners are paramount to our association's success.

EXTEND OUR REACH: As the world's largest trade association for destination organizations, we will continue our efforts to increase our global footprint, raise the profile of both our industry and our individual members, and create tools and research to assist 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, and enrich our content. To maximize the impact of our educational efforts, we will increase our integrated content approach across all Destinations International's delivery channels to meet our member's needs, industry requests, and our business objectives.

TACKLE OUR INDUSTRY STRATEGIC ISSUES THROUGH THE DEVELOPMENT OF RELEVANT CONTENT, EDUCATION, SOLUTIONS, AND TOOLS:

Our industry strategic issues represent significant global threats and opportunities that impact the direction of our industry and the success of our members. Each one of these issues is addressed in our activities, programs, and solutions developed in the areas represented by our core pillars.

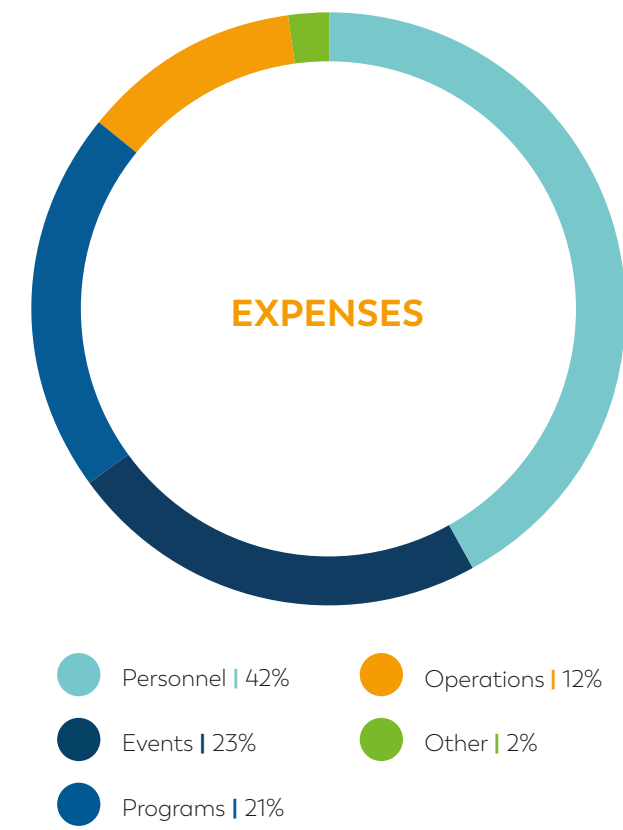
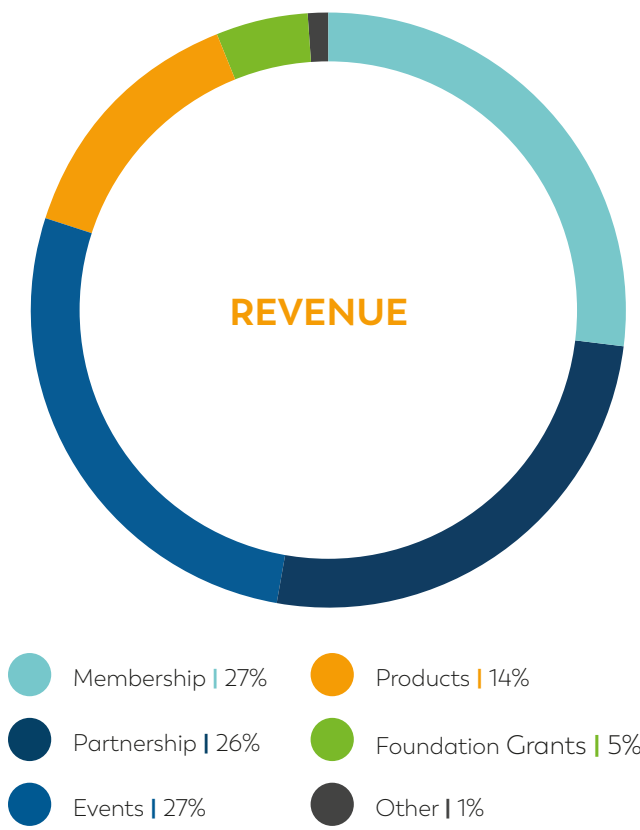
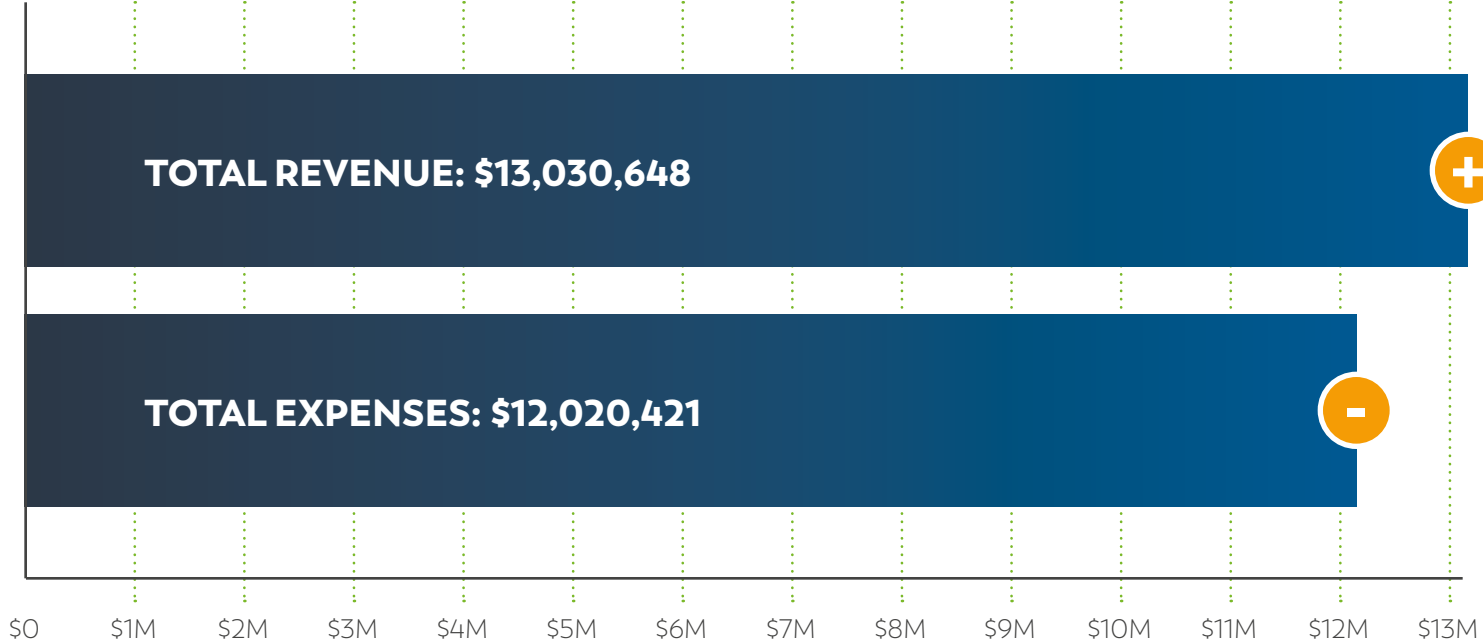
PROVIDE LEADERSHIP AND RESOURCES FOCUSED ON EQUITY, DIVERSITY, AND INCLUSION (EDI):

DI recognizes and advocates the importance of cultivating a unified travel industry where everyone is welcome and where there is equitable access for all. Through meaningful collaboration, DI will clarify our EDI value proposition, resources, and service offerings for our membership.

CREATE A COMPREHENSIVE SUSTAINABILITY PLAN AND MEMBER RESOURCES:

Sustainability is commonly described as having three dimensions: environmental, economic, and social. These plans can also be referred to as an ESG plan (environmental, social and governance). Knowing that tourism can play a significant role in delivering sustainable solutions for people, the planet, prosperity and peace, DI will seek to define what sustainable models look like for destination organizations and create educational content, tools and resources to benefit our global membership. The cornerstone of this effort will be to incorporate the United Nations' 2030 agenda that includes a set of 17 Sustainable Development Goals (SDGs).

2023 FINANCIAL PERFORMANCE



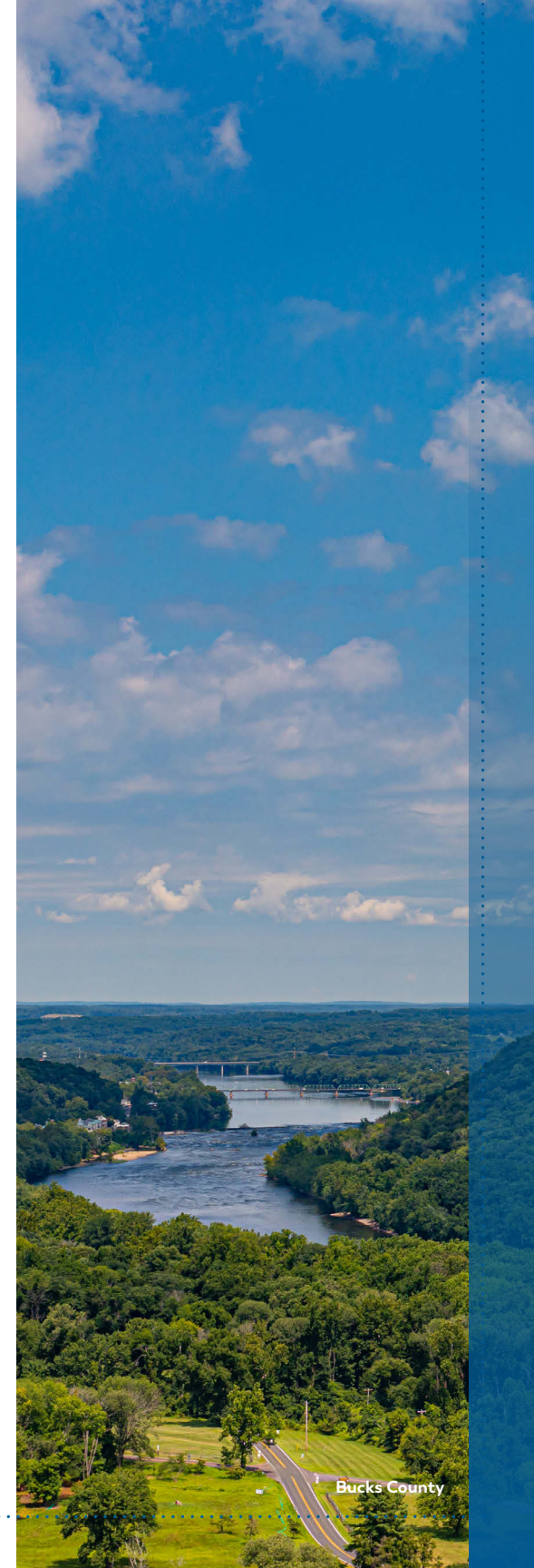
MEMBERSHIP

NEW DESTINATION MEMBERS IN 2023

Alamosa Convention & Visitors Bureau
Albuquerque Hispano Chamber of Commerce for
Convention & Tourism Department
Antwerp
Blue Mountain Village Association
Boulder City Chamber of Commerce
Budapest/Hungary
Cane River National Heritage Area
Celina Economic Development Corporation
City of Baytown
City of Fredericksburg
City of New Bedford Office of Tourism & Marketing/
Destination New Bedford
Columbus Area Visitors Center
Columbus-Lowndes Convention & Visitors Bureau
Conway CVB
Corinth Area Convention & Visitors Bureau
Culpeper Tourism & Economic Development
Destination Fyn Convention Bureau
Destination Lake Winnebago Region
Destination Marketing Association of the West
Destination Northern Ontario
Destination Nunavut
Discover Central Massachusetts
Discover Dunwoody
Discover Salt River
Downtown Cordele
East Point Convention & Visitors Bureau
East Sweden Convention Bureau
Elgin Area Convention and Visitors Bureau
Event Wales
Experience Waterloo
Explore Butte County
Explore LaCrosse
Glasgow Convention Bureau
Glendale Convention and Visitors Bureau
Glenwood Springs Chamber Resort Association

Greater Medellin Convention & Visitors Bureau
Guatemala Conventions Bureau
Istanbul Convention & Visitors Bureau
Jackson County Tourist Development Council
Ketchikan Visitors Bureau
Killeen Convention & Visitors Bureau
LaGrange County, IN CVB
Lake Lanier Convention and Visitors Bureau
Laredo Convention & Visitors Bureau
Liverpool City Council (Marketing Liverpool)
Lviv Convention Bureau
Mississippi Tourism Association
New Jersey Division of Travel & Tourism
Newport News Tourism
NewcastleGateshead
North of Boston Convention & Visitors Bureau
Only in Cartersville Bartow
Orange County Tourism & Film
Qiddiya Investment Company
Rosemont Convention Bureau
Rotterdam Partners Convention Bureau
Royal Commission for Alula
Saint Regis Mohawk Tribe
Saudi Tourism Authority
Skagit Tourism Bureau
South Shore Convention & Visitors Authority
Springdale Chamber of Commerce
St. Joseph Convention & Visitors Bureau
Steamboat Springs Chamber
Surrey Tourism and Convention Association
Tabasco Convention and Visitors Bureau
Think Iowa City
Toerisme Veluwe Arnhem Nijmegen
Tourism and Promotion Department of the Executive Body
of the Kyiv City Council
Tourism Burnaby
Tourism Kingston

Tourism New Brunswick
Tourism New Westminster
Tourism Prince George
Tourism Squamish
Tourism Ucluelet
Tourism Vernon
Tourism Whistler
Tourisme Outaouais
Travel Medford
TSG Tourismus Salzburg GmbH
Visit Aiken
Visit Bath County
Visit Bucks County
Visit Cedar City Brian Head
Visit Cedar Hill TX (City of Cedar Hill)
Visit Charlevoix
Visit Claremore
Visit Dubois County, Inc.
Visit Lexington and Rockbridge VA
Visit Mesquite
Visit Oak Park
Visit Perrysburg
Visit Potter Tioga
Visit Rovaniemi
Visit Santa Rosa
Visit Statesboro
Visit The Shoals
Visit Walnut Creek
Visit Wenatchee
Warner Robins Convention & Visitors Bureau
Wausau/Central Wisconsin Convention & Visitors Bureau
Wayne County Convention and Visitors Bureau
West Feliciana Parish Tourist Commission
White Mountains Attractions Association
Wisconsin Department of Tourism



COMMUNITY

BY THE NUMBERS



727
TOTAL
DESTINATION
MEMBER
ORGANIZATIONS



107
NEW
& RE-ENGAGED
DESTINATION
MEMBER
ORGANIZATIONS



94.83%
RETENTION RATE
FOR DESTINATION
ORGANIZATION MEMBERS



7,500+
TOTAL
DESTINATION ORGANIZATION
ENGAGED
PROFESSIONALS



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

272 VOLUNTEERS

502 INDIVIDUAL
APPOINTMENTS OF
ENGAGED MEMBERS
IN COMMITTEES AND
TASK FORCES

PARTNERSHIP

BY THE NUMBERS

85
TOTAL PARTNER ORGANIZATIONS

17
NEW PARTNER ORGANIZATIONS

94%
RETENTION RATE 2022-2023

95
TOTAL BUSINESS MEMBERS

43
NEW BUSINESS MEMBERS

PARTNERSHIP MILESTONES



HIRED PARTNERSHIP MANAGER



HIRED MEMBERSHIP ENGAGEMENT COORDINATOR



HOSTED DI'S SECOND ANNUAL PARTNER SUMMIT



HOSTED FOUR INSIGHTFUL DESTINATION PANEL DISCUSSIONS FOR THE PARTNER ADVISORY COUNCIL



STRENGTHENED THE ONBOARDING PROCESS BY DEVELOPING AN ONBOARDING CHECKLIST FOR PARTNERS AND BUSINESS MEMBERS



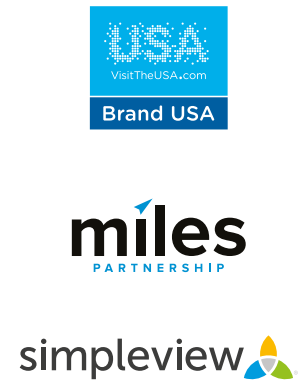
ENHANCED FEATURES IN THE ONLINE COMMUNITY INCLUDING DI'S FIRST-EVER RFP PORTAL AND RENEWED SPEAKERS DIRECTORY



CREATED A PARTNER AND BUSINESS MEMBER MEMBERSHIP SEAL



PINNACLE PARTNERS



PREMIER PARTNERS



PRINCIPLE PARTNERS



CORPORATE PARTNERS



INDUSTRY PARTNERS



MEDIA PARTNERS

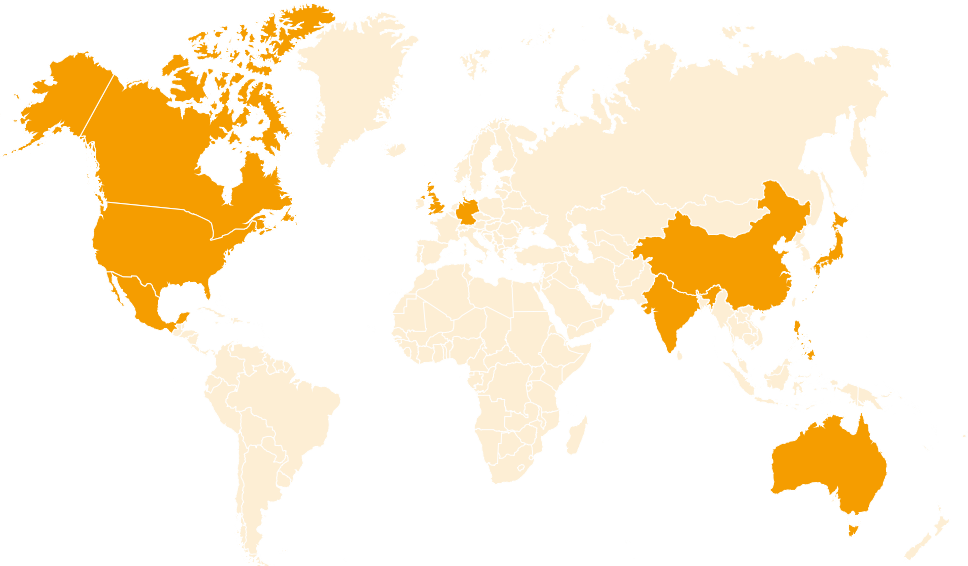


* New Partner

* New Partner

MARKETING & COMMUNICATIONS

WEBSITE



COUNTRIES WITH MOST VISITS
 UNITED STATES • CANADA • INDIA • UNITED KINGDOM • PHILIPPINES
 JAPAN • MEXICO • GERMANY • CHINA • AUSTRALIA

414,236
SESSIONS

275,308
TOTAL USERS

648,187
PAGEVIEWS

ONLINE COMMUNITY

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

6,991
LOGINS

800
POSTS

390
DISCUSSION
THREADS

ONLINE COMMUNITY REFRESH

In 2023 we launched a brand-new look and feel for the Online Community, designed to provide an exceptional experience to our members, with some brand-new member benefits.

REFRESHED CENTRAL FEED

The upgraded central feed shows you all the latest activity from discussions that you are a part of. Similar to a social media feed that shows its newest posts at the top, you can now “like” posts directly from your feed.

NEW AND IMPROVED JOB DESCRIPTION LIBRARY

The new job description library features 16 categories, including several new ones such as Community/Destination Development, Equity, Diversity & Inclusion, Festivals & Special Events, and Sports.

RFP PORTAL

This new tool will allow you to share your RFPs with the DI community, including strategic partners and business members, and will allow you to reference peer-created examples to assist you in creating your own RFPs.

SPEAKER DIRECTORY

Our new Speaker Directory is the place to go to find subject matter experts for an event! The searchable database can be searched by expert location or topic of expertise.

PUBLIC RELATIONS EFFORTS

3
PRESS CONFERENCES
AT INDUSTRY EVENTS*

21
PRESS RELEASES
DISTRIBUTED

*PCMA, IMEX America and IMEX Frankfurt

EQUITY, DIVERSITY & INCLUSION

EDI MILESTONES



UPDATED 2023-2024 STRATEGY



HBCU SCHOLARSHIP INITIATIVE LAUNCH



LAUNCH OF THE FIRST INCLUSION STUDY FOR INDUSTRY PARTNERS



INAUGURAL LAUNCH OF OUR EDI SUMMIT



PARTNERSHIP WITH TOURISM CARES



FIRST YEAR OF IMPLEMENTATION OF OUR EDI ASSESSMENT TOOL



LAUNCH OF OUR FIRST SOCIAL INCLUSION LEXICON



TOURISM FOR ALL PILOT PROJECT LAUNCHED WITH THE CHARLOTTESVILLE ALBEMARLE CONVENTION AND VISITORS BUREAU (CACVB)

PARADISE

PARADISE ADVERTISING AND MARKETING BECOMES OUR INCLUSION AGENCY OF RECORD FOR EDI/SOCIAL INCLUSION WORK



PROFESSIONAL DEVELOPMENT

CDME Certified Destination Management Executive

the highest-level professional certification specifically focused on destination management leaders.

41 CDME GRADS 2023

450+ TOTAL CERTIFICATIONS TO DATE

4 EVENTS HOSTED

9 CORE COURSES HOSTED

6 ELECTIVE COURSES HOSTED

114 NEW CDME CANDIDATES IN 2023

PDM Professional in Destination Management

for entry-level team members or those new to the industry.

316 INDIVIDUALS
EARNED THEIR PDM
CERTIFICATE IN 2023

ICC Intellectual Capital Certificate

caters to destination sales and services professionals at all career stages.

25 ICC REGISTRATIONS

* new program; registration numbers only

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

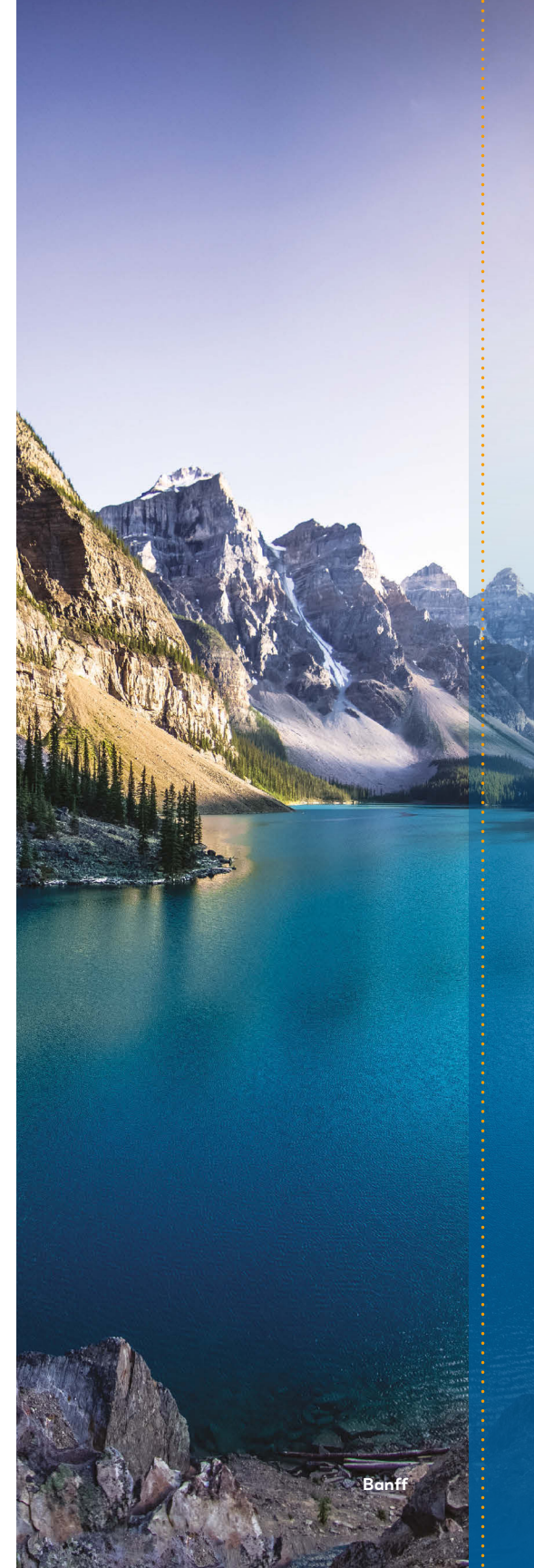
BRANDY EVANS, CDME
Visit Wichita



ONLINE LEARNING CENTER

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

35 WEBINARS
CONDUCTED IN 2023



ADVOCACY & RESEARCH

PROFESSIONAL DEVELOPMENT SPECIAL PROJECTS

NYU SCHOOL OF PROFESSIONAL STUDIES COLLABORATION

Collaborated with the NYU School of Professional Studies (NYU SPS) Jonathan M. Tisch Center of Hospitality on course-specific curriculum to provide an opportunity to earn a Professional in Destination Management (PDM) certificate, and give students a chance to participate in select DI events.

ASSOCIATION OF DESTINATION MANAGEMENT EXECUTIVES INTERNATIONAL PARTNERSHIP

Partnered with the Association of Destination Management Executives International (ADMEI), a membership association for Destination Management Companies (DMCs) to develop content pieces and education around collaborating on event cancellation insurance, education on the differences between destination organizations and Destination Management Companies (DMCs), education on how destination organizations and DMCs can work together and the benefits gained for the planner, destination organization, and DMC, and developing webinars for each other's member groups.

BUSINESS EVENT STRATEGY

We continue to build out content for business events strategists, educating them on how working with destinations will help execute successful business events. Content includes checklists and resources around site visit planning, attendance driving, Destination Booking Agreement and the RFP of the future. For more information about all the resources and education developed for business events strategists see <https://www.destinationsinternational.org/meetings>.

LEGACY COLLECTIVE COLLABORATION

Legacy Collective is a female-founded and led organization that prioritizes social inclusion in all they do. Destinations International partnered with Legacy Collective to provide destination members with the ability to form Destination Giving Circles. Legacy Collective creates opportunities for incoming business events to financially support causes of importance to their organization, their attendees, and the local community. The vision of Legacy Collective is to establish a long-term impact financially and to help destinations establish more inclusivity in their local not-for-profit organizations by vetting and supporting these organizations in creating social inclusion statements that will ultimately impact the community on a deeper level.



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.

DESTINATION NEXT

The 2023 bi-annual **DNEXT Futures Study** is the largest and most extensive survey of destination organizations around the world that unveils the top 50 strategies and 50 industry trends your organization needs to know.



Released Brand New industry brief, "Destination Promotion Community Index." A new approach and guidelines for how we look to educate our stakeholders on the work we do and why it matters to the community. **A Destination Promotion Community Index | Destinations International**



Released Research Study titled The Importance of Visitor-Based Assessments to the Canada's Economy. **The Importance of Visitor-based Assessments to Canada's Economy (destinationsinternational.org)**



Released **Community Vitality Wheel Infographic**. Building upon Maura Gast's foundation to provide a one-page graphic that shows not only the 'circle of life' that still rings true today but shows how the work of the Destination organization is directly connected to how slow or how fast the wheel turns.

DESTINATION TOOLS

EVENT IMPACT CALCULATOR

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 nearly 350 clients, EIC (Event Impact Calculator) is now the global standard for 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, and Sports ETA.

345 Total Subscriptions across **12** countries and **7** statewide and **7** provincial models



287

Meetings



300

Sports



191

Festivals



37

Local & Public Events



Subscribers ran **158,613 event impact calculations** in 2023 a **30% increase** over 2022.



We had **452 registrants** for **5 focused EIC webinars**.



Facilitated **44 threads** in dedicated EIC discussion groups in the Online Community.

DMAP



The globally recognized **Destination Marketing Accreditation Program (DMAP)** serves as a visible industry distinction that defines quality and performance standards in destination marketing and management. Achieving DMAP accreditation positions a destination organization or CVB as a valued and respected organization in your community and increases your credibility among stakeholders.

198 TOTAL ACCREDITED ORGANIZATIONS IN GOOD STANDING

7 NEW ACCREDITED ORGANIZATIONS IN 2022

7 4-YEAR RENEWALS APPROVED

9 8-YEAR RENEWALS APPROVED

17 ORGANIZATIONS WITH ACCREDITATION WITH DISTINCTION

2023 BOARD

TANIA ARMENTA
President & CEO, Chair
Visit Albuquerque

ANDREW WEIR
Executive Vice President
Tourism Toronto

CODY CHOMIAK, CDME
VP of Marketing
Travel Manitoba

JIM GANOTIS
Director of IT
Visit Cleveland

JULIE SAUPE
President & CEO
Visit Anchorage

KAREN FISHER
CFO
Visit Pittsburgh

MEREDITH DASILVA, CDME
VP of Executive Operations & Administration
Visit Florida

NANCY GARD MCGEHEE
Faculty
Virginia Tech

PATRICK KALER
President & CEO
Buffalo Niagara Convention & Visitors Bureau

SERGIO PIEDRA
Director of Community Engagement
Visit the Palm Beaches

SUSAN SMITH
President & CEO
Lake Havasu City Convention & Visitors Bureau

TIMOTHY BUSH
CMO
Visit Lake Charles

DESTINATION NEXT

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.

374

TOTAL ASSESSMENTS
COMPLETED TO DATE

35

ASSESSMENTS
COMPLETED IN 2023

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.

240

DESTINATIONS PARTICIPATED
IN THE STUDY IN 2023

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.

265

DESTINATIONS PARTICIPATED
IN THE STUDY IN 2023

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.



Gallagher is a Global Insurance Brokerage and Risk Advisory Firm. We are a market leader in the Hospitality and Entertainment industries with over 90 office in the US and in over 150 Countries. Gallagher has partnered with Destinations International to develop an Event Cancellation program. This program is exclusively designed for Destinations International members and their clients. This program was developed with input from DI members and is bespoke to the needs of the Convention and Meeting Planners industries.



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.



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.

2023 MEETINGS & EVENTS

FEBRUARY

MARKETING & COMMUNICATIONS SUMMIT

February 13-15, 2023
Norfolk, VA, USA
245 Attendees

MARCH

BUSINESS INDUSTRY EVENTS WEEK

March 7-9, 2023
National Harbor, MD, USA

CONVENTION SALES & SERVICES SUMMIT

March 9, 2023
National Harbor, MD, USA
234 Attendees

DESTINATION SHOWCASE

March 8, 2023
National Harbor, MD, USA
558 Attendees

APRIL

CEO SUMMIT

April 3-5, 2023
Greater Victoria, British Columbia
255 Attendees

JULY

ANNUAL CONVENTION

July 18-20, 2023
Dallas, TX, USA
1,595 Attendees

VISITOR SERVICES SUMMIT

July 18, 2023
Dallas, TX, USA
139 Attendees

OCTOBER

ADVOCACY SUMMIT

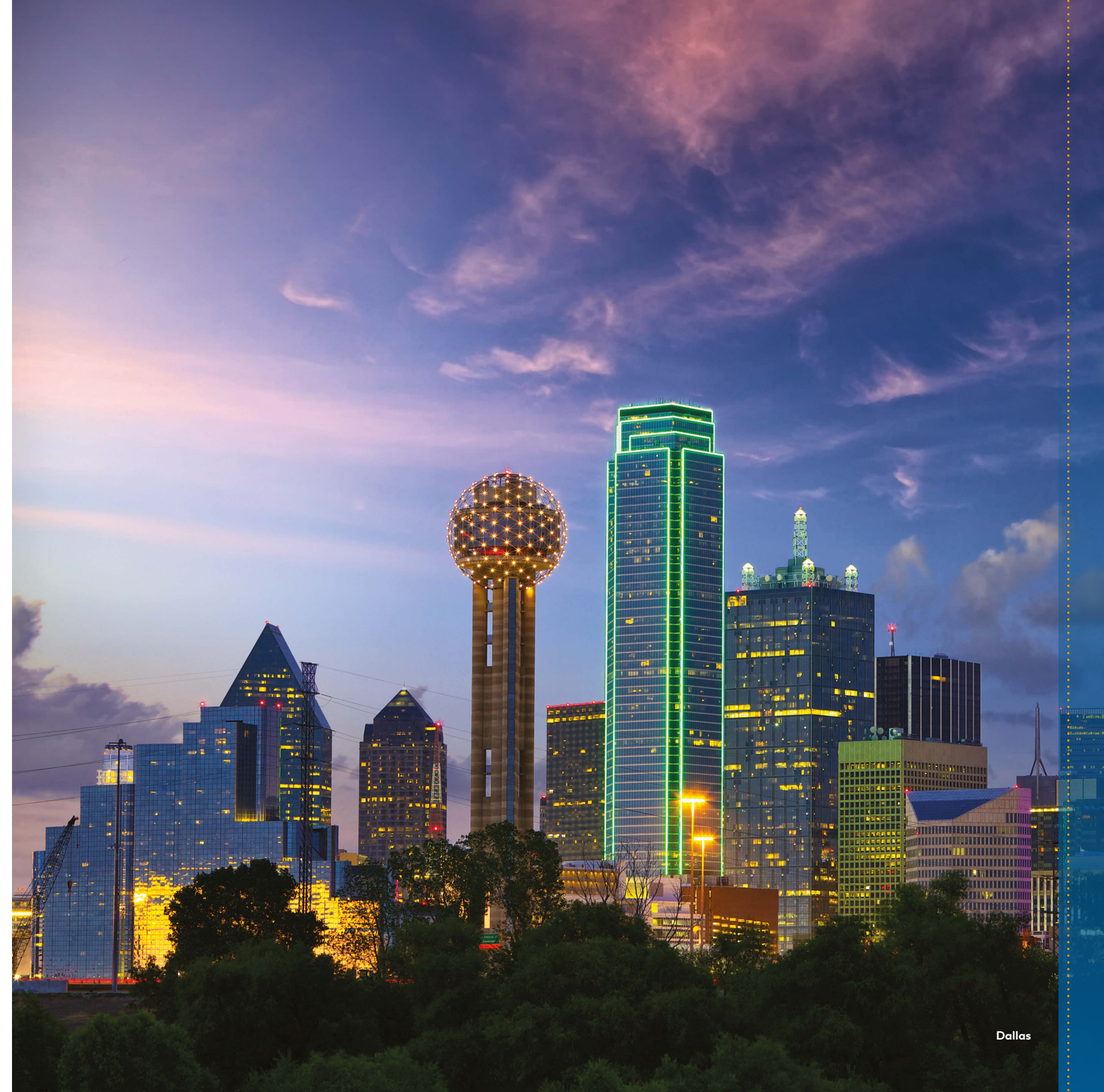
October 10-12, 2023
Little Rock, AR, USA
216 Attendees

BUSINESS OPERATIONS SUMMIT

October 9-11, 2023
Little Rock, AR, USA
140 Attendees

EDI SUMMIT

October 10-11, 2023
Little Rock, AR, USA
92 Attendees



FOUNDATION OVERVIEW

ABOUT THE FOUNDATION

The Destinations International Foundation is a nonprofit organization dedicated to empowering destinations globally to excel through innovation and resource incubation.

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 professional development 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.

With every dollar raised, the foundation takes aim at and helps ensure the continued growth of our industry worldwide.

ASSOCIATION VS. 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 focusses on the daily needs of our destination organization and business members in today's world. The foundation's efforts are guided by and support the strategic goals of the association. In exchange, the association's staff manage the foundation and support its fundraising efforts.

CORE PILLARS FOR THE FOUNDATION

INDUSTRY SECTOR ADVOCACY & RESEARCH

- > We create new knowledge and raise the voice of the industry.

PROFESSIONAL DEVELOPMENT & TALENT ATTRACTION

- > We foster a passion for learning and develop tomorrow's leaders.

GLOBAL ENGAGEMENT & SUSTAINABLE DESTINATIONS

- > We are driving collaborative solutions to the world's most pressing challenges.

PROFESSIONAL DEVELOPMENT & TALENT ATTRACTION

- > We forge stronger communities where every individual thrives.

FOUNDATION PROGRAMS

30 UNDER 30

The Destinations International 30 Under 30 program annually selects thirty emerging leaders under the age of 30, representing a diverse array of backgrounds, perspectives, and countries. These honorees are recognized for their potential in shaping the future of the tourism industry. They are offered extensive opportunities for networking, professional development, and thought leadership, fostering the growth of the next generation of destination experts.

SMALL DESTINATION ORGANIZATION SCHOLARSHIPS

The Destinations International Foundation offers scholarships for employees of small destination organizations (\$3 million or less) to attend its Annual Convention, summits and CDME courses.

PROJECT GRANTS

The Destinations International Foundation is committed to fostering innovation and growth through its project grants program. These grants are designed to support and finance initiatives that drive the success and sustainability of destination organizations worldwide, reinforcing the Foundation's mission to empower destinations to thrive and prosper. Recent projects include, but are not limited to, Destination Promotion: A Catalyst for Community Vitality Report, Social Impact Assessment Tool, North American Resident Sentiment Research Studies and Canadian Visitor Based Assessment Report.

INVESTMENT CAMPAIGN AND FUNDRAISING

The Destinations International Foundation raised over \$1.2 million USD in 2023. This is the second year we have exceeded our annual investment goal.

Thank you to the volunteer leadership of the entire Foundation Development Committee led by John Percy, CDME, President & CEO of Destination Niagara USA and Adam Burke, President & CEO of the Los Angeles Tourism & Convention Board.

Thank you to all that invested on behalf of the entire Destinations International team and the Foundation Board of Trustees.

To invest in the Destinations International Foundation, please visit our donation page <https://destinationsinternational.org/about-foundation>.

VIEW FULL LIST OF
2023 INVESTORS



Santa Ana



LETTER FROM OUR FOUNDATION CHAIR

In 2023, the Destinations International Foundation continued its commitment to shaping the future of our industry through innovation and the incubation of resources.

A cornerstone of the foundation’s mission is to invest in the industry’s future by nurturing tomorrow’s leaders, who bring a rich diversity of backgrounds and perspectives. We have focused on educating our members about best practices in workforce development and retention, and on providing growth opportunities through our 30 Under 30 Program and the new Historically Black Colleges and Universities (HBCU) Scholarship Initiative. These programs unite young industry leaders for ongoing education and thought leadership, culminating at our Annual Convention. The 2023 30 Under 30 class was our most diverse yet, with participants from 30 destinations across five countries. We were also honored to welcome the first five recipients of the HBCU Scholarship Initiative to the 2023 Annual Convention in Dallas.

A key initiative launched in 2023 was the underwriting of event scholarships for employees of small destination organizations. This program covers the registration costs for many DI events, enhancing accessibility for member organizations operating on limited budgets. This initiative is a testament to our dedication to inclusivity and support across the entire spectrum of our industry.

As Destinations International continues to expand globally, the Foundation proudly unveiled the 2023 DestinationNEXT Futures Study. Celebrating its 10th anniversary, this landmark report drew insights from 837 leaders across 62 countries, marking the largest participation from destination organizations in a decade. The study presented the top 50 strategies and trends essential for destination organizations.

The Foundation also plays a crucial role in incubating the association’s key initiatives, such as the Event Impact Calculator (EIC), Community Shared Value Roadmap Workbook, the establishment of the Equity, Diversity & Inclusion

Department, and the Advocacy Summit. This year, we introduced the Community Vitality Wheel, a tool designed to adapt to the evolving needs of destination organizations worldwide.

We extend our deepest gratitude to all who contributed to making 2023 a landmark year in terms of annual investments and overall success. Special thanks to our Board of Trustees, committee members, staff, and investors for their invaluable support.

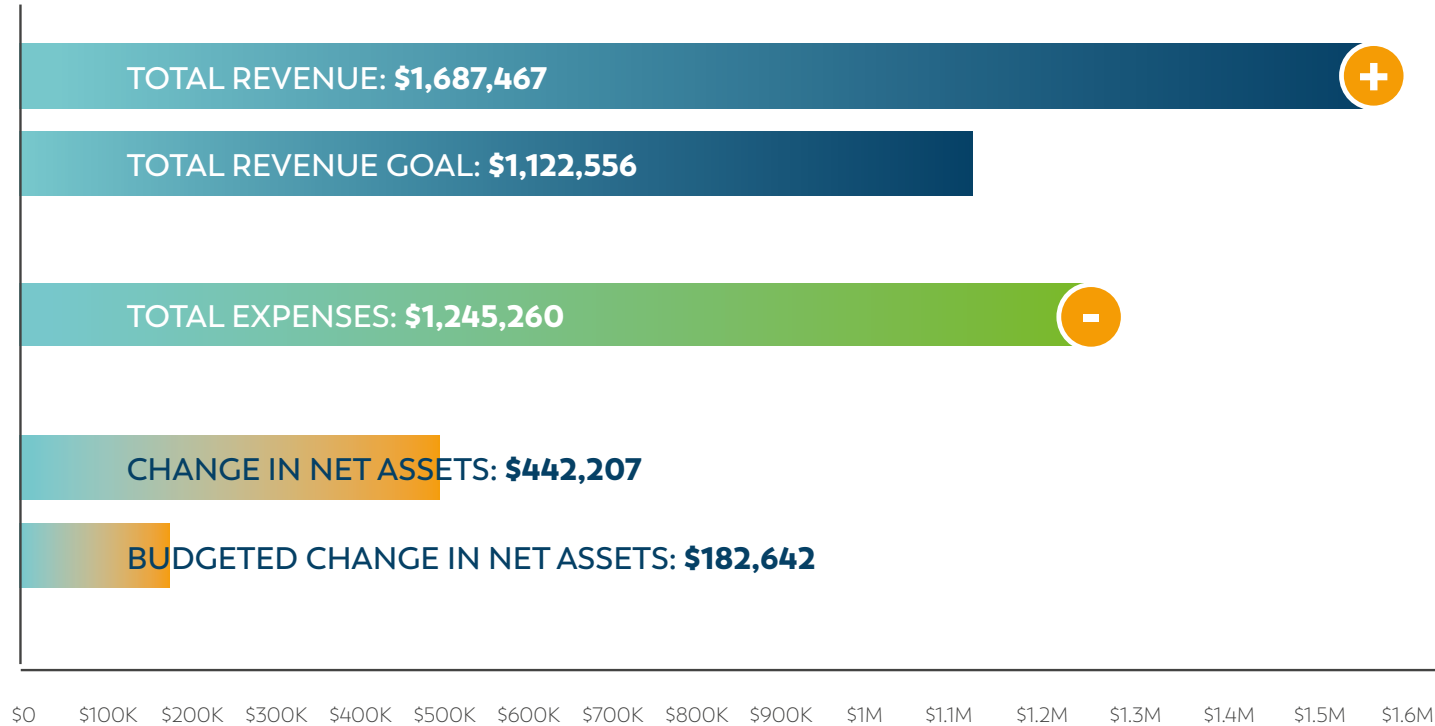
ELLIE WESTMAN CHIN, CDME
President & CEO
Destination Madison

VAIL ROSS
Managing Director
2Synergize LLC, a Simpleview Company

“A cornerstone of the foundation’s mission is to invest in the industry’s future by nurturing tomorrow’s leaders, who bring a rich diversity of backgrounds and perspectives.”



FOUNDATION REVENUE & EXPENSES



- Destination Organization's Investment Contributions | 43%
- Fundraising | 11%
- Partnership | 25%
- Products | 13%
- Other | 8%



- Grants | 55%
- Fundraising | 3%
- Events | 5%
- Programs | 30%
- Other | 7%

FOUNDATION BOARD

ROLANDO AEDO, CDME
Greater Miami Convention
& Visitors Bureau

RENEE ARENG, CDME
Explore Brookhaven, GA

JERAD BACHAR, CDME
VisitPittsburgh

ADAM BURKE
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JAMES JACKSON
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Fired Up! Culture

CHERYL KILDAY, CDME
Destination North Myrtle Beach

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World Business Associated Co., Ltd.

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FASAE, CQIA**
ASAE

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Visit Lehigh Valley

ANGELA NELSON, CTA
Travel Portland

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VAIL ROSS
Immediate Past Chair
2Synergize a Simpleview Company

WILL SECCOMBE
Intentful

MARTHA SHERIDAN
Secretary/Treasurer
Meet Boston

ANGELA VAL
Visit Philadelphia

ELLIE WESTMAN CHIN, CDME
Chair
Destination Madison



AWARDS & HONORS

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.

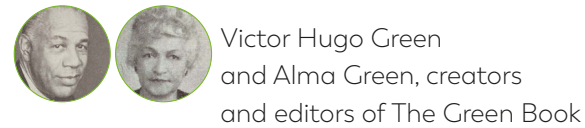
This years Awardee is:



HALL OF FAME

The Hall of Fame started in 2014 during Destinations International's 100th Anniversary, was created to recognize individuals who have changed the future of destination marketing and management for the better. These individuals have made significant contributions to the advancement of the industry and shaped travel marketing and management. This year's honorees include:

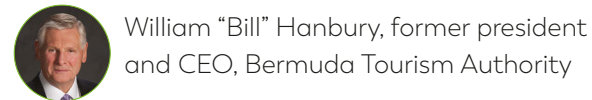
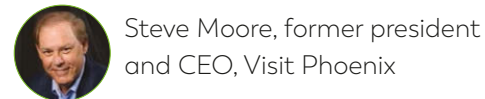
• Industry Contributor:



• Development Era:



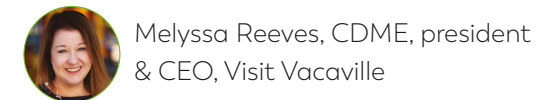
• Modern Era:



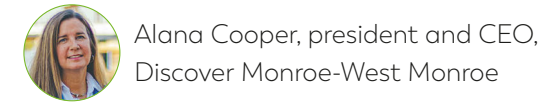
DESTINATION ORGANIZATION LEADERSHIP AWARD

The Destination Organization Leadership Award was created in 2017 and is amongst the association's most prestigious honors, recognizing those outstanding individuals who, through their exceptional work and achievements, have made a significant impact on the destination organization industry as well as a profound difference in the communities they serve. This year's awardees include:

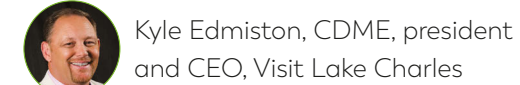
• Less than \$1M:



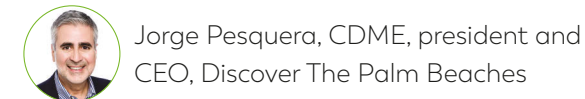
• \$1-3M:



• \$3-10M:



• \$10M and above:



DESTINATION ORGANIZATION AWARD FOR GLOBAL IMPACT

The Destination Organization Award for Global Impact is a brand-new award that has been created to recognize specifically those outstanding destination organizations who have through their exceptional service and innovation in their location or national communities, made a significant impact on the global destination industry. This year's recipient is: Destination Greater Victoria, Victoria, British Columbia, Canada



DESTINATIONS INTERNATIONAL'S GLOBAL AMBASSADOR AWARD

The Destinations International's Global Ambassador Award celebrates professionals in destination management who have demonstrated exceptional leadership and innovation on the global stage. Presented annually at IMEX Frankfurt, this prestigious recognition is bestowed upon individuals within Destinations International's global community who have not only transformed their destinations but have also significantly impacted their organizations and the travel and tourism industry at large.

• Awardee:



NOTEWORTHY 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. We set industry standards through Destination Organization Performance Reporting, Compensation and Benefits Study, and Standard Performance Reporting studies. We identify trends and opportunities through our DestinationNEXT Futures Study, as well as current threats through studies like our Travel Bans and Boycott studies. We build foundations for tools such as the Event Impact Calculator, the DestinationNEXT Assessment & Planning Tool and the Social Impact Assessment Tool.

DESTINATION PROMOTION: A CATALYST FOR COMMUNITY VITALITY: Funded by the DI Foundation, the project will produce a comprehensive research report focused on Canada and the United States that documents the potential full impact of a destination organization's activities - going beyond the direct impact on hospitality businesses and related taxes collected. This report will evaluate the effect of adding destination promotion to community investment to create direct and indirect benefits that extend to the whole community. This report will become the centerpiece of explaining destination promotion as a catalyst for community vitality. This is an update and expansion of the 2014 report Destination Promotion: An Engine of Economic Development and will be fully released in 2024.

DI/TIAC-AITC CANADIAN VISITOR BASED ASSESSMENT STUDY: Tailored to the Canadian landscape, this study delved into the intricacies of Visitor-Based Assessments (VBAs) and their crucial role in funding destination organizations. It highlighted how VBAs are instrumental in fostering sustainable growth and investment in various Canadian destinations, providing a Canadian model and policies to address the need for support of destination promotion. As part of this effort, a Canadian VBS Toolkit will be released in the first half of 2024.

DESTINATIONS INTERNATIONAL DESTINATIONNEXT FUTURE STUDY 2023: This landmark DI Foundation funded study, offered an extensive global analysis and strategic direction for destination organizations. Addressing the complexities and dynamic changes in the post-COVID era, the report focused on how destination organizations can reinforce their community ties. The study provided actionable insights on embracing technological advancements, societal shifts, and cultural transformations, helping destination organizations position themselves as community development and innovation leaders.

SMALL DESTINATION ORGANIZATION SCHOLARSHIP PROGRAM: In 2023, the DI Foundation was pleased to launch two pilot scholarship programs. The first was created to help leaders of small destination organizations (defined as members with an operating budget of \$3 million or less) attend DI events and support their CDME journey. 19 scholarships were awarded. The second program was created to help leaders of "global" destination organizations (defined as members or potential members outside of Canada or the United States) attend the CEO Summit or Annual Meeting. 13 scholarships were awarded. The success of this pilot and the fundraising efforts of the DI Foundation led to the program becoming permanent and expanding its reach.

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 such as the 2022 EDI report released in 2023 and the EDI Impact Assessment Tool. 2023 also saw the groundwork that will lead to the evolution and expansion of the EDI strategy to a Social Inclusion Strategy to be released in early 2024.

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 in 2022 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. We were thrilled to award five deserving students in 2023. Four of the five students were able to join us in Dallas for Annual Convention giving them opportunities to learn from and network industry leaders and peers.

30 UNDER 30 PROGRAM: Work continues to enrich this year-round professional development program with more engagement and opportunity for these emerging leaders. The 2023 class of 30 Under 30 included participants from Asai, Canada, Europe, Latin America and the United States. 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 Challenge while in attendance at Annual Convention in Dallas, and participation on several industry panel discussions at various events throughout the year.

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 donations in her name should be made to the Destinations International Anne Daly Heller USAE 30 Under 30 Scholars Fund established in 2021. The scholars fund is intended to provide exceptional continuing educational opportunities for participants of each year's class of Destination International's 30 Under 30 honorees. The program was seeded by a \$100,000 donation by Annes' husband, Ross Heller and supplemented by his annual 2023 \$15,000 donation along with donations from other individuals and organizations.

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DESTINATIONS
INTERNATIONAL