

Social Impact Assessment FAQ

Getting Started

What is the Social Impact Assessment Tool?

The Social Impact Assessment Tool is a benchmarking and insights platform designed to help destination organizations measure impact-oriented practices, identify opportunities for growth and track year-over-year progress. It evaluates key dimensions of social impact —such as accessibility, community engagement and workforce —to empower your organization with actionable insights.

Who should use the tool?

The Social Impact Assessment Tool is designed for all destination organizations no matter where they are on their journey.

- **Executive Leaders:** Gain insights to inform board decisions, justify ROI and track organizational performance.
- **Managers and Practitioners:** Drive collaboration across teams, shape responses and present findings for actionable impact.

How do we get started?

- **Returning Participants:** Log in to your existing account to access this year's assessment at <https://si.destinationsinternational.org/>.
- **New Participants:** Request credentials by emailing us at impact@destinationsinternational.org.

Participation and Timing

When can we participate in the Assessment?

Starting in 2025, the Social Impact Assessment is available year-round, allowing you to participate when it best aligns with your organization's priorities. We encourage early participation to contribute to a more robust industry benchmark.

Why is early participation important?

Early participation strengthens the dataset used for benchmarking, ensuring more accurate and meaningful comparisons for all destination organizations. By participating early, you're helping shape industry-wide standards while gaining timely insights to act on.

How long does the Assessment take to complete?

With over 60 questions, the assessment has an optional demographic section, a firmographic section, and seven social impact sections. Time required varies depending on the size of your organization and the depth of collaboration needed across departments. Most organizations complete the assessment in 4 weeks, factoring in internal discussions.

We participated last year, but our responses haven't changed. Do we have to fill out the assessment again this year?

You are welcome to copy your results from the previous year into the current year and make changes as appropriate. Log into the tool and click "Copy Prior Year Data" on the data entry page.

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Does each person on my team need to fill out the Assessment?

The responses to each question are based on a collective destination response. We recommend holding discussions with team members associated with corresponding questions to understand varying perspectives and to come to a consensus on the organizational response. Multiple individuals can update on behalf of the organization, but the best recommendation is to limit to 1 or 2 people.

What is the best way to collect information for the Assessment?

We recommend having a point person in charge of guiding the overall discussion, collecting responses and inputting them into the platform. Leadership staff responsible for driving policies and procedures, HR professionals, and marketing and sales leads in your destination should be a part of the discussion.

Who should be filling out responses on the platform?

This will differ based on destination. Common roles responsible for leading discussions and inputting responses into the platform are: Chief Executive Officer, Executive Director, Chief Operations Officer, or Human Resources. More than one person can enter data into the platform after responses have been discussed and coordinated.

Can we start the survey, stop and then continue?

Yes, you can start the assessment, save your progress and return at a later date.

Can we revise our Assessment responses?

You can only revise Assessment results prior to submitting upon completion. This is to ensure objectivity and data validity.

How does year-over-year benchmarking work?

Each year your destination participates, your results are added to an annual cumulative dataset. This allows you to measure progress over time and compare your performance year-over-year while aligning with updated industry benchmarks.

Results and Benchmarking

What happens after we complete the Assessment?

- Your scores will be “locked in” to ensure data validity.
- You’ll receive immediate access to your Social Impact Index Score.
- You can choose a Basic (Free) or Premium (Paid) results package to unlock additional insights and resources, such as performance metrics across impact dimensions, peer benchmarks for comparisons and actionable recommendations tailored to your results.

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What kind of results will we receive?

Your in-platform results include:

- A Social Impact Index Score and overview of your organization's performance across key impact dimensions.
- Ability to filter and analyze results by firmographic segments (destination region, annual operating budget, number of full-time employees).
- Ability to access a basic or premium scorecard based on package selected.

How do we choose a results package?

Upon completing the assessment, you will be prompted to choose a results package. See "Costs and Results Packages" for more information.

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Costs and Results Packages

Is the Assessment Tool free to use?

The Social Impact Assessment Tool is free to access, and all participants receive a basic results package at no cost. For deeper insights and resources, a Premium Results Package is available for purchase after your assessment is complete.

What does a basic results package include?

A FREE basic results package will include:

- A downloadable scorecard with your results and index results for all questions.
- Ability to apply and export comparisons by destination region, annual operating budget, number of full-time employees, or based on a selection of 5 or more specific peers.

What does a premium results package include?

For \$2,500 a premium package will include:

- A 90-minute consultation with DI's Social Impact team to shape understanding of results and provide recommended next steps.
- Pre-and-post session resources to guide dialogue and decision making.

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How can I upgrade from a basic results package to a premium results package?

Simply go to <https://login.destinationsinternational.org/online-store/merchandise?reload=timezone>. Search for your name to access the online store, and select the "Social Impact" category followed by the Premium Results Package. Watch [this](#) purchase video for more information.

Impact and Value

How does this Assessment benefit my destination organization?

The Social Impact Assessment Tool helps you identify strengths and opportunities for growth, track progress on initiatives over time, build a compelling case for investment in impact-oriented strategies and benchmark your performance to stay competitive and informed.

What is the industry impact of this Assessment?

By participating, your organization contributes to a growing dataset that defines best practices and benchmarks for impact across the tourism industry. Your insights help drive collective progress and establish industry-wide standards for equal and intentional practices.

Data and Privacy

Will our data be public facing or shared with other destination organizations?

Your data is confidential and will not be shared publicly or with other destination organizations.

What is DI's goal with collecting this data and how will it be used?

Data is aggregated to build an industry index. This index becomes a tool for destination organizations to assess their policies and procedures around social impact, as well as develop a roadmap for improvement.

Who will have access to our results?

Only designate users in your organization will have access to results. This can be the same individuals who enter in the data. Results are exportable for the destination to share internally.

What safety measures are put in place to ensure data privacy and protection?

Please refer to our Data Integrity Commitment for further information.

How long will our information be stored before it is deleted?

The platform will not automatically delete your data. The only time data will be deleted is when a destination requests Destinations International to do so.

Support and Resources

What resources are available to help us complete the assessment and interpret our results?

Please reach out to impact@destinationsinternational.org for recommendations, best practice and guidance. If there's something you need but don't see, we'd love to hear from you! You may also refer to the "Support" page when logged into the Assessment Tool.