



DESTINATIONS
INTERNATIONAL

2024-2025

MEMBERSHIP GUIDE

FOR SMALL DESTINATION ORGANIZATIONS

OXNARD, CA

NEW WESTMINSTER, BC

GLENWOOD, CO



I am thrilled to extend a warm welcome to each and every one of you to what promises to be an exceptionally exciting year at Destinations International. With our steadfast commitment to innovation, collaboration, and progress, I am confident that together, we will achieve remarkable milestones and make profound impacts in the realm of tourism and hospitality. Whether you are joining us for the first time or are a seasoned member of our community, your engagement is vital as we propel forward.

This year, our focus will be on fostering deeper connections within our network, amplifying the voices of our members, and championing initiatives that propel the tourism industry forward. We have a series of dynamic conferences, workshops, groundbreaking research and advocacy efforts lined up. These activities are designed to empower you to thrive in an ever-evolving landscape, providing the tools and insights needed to excel.

Here's to an extraordinary year ahead, where growth, prosperity, and impactful collaborations await us! We are excited to embark on this journey with you as we seize this opportunity to innovate and influence the future of destination organizations globally. Your choice to be part of our vibrant community is deeply appreciated. Together, let's inspire the world to explore and appreciate the diverse and stunning destinations we represent. Thank you for your commitment, and welcome to what promises to be a truly remarkable year at Destinations International.

— DON WELSH
President & CEO,
Destinations International



CENTRAL
MASSACHUSETTS

WHAT WE DO




DESTINATIONS INTERNATIONAL (DI)

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

As the world's premier association devoted to enhancing the performance and impact of destination organizations, Destinations International is steadfast in our commitment to driving the success and influence of our industry.

OUR CORE PILLARS:

-  Community
-  Advocacy & Research
-  Professional Development
-  Destination Tools

EXCLUSIVE BENEFITS FOR SMALL DESTINATION ORGANIZATIONS

Defined as organizations with an annual operating budget of \$3M or less



DI Foundation scholarship program to attend in-person events or participate in CDME



Tiered membership pricing based on organizational budget



Tiered pricing for many tools and products



20% discount on Professional in Destination Management online courses



Small DMO sub-committee is a dedicated forum to share ideas and network with peers



Education designed specifically for small DMO professionals at in-person events and within industry webinars



Special identification at in-person events



Virtual coffee chats for small destination organization staff

COMMUNITY

Small destinations make up nearly 70% of Destinations International's membership, underscoring their vital role in the association. These smaller destinations, often characterized by their unique local charm and regional appeal, play a pivotal role in the association's community. Destinations International provides support and resources to help them thrive, fostering inclusivity and advancing the success of destinations worldwide.

ADDITIONAL MEMBERSHIPS



SPORTING COMMISSIONS / SPORTING ORGANIZATIONS

Sporting events boost local economies. Do you want to leverage collective resources and expertise in promoting sports events as tourist attractions? Being part of our association provides access to research and professional development for staff working in sports tourism.



INDIGENOUS TRIBAL COUNCILS AND BANDS

Destinations International connects indigenous tribal councils or bands with networking opportunities, allowing them to collaborate with other tourism professionals and share knowledge. Access to resources and training tailored to the needs of members further assists tribes in developing sustainable tourism businesses while respecting their cultural heritage and environmental concerns.



EDUCATIONAL INSTITUTIONS

Educators can gain access to resources and networking opportunities that can enrich their curriculum with real-world insights. The tools at Destinations International allow institutions the ability to stay updated on industry trends and best practices, ensuring their teaching remains relevant and impactful. Additionally, a membership can foster collaborations with professionals and organizations, facilitating experiential learning opportunities for their students.



"As a small destination organization, you carry a powerful voice within the Destinations International membership. The decision to move forward with membership results in access to valuable networking opportunities and the ability to collaborate and share resources with other industry professionals despite your limited staffing. You will gain access to support and promotional tools that can significantly enhance the organization's visibility without requiring extensive financial investment and enjoy access to training and educational resources, helping your staff develop crucial skills and knowledge efficiently."

— AMELIA LINCOLN
Membership Manager



COMMUNITY RESOURCES

Member benefits extend to ALL employees of the destination organization.



NEWLY REVAMPED ONLINE COMMUNITY

Connect with your small destination peers in a dedicated online community group.



INDUSTRY UPDATES

Access to member newsletters, executive updates, blog posts and critical thought leadership.



INDUSTRY DIRECTORY

Search for your peers by region, destination, or job vertical.



COMMITTEE ENGAGEMENT

Collaborate with peers and association staff to develop resources vital for the success of destination organizations.



SPEAKER DIRECTORY

Source speakers and industry thought leaders for your virtual and in-person events.



JOB DESCRIPTION LIBRARY

Browse a full collection of destination organization job descriptions.



RFP PORTAL

Post relevant RFPs (requests for proposals) and connect with our large community of business partners.



SMALL DESTINATION
MEMBERSHIP BREAKDOWN
BY BUDGET SIZE*



- < \$150,000 (7%)
- \$150,001 – \$250,000 (3%)
- \$250,001 – \$500,000 (13%)
- \$500,001 – \$1,000,000 (32%)
- \$1,000,001 – \$2,000,000 (33%)
- \$2,000,001 – \$3,000,000 (12%)

*in USD

MEMBERSHIP ENGAGEMENT OPPORTUNITIES



MEMBERSHIP REFERRAL PROGRAM – Third party validation is critical to any organization’s success. Members that refer Destinations International to a non-member organization are eligible for great perks and benefits.



EVENT AMBASSADOR PROGRAM – The first-time attendee experience can be nerve racking. Our Event Ambassador program matches first-time attendees with an experienced event veteran who can open doors with other members and partners, offer insight on valuable education opportunities and (most of all!) offer a familiar face in the crowd.



MENTORSHIP PROGRAM – A unique online networking and career development tool that helps you find, connect, and share experiences with members from around the world.



DISCIPLINE-ORIENTED CHECKLISTS – The discipline-oriented checklists ensure that professionals in specific job disciplines can fully utilize the resources within their field.

SPECIAL PROGRAMS



CANADIAN DESTINATION LEADERSHIP COUNCIL – In partnership with Tourism Industry Association of Canada (TIAC), the council coordinates on key industry issues including advocacy, resourcing, policy, and marketing.



EUROPEAN PATHFINDERS PROGRAMME - Representing 28 European destination leaders, the Pathfinders serve as an advisory group to identify key opportunities creating value for European destination organizations.



LATIN AMERICA (LATAM) - In partnership with the CVB Association of Latin America, our growing membership base works to support advocacy and professional development programs for Latin American organizations.

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 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.



Here you will find a snapshot of our top advocacy and research resources. These are just a few of the many resources available. To learn more about our advocacy research and tools, visit our website at <https://destinationsinternational.org/advocacy>.

24
25

DI is continually committed to providing new resources to our members in the area of advocacy and research. Continue to check back to the advocacy landing page for new resources coming in 2024 and 2025. (<https://destinationsinternational.org/advocacy>)

TOP ADVOCACY & RESEARCH RESOURCES



DESTINATION PROMOTION: A CATALYST FOR COMMUNITY VITALITY REPORT

Using in-depth examples from ten North American destinations, this new research reveals how investing in destination promotion acts as a catalyst for broader economic development, improved quality of life, and a stronger sense of place.



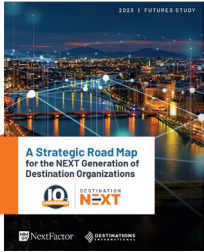
ANNUAL TOURISM LEXICONS

Help organizations communicate their value in ways stakeholders and elected officials understand.



2024 STRATEGIC PRIORITIES

These priorities represent major industry and global matters facing our members and guide our programming for industry events, inform our research initiatives, and frame our industry partnerships and product development.



DESTINATION NEXT FUTURES STUDY

The 2023 bi-annual DI 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.

BUSINESS EVENTS

Business events are crucial to destinations and local economies, generating over a trillion dollars in direct spending worldwide. These events drive significant revenue and stimulate growth across various sectors. By attracting global visitors, they boost local employment and enhance the destination's profile, fostering long-term economic benefits and development opportunities for local communities and the events they host. Learn more at <https://destinationsinternational.org/meetings>.



DESTINATION BOOKING AGREEMENT (DBA)

A client agreement document template that is utilized by a CVB/ destination organization when they secure a future meeting or convention.



CONVENTION SALES & SERVICES CHECKLIST

A tool used to educate and onboard new staff members that hold the role of Director of Sales and Services, Director of Business Development, Sales Manager, Services Manager, Sales Coordinator, Services Coordinator or Events Marketing roles.

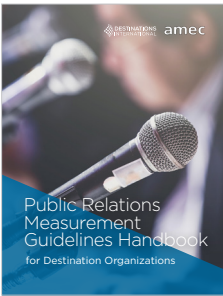


RESOURCE LIBRARY

Browse the full collection of DI resources including research, case studies, and links.



RESIDENT SENTIMENT REPORTS



PUBLIC RELATIONS MEASUREMENT GUIDELINES HANDBOOK FOR DESTINATION ORGANIZATIONS

THE WORK OF A DESTINATION ORGANIZATION



COMMUNITY VITALITY WHEEL

The Community Vitality Wheel illustrates that destination promotion is a catalyst for community vitality that drives what is needed for a community to become that destination where people want to visit, live, work and play.



ARCHITECTS OF ADVOCACY PODCAST

A podcast for advocates in the tourism sector telling stories about tackling the biggest issues in the industry.

DOWNLOAD FOR THE 2024 BUSINESS PLAN

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.



PROFESSIONAL DEVELOPMENT CERTIFICATIONS & CERTIFICATE PROGRAMS

CDME | Certified
Destination
Management
Executive

CERTIFIED DESTINATION MANAGEMENT EXECUTIVE (CDME)

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

PDM | Professional
in Destination
Management

PROFESSIONAL IN DESTINATION MANAGEMENT (PDM)

A certificate program for entry-level team members or those new to the industry. Small destination members receive a 20% discount on the PDM certificate program.

ICC | Intellectual
Capital
Certificate

INTELLECTUAL CAPITAL CERTIFICATE PROGRAM (ICC)

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

PROFESSIONAL DEVELOPMENT RESOURCES



WEBINARS

Hosted by Destinations International staff and partner organizations, our webinars are complimentary to members and can be watched live or on-demand.



BUSINESS EVENTS RESOURCES

Led by the Planner Influencer Board, Large Market Roundtable and Convention Sales & Services Committee, we raise industry awareness about the importance of business events through presentations, partnerships and educational engagement.



VIRTUAL ROUNDTABLES

Our engaging roundtable discussions with member peers are complimentary to members and can be watched live or on-demand.

30UNDER30

30 UNDER 30 PROGRAM

We are committed to investing in and developing future industry leaders that represent a diverse set of backgrounds and perspectives. Each year, 30 individuals under the age of 30 are selected to gain valuable industry networking opportunities and exposure to unparalleled thought leadership. Apply yourself or nominate an emerging leader in your organization for recognition on stage at Annual Convention.

*Powered by the
Destinations International Foundation.*



IN PERSON EVENTS

**ADVOCACY
SUMMIT**

Fall '24

**SOCIAL
INCLUSION
SUMMIT**

Fall '24

**MARKETING &
COMMUNICATIONS
SUMMIT**

Early '25

**CEO
SUMMIT**

Spring '25

Summer '24

**2024 ANNUAL
CONVENTION**

Fall '24

**BUSINESS
OPERATIONS
SUMMIT**

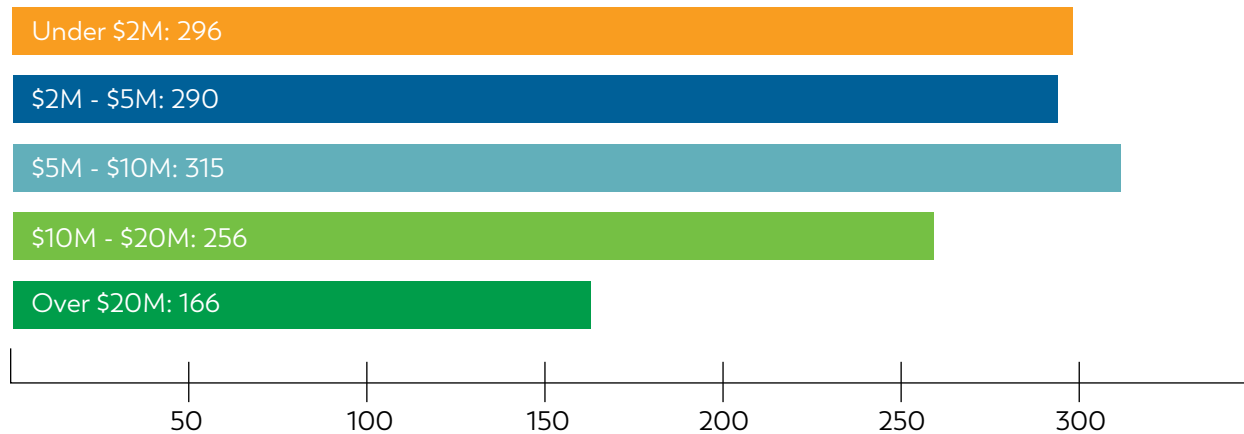
Spring '25

**CONVENTION SALES
& SERVICES
SUMMIT**

Spring '25

**BUSINESS EVENTS
INDUSTRY WEEK**

2023 EVENT ATTENDANCE BY ORGANIZATIONAL BUDGET SIZE



NEW RESOURCES COMING IN 2024



NEW AND IMPROVED ONLINE LEARNING CENTER

Discover a world of knowledge and skill-building with our cutting-edge online learning platform. Experience the flexibility of learning on your own schedule, dive into engaging content, watch interactive videos and engage expert-led tutorials to bring concepts to life.



NEW CERTIFICATE PROGRAMS FOCUSED ON EDUCATING AND SUPPORTING THE DESTINATION WORKFORCE

Fundamentals of Social Inclusion Certificate (to launch mid 2024) designed for members to understand and apply core Social Inclusion concepts in a professional setting.

Business Intelligence Certificate Program (to launch late 2024) to consist of Sales, Services and marketing and communications training as it relates to group business.

DESTINATION TOOLS

DI offers a suite of products built on best practices, insights, and research. We work to raise the effectiveness of destination organizations; increase relevancy among the destination's community; raise the level of professionalism through accreditation; and provide actionable best practices and strategies for the sustainable success of destinations.

OUR TOOLS INCLUDE



EVENT IMPACT CALCULATOR (EIC) – An industry standard that measures the economic value of an event and calculates its return on investment to local taxes. Armed with this information, destination organizations can make the case to policymakers and stakeholders for the ongoing development and growth of the events and meetings sectors.



DMAP (DESTINATION MARKETING ACCREDITATION PROGRAM) – This globally recognized program serves as a visible industry distinction that defines quality and performance standards for destination organizations. Achieving DMAP accreditation positions a destination organization as a valued and respected organization in the community and increases credibility among stakeholders.



DESTINATIONNEXT – The assessment tool 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.



SOCIAL IMPACT ASSESSMENT TOOL - Designed for destination organizations to measure progress toward inclusion goals. Assess workplace dynamics, operations, and policies, vendor selection, community engagement, accessibility, board governance, and destination stewardship efforts.



THE MEETINGS INFORMATION NETWORK (MINT+) – This 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.



DESTINATION ORGANIZATION PERFORMANCE REPORTING – On 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.



COMPENSATION & BENEFITS REPORTING PLATFORM – On a dynamic platform allowing access 24.7, participants are provided a comprehensive review of destination organization's salary and benefits structure. Subscribers to the report are able to compare practices with peer destinations across the country.

FEATURED PARTNER PRODUCTS & TOOLS

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.



SOCIAL INCLUSION

Destinations International believes in the importance of cultivating a tourism industry that represents a wide variety of individuals at every at every professional level. We celebrate the broad range of human differences among us, while also embracing the commonalities we all share.



Travel Santa Ana



SOCIAL INCLUSION RESOURCES

- Social Inclusion Strategic Roadmap
- Social Impact Assessment Tool with complimentary basic access and extended packages for robust analysis
- Social Inclusion lexicon
- Social Inclusion destination and industry studies
- Case studies

Additionally, DI offers a variety of affordable inclusion related services for all destination sizes, tailored to create an impact within the travel industry:

- Organizational Assessments
- Facilitated Dialogues
- Training and Workshops
- Board Diversity



Reel Inspired/Tour Cayuga

VIEW ALL OF OUR SOCIAL INCLUSION RESOURCES

NEW RESOURCES COMING IN 2024



Accessibility
Playbook



Social Inclusion
Interactive Webpage



Foundations of
Inclusive Leadership



Release of Social Inclusion
Implementation Workbook



Joint accessibility
report in partnership
with CityDNA



RELATIONSHIP BETWEEN THE ASSOCIATION AND THE FOUNDATION

The Destinations International association and foundation are two legally distinct organizations which complement each other. The association 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 focuses on tomorrow, innovating new ideas and incubating tools and resources

to improve the impact of tourism around the world. It launches and manages future-facing programs and initiatives, develops next-generation professional development and tools, and fosters short- and long-term cooperative global relationships 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.

FOUNDATION SPECIAL PROJECTS



RESEARCH

The Foundation is the largest funder of our research to develop a better understanding of our industry and the environment we operate in; we are committed to exploration.



SOCIAL INCLUSION

The DI Foundation has continued to support the development and establishment of our Social Inclusion department along with the creation of related research, tools and professional development.



SMALL DESTINATION SCHOLARSHIP PROGRAM – Through the Destinations International Foundation, members with an operating budget of \$3M or less are eligible for a limited number of scholarships to the Annual Convention, CDME and all DI Summits.



HISTORICALLY BLACK COLLEGES & UNIVERSITIES (HBCU) SCHOLARSHIP PROGRAM – Tied to our social inclusion and workforce development efforts, 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 scholarship was created to provide monetary, educational, and professional development support to underrepresented and ethnically diverse students who are seeking a degree in hospitality management or tourism management.

PARTNERS

A very important part of our community includes our strategic partners. 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.

PINNACLE PARTNERS



"I didn't have any industry experience before coming to Simpleview; I feel that Destinations International helped ramp up my learning about important topics and issues that our industry faces. It also provides great networking opportunities that help me connect with industry professionals. For any destination on the fence about becoming a member, I would highly encourage you to join and get your entire team involved in the education and tools offered by Destinations International."

— STACIE WINGFIELD
VP of Marketing, Simpleview

PREMIER PARTNERS



PRINCIPLE PARTNERS



CORPORATE PARTNERS



“I can’t say enough about DI and the people there that support the travel industry. From a vendor perspective, they are always looking at ways to help you engage with destinations around the world. There conferences are well planned and have always been successful for us. I would recommend any company wanting to be involved in the travel industry and to learn what is really important to their customers to become a member.”

— DOUG RALSTON
President, TrueOmni

INDUSTRY PARTNERS



MEDIA PARTNERS



[VIEW OUR BUSINESS MEMBER DIRECTORY](#)

2024-2025 MEMBERSHIP DUES

ORGANIZATION BUDGET	DUES
< US\$150,000	US\$666
US\$150,001 to US\$250,000	US\$999
US\$250,001 to US\$500,000	US\$1,446
US\$500,001 to US\$1,000,000	US\$1,665
US\$1,000,001 to US\$2,000,000	US\$3,319
US\$2,000,001 to US\$3,000,000	US\$4,974
US\$3,000,001 to US\$5,000,000	US\$7,293

For More Information:

GENERAL QUESTIONS

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AMELIA LINCOLN

Membership Manager

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PEYTON GLOVER

Membership Engagement Coordinator

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WHY YOU SHOULD BECOME A DESTINATIONS INTERNATIONAL MEMBER

“Joining Destinations International was a pivotal decision to ensure our organizational success, it has allowed our team access to information, education and programming otherwise unavailable to a small community like us. The community around Destinations International is one of the greatest resources that we need to ensure we utilize it to bring the best ideas to our community.”



MARCUS CARNEY

Executive Director
Visit Yuma

“It may have taken me five years in my role as CEO to listen to my peers and join Destinations International, but I finally did it. Now, I question why it took me so long to commit. For a small destination, it’s certainly an investment. Take it from me though, in just two years I have learned more and made better connections at DI happenings than I have in my first five. You won’t regret it – and neither will your Board.”



CASS HARRINGTON

President & CEO
This is Cooperstown

“As a state DMO association leader, Destinations International has been an invaluable resource and partner. DI keeps me on top of national trends and resources that ensure the success of our member DMOs and the entire industry.”



JULIA HERTEL

Executive Director
Destinations Wisconsin



CARTERSVILLE-BARTOW, CA



NORTHERN ONTARIO

GLENDALE, AZ