



**DESTINATIONS**  
INTERNATIONAL



2024

# PARTNER DIRECTORY

## A LETTER FROM OUR CEO

Dear Members and Industry Colleagues,

In the ever-changing landscape of today's world, it is of paramount importance to stay well-informed about those capable of offering vital resources, innovative insights, products, and services that can support your endeavors.

Throughout our journey at Destinations International, we have had the privilege of working with dedicated partners who play a crucial role in educating, empowering, and enabling destinations to fulfill their missions, resulting in positive outcomes worldwide.

We want to express our heartfelt gratitude and appreciation to all our partners for their daily contributions. We invite you to explore this comprehensive partner directory with your team, a valuable resource that can help propel your destination forward.

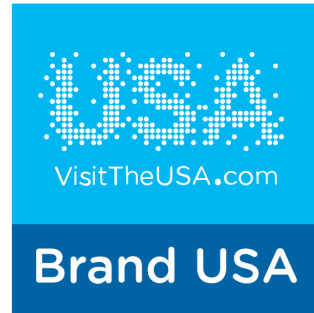


**Don Welsh**  
President & CEO, Destinations International



Learn more about our incredible partners in this directory by visiting  
[destinationsInternational.org/partner-directory](https://destinationsInternational.org/partner-directory)

## PINNACLE PARTNERS



**Brand USA** is the United States' destination marketing organization with a mission to fuel the U.S. economy by increasing international visitation. Our award-winning, multi-platform storytelling approach showcases the diversity of people, places, and experiences available to global travelers.

[destinationsinternational.org/partners/brand-usa](https://destinationsinternational.org/partners/brand-usa)



**Miles Partnership** markets destinations and hospitality businesses by working with state tourism offices, convention and visitors bureaus, hotels and other organizations in the tourism industry to create forward-thinking digital and print content marketing solutions.

[destinationsinternational.org/partners/miles](https://destinationsinternational.org/partners/miles)



**Simpleview** is a worldwide leading provider of CRM, CMS, website design, digital marketing services, and data insights for convention bureaus, venues, tourism boards, destination organizations, and attractions. The company employs staff across the globe, serving clients of all sizes, including small towns, world capitals, top meeting destinations, and countries across multiple continents.

[destinationsinternational.org/partners/simpleview](https://destinationsinternational.org/partners/simpleview)



**Tourism Economics** is the leading global provider of economic impact studies, policy analysis, market forecasts, and international travel data. Tourism Economics' team of specialized economists works with destinations and corporations around the world to quantify market opportunities, measure performance, and inform public policy decisions.

## PREMIER PARTNERS



**Arrivalist** is the leading location intelligence platform in the travel industry. The company uses mobile location datasets to provide actionable insights on consumer behavior, competitive share, media effectiveness, and market trends.  
[destinationsinternational.org/partners/arrivalist](https://destinationsinternational.org/partners/arrivalist)



**Connect** is where business gets done. We are the senior leader in the meetings, travel and tourism industry, providing successful marketing solutions to a wide variety of clients for four decades. Increase group and business travel by advertising in our award-winning magazines and online where we target the association, corporate, specialty, faith and sports planning markets.  
[destinationsinternational.org/partners/connect](https://destinationsinternational.org/partners/connect)



**Digital Edge** truly gets it and takes meetings marketing to the next level. For over ten years – and with more than 100 years of destination organization and hotel sales expertise – they have created edgier solutions for destination organizations exclusively and partner with some of the coolest destinations in the country along the way. Digital Edge's in-house team of sales veterans, marketing professionals, media experts, designers, visionaries and meetings focused writers take an untouchable approach to telling the 'group side' of a destination's story.  
[destinationsinternational.org/partners/digital-edge](https://destinationsinternational.org/partners/digital-edge)



**Expedia Group Media Solutions** is a global travel advertising platform that connects marketers with hundreds of millions of travelers across the Expedia Group brands. With exclusive access to 70 petabytes of Expedia Group traveler search and booking data points, Expedia offers a suite of solutions including display, sponsored listings, audience extension, co-op campaigns and custom creative campaigns – all designed to add value to travel shoppers and deliver on the objectives of our advertising partners.  
[destinationsinternational.org/partners/expedia-group-media-solutions](https://destinationsinternational.org/partners/expedia-group-media-solutions)



**Fired-Up! Culture**'s mission is to equip and build leadership capacity through talent management-focused consulting services that provide relevant and timely resources for their clients. Fired-Up's commitment to excellence supports a focused and intentional investment in the people and systems of these organizations to achieve breakthrough results.  
[destinationsinternational.org/partners/fired-culture](https://destinationsinternational.org/partners/fired-culture)

## PREMIER PARTNERS



**IMEX** operates two market-leading, annual trade shows for the meetings, events and incentive travel market globally. These shows showcase the changing landscape of the business events industry around the world. Innovation, discovery, exploration, transformation, and strong business value are all on the menu, and constantly evolving to reflect a rapidly transforming global marketplace.

[destinationsinternational.org/partners/imex-group](https://destinationsinternational.org/partners/imex-group)



**Longwoods International** is a full-service market research consultancy, established in 1978. As partners to over 150 leading destinations and brands in the tourism industry, Longwoods International is focused on working with clients to meet their research needs and objectives through groundbreaking research, thought-leading insights, and excellent counsel and service. Longwoods International specializes in visitor profile, return on investment, brand and destination image, Halo Effect, resident sentiment, and custom qualitative and quantitative research.

[destinationsinternational.org/partners/longwoods](https://destinationsinternational.org/partners/longwoods)



**Madden** is a full-service destination marketing agency using innovative, technology-driven strategies to provide solutions for our partners. Madden's team impacts the growth of communities by creating personalized, immersive campaigns that connect people to places.

[destinationsinternational.org/partners/madden-media](https://destinationsinternational.org/partners/madden-media)



**MMGY Global** is the world's leading integrated marketing company specializing in the travel, tourism and hospitality industries. At MMGY Global, inspiring people to go places is more than just a line - it is at the core of everything it does. From telling stories that inspire consumers to travel to providing opportunities that empower their staff to grow, this mantra is driven by the mission and values they share across all its agencies and offices. Promoting and advocating for an equitable industry that generates opportunities and economic vitality for all individuals in the communities it serves is an important part of what they do across their global brands and is the cornerstone of their values and inclusive mission statements.

[destinationsinternational.org/partners/mmggy-global](https://destinationsinternational.org/partners/mmggy-global)



**SearchWide Global** is a full-service executive search firm primarily for companies in the travel, tourism, hospitality, convention, trade association, venue management and experiential marketing industries. The firm specializes in C-Level and Director level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies and associations. SearchWide Global is also the proud founding partner of Destinations International 30 under 30 program and the founder of Tourism Diversity Matters.

[destinationsinternational.org/partners/searchwide-global](https://destinationsinternational.org/partners/searchwide-global)

## PREMIER PARTNERS



**STR** provides premium data benchmarking, analytics and marketplace insights for the global hospitality industry. Founded in 1985, STR maintains a presence in 15 countries. STR was acquired in October 2019 by CoStar Group, Inc. (NASDAQ: CSGP), the leading provider of commercial real estate information, analytics and online marketplaces.

[destinationsinternational.org/partners/str](https://destinationsinternational.org/partners/str)



**Tempest** is a multifaceted agency and destination organization advocate that strengthens communities through the innovation and activation of web, marketing, and cloud software solutions. At Tempest we believe our clients deserve cutting edge solutions that are customized to their unique needs. Relentless in our creative pursuits, we are developing brands that move beyond ordinary to become extraordinary.

[destinationsinternational.org/partners/tempest](https://destinationsinternational.org/partners/tempest)



**Tripadvisor** is the world's largest and most preferred travel guidance platform, helping hundreds of millions of people each month become better travelers. Consumers around the globe turn to Tripadvisor at every stage of the trip planning journey - from dreaming, to booking, to sharing their experiences. Available in 190 countries and 22 languages, Tripadvisor provides more than 1 billion reviews of nearly 8 million accommodation, restaurant, experiences, airline, and cruise businesses around the globe.

[destinationsinternational.org/partners/tripadvisor](https://destinationsinternational.org/partners/tripadvisor)



**Zartico**'s mission is to provide the clearest perspective of the visitor economy. As the world's first Destination Operating System, Zartico combines science, technology and domain expertise to positively impact the tourism and visitor economy. By harnessing the power of proprietary data streams, Zartico answers the "why". With over fifty years of destination and travel experience, Zartico is uniquely positioned to lead the transformation from global destination marketing to global destination leadership.

[destinationsinternational.org/partners/zartico](https://destinationsinternational.org/partners/zartico)

# PRINCIPLE PARTNERS

## amadeus

**Amadeus technology** powers the global travel and tourism industry. From airlines to search engines, travel agencies to hotels, the world's top travel brands rely on Amadeus to help create exceptional traveler experiences.

[destinationsinternational.org/partners/amadeus](https://destinationsinternational.org/partners/amadeus)



**ASM Global** is the world's leading venue management company and producer of live event experiences. With over 350+ premier venues spanning worldwide, we operate and invest in the world's most important stadiums, arenas, convention centers, and theaters, including entertainment districts and mixed-use developments.

[destinationsinternational.org/partners/asm-global](https://destinationsinternational.org/partners/asm-global)



**Bandwango's** signature product, the Destination Experience Engine (DXE), enables clients to curate free and paid experiences into passports, trails and marketplaces designed to deliver the best tickets, tours and savings.

[destinationsinternational.org/partners/bandwango](https://destinationsinternational.org/partners/bandwango)



CFO by design

**CFO by design** is a full-service executive support firm providing the foundation and accountability needed to build strong organizations. They strengthen financial and organizational practices by providing solutions to establish a solid operational foundation, community alignment and accountability to stakeholders.

[destinationsinternational.org/partners/cfo-design](https://destinationsinternational.org/partners/cfo-design)



**Clarity Of Place** is a woman-minority owned advisory services firm that demonstrates destination relevancy in the context of the entire community using proof points the community relates to and understands.

[destinationsinternational.org/partners/clarity-place](https://destinationsinternational.org/partners/clarity-place)



## PRINCIPLE PARTNERS



**CLIA** is the world's largest cruise industry trade association, providing a unified voice and leading authority of the global cruise community. CLIA supports policies and practices that foster a secure, healthy, and sustainable cruise ship environment.  
[destinationsinternational.org/partners/clia](https://destinationsinternational.org/partners/clia)



**ClickTripz** is the world's largest contextual travel network connecting global advertisers to one hundred million qualified travel intenders each month from over two hundred publishers based on first-party data. We specialize in building innovative software solutions that amplify the online voices of destinations, suppliers, content publishers, and online travel agencies.  
[destinationsinternational.org/partners/clicktripz](https://destinationsinternational.org/partners/clicktripz)



**CVENT** offers software solutions to event planners and marketers for online registration, venue selection, event management and marketing, virtual, hybrid, and on-site solutions, and attendee engagement.  
[destinationsinternational.org/partners/cvent](https://destinationsinternational.org/partners/cvent)



**Future Partners** is a creative insights firm shaping winning strategies for travel, tourism, and hospitality leaders. As a team of market researchers working with more than 250 brands worldwide over the last two decades, Future Partners focuses on working with destination management organizations, travel brands, and tourism industry partners, from hotels and attractions to airlines.  
[destinationsinternational.org/partners/future-partners](https://destinationsinternational.org/partners/future-partners)



**Groups360's** tech solution, GroupSync, is the first-ever distribution channel to offer online booking for both hotel rooms and meeting space. With over 200,000 properties already in its marketplace and nearly 7,000 ready for instant booking, GroupSync empowers travel planners and hoteliers to book groups while significantly reducing the effort and time it takes to do so.  
[destinationsinternational.org/partners/groups360](https://destinationsinternational.org/partners/groups360)

## PRINCIPLE PARTNERS



**JLL's** Tourism & Destination Advisory practice specializes in representing the destination organization. They have delivered customized solutions for more than 100 destinations, cities, regions, states and countries - partnering to attract visitors, convention delegates, improve the overall tourism landscape and ultimately make clients' destinations more competitive.  
[destinationsinternational.org/partners/jll](https://destinationsinternational.org/partners/jll)



**MMGY NextFactor** is an industry-leading consulting firm specializing in travel and tourism. They provide intelligence, insight, and inspiration leaders require to make a meaningful, sustainable, and equitable difference in their communities.  
[destinationsinternational.org/partners/mmg-nextfactor](https://destinationsinternational.org/partners/mmg-nextfactor)



**OVG360** has one simple goal – to provide venues with customized services that produce results. With 240+ diverse venues that includes 60 Convention Centers, and provides an array of services, resources, and expertise designed to elevate every aspect of the event or meeting experience for our clients, attendees, patrons, and communities we serve.  
[destinationsinternational.org/partners/oak-view-group-360](https://destinationsinternational.org/partners/oak-view-group-360)



**Paradise** is an award-winning team of marketing experts with a proven ability for delivering innovative marketing strategies that drive brand loyalty and business growth. The agency's data-led approach enables clients to align their sales + marketing efforts for long-term, attributable results for brands and businesses, and communities and economies. With more than 450 awards since its inception in 2002, Paradise was recently recognized with four Adrian Awards and the highest honor of a President's Award at the 2021 Hospitality Sales and Marketing Association International (HSMAI) event.  
[destinationsinternational.org/partners/paradise-advertising](https://destinationsinternational.org/partners/paradise-advertising)



**The Sojern** Travel Marketing Platform helps destination marketers reach and inspire travelers throughout their planning journey across digital channels. With unmatched visibility into travel demand and market insights, Sojern builds audiences to find the right travelers for your destination and demonstrate economic impact.  
[destinationsinternational.org/partners/sojern](https://destinationsinternational.org/partners/sojern)



# CORPORATE PARTNERS

PARTNER DIRECTORY



# INDUSTRY PARTNERS

# MEDIA PARTNERS





## DESTINATION TOOLS & EXCLUSIVE OFFERS FOR MEMBERS

Destinations International offers a suite of **destination tools** built on best practices, insights, and research. They are designed to raise the effectiveness of destination organizations, increase your relevancy within your communities, raise the level of professionalism and provide actionable best practices and strategies for **sustainable success**. Our tools include:

### EVENT IMPACT CALCULATOR

An industry standard for measuring how events impact a destination, offering customized modules for meetings, sports, festivals and cultural events, and local and public events.

[destinationsinternational.org/event-impact-calculator](https://destinationsinternational.org/event-impact-calculator)

### DMAP

Destination Marketing Accreditation Program defines quality and performance standards for destination organizations.

[destinationsinternational.org/destination-marketing-accreditation-program-dmap](https://destinationsinternational.org/destination-marketing-accreditation-program-dmap)

### DESTINATIONNEXT

The assessment tool helps destination organizations understand their place within their local community and the futures study provides practical actions and strategies for sustainable success in a dramatically changing world.

[destinationsinternational.org/destination-assessments-and-planning-dnext](https://destinationsinternational.org/destination-assessments-and-planning-dnext)

### SOCIAL IMPACT ASSESSMENT TOOL

A resource for destination organizations to create intentional EDI goals and track progress in the workplace and the community through data-driven metrics.

[destinationsinternational.org/equity-diversity-inclusion/assessment-tool](https://destinationsinternational.org/equity-diversity-inclusion/assessment-tool)

### PERFORMANCE REPORTING PLATFORMS

- **Compensation and Benefits** - Input current salary and benefits structure and compare practices with peer destinations across your country.  
[destinationsinternational.org/compensation-benefits-reporting-platform](https://destinationsinternational.org/compensation-benefits-reporting-platform)
- **Destination Organization Performance Reporting** - The Destination Organization Performance Reporting platform (formerly the Organization & Finance Profile Study) allows destination organization members of Destinations International to view and analyze structures, practices, trends and developments in key areas of interest for the industry.  
[destinationsinternational.org/destination-organization-performance-reporting](https://destinationsinternational.org/destination-organization-performance-reporting)

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

Gallagher is a Global Insurance Brokerage and Risk Advisory Firm with over 90 office in the US and in more than 150 countries worldwide. Gallagher's team of experts is dedicated to delivering tailored coverage and cutting-edge risk management solutions that meet and anticipate the needs of their commercial and personal clients. Gallagher has partnered with Destinations International for event cancelation coverage and risk management policy options to protect destination organizations of all sizes. For more information, visit [destinationsinternational.org/featured-partner-products-tools](https://destinationsinternational.org/featured-partner-products-tools)



### THE MEETINGS INFORMATION NETWORK (MINT +)

Their 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. Contact [info@mintplus.org](mailto:info@mintplus.org).



### LONGWOODS INTERNATIONAL

A leading tourism market research firm and longtime Destinations international partner. CBs 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. Contact [info@longwoods-intl.com](mailto:info@longwoods-intl.com).



### 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. Contact: Zeek Coleman, Vice President, Americas | Tourism Economics [zcoleman@oxfordeconomics.com](mailto:zcoleman@oxfordeconomics.com)



### TRAVELABILITY

Travelability is an organization working within the travel industry to improve the travel experience for people with disabilities and is a resource for disabled travelers to find information to make their travel planning easier. Travelability, the leading conference and media company dedicated to making travel easier and more enjoyable for people with disabilities and the aging population, has partnered with Destinations International, to help scale accessibility and inclusion in the travel industry. The Accessibility Playbook will be available for purchase online at the Destinations International website. To learn more about this partnership or the Accessibility Playbook, contact Sophia Hyder Hock, Chief Inclusion Officer at [shyderhock@destinationsinternational.org](mailto:shyderhock@destinationsinternational.org), or Jake Steinman, founder and CEO of Travelability at [jake@travelability.net](mailto:jake@travelability.net).



# PARTNER SERVICES AT A GLANCE

## ADVERTISING AGENCY

AJR Media  
Carvertise  
ClickTripz  
Digital Edge  
InflightFlix  
Madden  
Miles  
MMGY  
Paradise Advertising  
Relic  
Sojern

## AIRLINE PARTNERSHIPS

Air Canada  
InflightFlix

## BUDGET/FINANCE PLANNING

CFO by design  
Gallagher

## BUSINESS DEVELOPMENT/FEASIBILITY STUDIES

Hunden Partners  
JLL

## COMMUNITY INPUT MANAGEMENT

Clarity of Place  
MMGY Nextfactor

## CONSULTING - MARKETING/BRANDING

Brand USA  
Destination Think  
Longwoods International  
Miles Partnership  
MMGY  
Wander

## CONSULTING - ORGANIZATIONAL MANAGEMENT

CFO by design  
Clarity of Place  
DMOproz  
FiredUp Culture  
Gallagher  
Searchwide Global

## CONSULTING - SPORT SERVICES

NFL  
SportsETA

## CONSULTING - STRATEGIC PLANNING

Clarity of Place  
DMOproz  
FiredUp Culture

Hunden Partners  
JLL  
MMGY Nextfactor  
STR

## CRM

Simpleview  
Tempest

## DATA DRIVEN SOLUTIONS

Adara  
Amadeus  
Arrivalist  
Bandwango  
Destination Think  
Epsilon  
Future Partners  
Groups360  
Longwoods International  
MINT+  
Placer.ai  
Sojern  
STR  
Tourism Economics  
VISA  
Zartico

## DIGITAL MARKETING STRATEGY

AJR Media  
Bandwango  
ClickTripz  
Digital Edge  
Envisionit  
Epsilon  
Madden Media  
Miles Partnership  
Nativo  
Simpleview  
Sojern  
Tempest  
Tripadvisor  
TrueOmni

## DESTINATION ADVOCACY

DMOproz  
Hunden Partners  
JLL

## DISPLAY GRAPHICS

Bandwango  
Carvertise  
Crowdriff  
Expedia Media Group Solutions  
LS Direct  
Tripadvisor

## EDI SPECIALIST

IGLTA  
Tourism Cares  
Travelability  
Wheel the World

## EDUCATION/TRAINING

FiredUp Culture  
International Association of Exhibitions & Events | IAEE

## EXECUTIVE SEARCH FIRM

Searchwide Global

## EXHIBITION ORGANIZERS

ASM Global  
Groups 360  
International Association of Exhibitions & Events | IAEE  
Maritz Global Events  
OVG360

## FACILITIES MANAGEMENT

ASM Global  
OVG360

## FINANCIAL SERVICES

Gallagher  
CFO by design  
Civitas

## INDUSTRY ASSOCIATION

ASAE  
Brand USA  
CLIA  
International Association of Exhibitions & Events | IAEE

IGLTA  
IMEX  
MPI  
NFL  
PCMA  
SITE  
Tourism Cares  
US Travel Association

## INTERACTIVE MARKETING/SOCIAL MEDIA

ClickTripz  
Crowdriff  
Digital Edge  
LS Direct  
Pandora/SXM Media  
Sparkloft Media  
TrueOmni  
Wander

## LEAD GENERATION

Cvent  
Connect  
Groups360  
IMEX  
MINT+

**MARKET RESEARCH**

Longwoods International  
STR  
Tourism Economics  
VISA  
Zartico

**MEDIA PUBLISHING/BUYING/PLANNING**

Adara  
AJR Media  
Carvertise  
Envisionit  
Expedia Group Media Solutions  
LS Direct  
Madden  
Miles Partnership  
MMGY  
Nativo  
Paradise  
Relic  
Travelability

**MEETING/EVENT MANAGEMENT**

Cvent  
Connect  
Groups360  
IMEX  
Maritz Global Events  
MINT+  
OVG360

**ONLINE BOOKING PLATFORM**

Expedia Group Media Solutions  
Tripadvisor

**OPERATING BUSINESS IMPROVEMENT DISTRICTS**

Civitas

**PODCAST DEVELOPMENT**

Pandora/SXM Media  
Relic

**PUBLIC RELATIONS/COMMUNICATIONS**

MMGY  
Paradise Advertising

**RESERVATION SYSTEMS/BOOKING ENGINE**

True Omni

**SEM/SEO**

Sparkloft Media

**TRANSPORTATION**

Air Canada

**TRAVEL INDUSTRY INTELLIGENCE**

Amadeus  
Arrivalist  
Brand USA

Civitas  
CLIA  
Epsilon  
Future Partners  
Placer.ai  
STR  
Tourism Economics  
Travelability  
VISA  
Zartico

**VIDEO/DIGITAL MEDIA**

Adara  
Crowdriff  
InflightFlix  
Sparkloft Media  
Wander

**WEB DESIGN**

Simpleview  
Tempest





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