



# EMPOWERING DESTINATION NETWORK ORGANIZATIONS

NATIONAL | STATE | PROVINCIAL | TERRITORIAL | REGIONAL

Destinations International is the world's largest and most respected resource for destination organizations, convention and visitors bureaus (CVBs) and tourism boards. With more than 8,000 members and partners from over 750 destinations, the association represents a powerful forward-thinking and collaborative global community.

# THE IMPACT OF CO-OP OFFERINGS

Extend member benefits, build capacity and create region-wide value through Destinations International's new co-op offerings

## ► Empowering Destination Networks to Elevate Destination Communities

Destinations International is excited to offer, for the first time, **customizable cooperative opportunities for destination networks** – that is, **state, provincial, territorial, national or regional organizations that represent a group of destination organizations**. These may include tourism offices, coalitions, alliances, associations, government agencies or other coordinating bodies – whether formally structured or not.

These co-op offerings are designed to deliver tangible value to your member destinations. They are flexible and can be tailored to meet your specific goals, funding guidelines and operational models, including options where benefits can be passed directly onto your DMO partners.

How the investment is distributed – fully funded, partially subsidized or bundled – is entirely up to you. Our role is to be a collaborative partner, working with you to design opportunities that build capacity, strengthen community and drive impact across the region you represent.

To participate, the destination network organization must be a current member of Destinations International in good standing.

*Not sure if your organization qualifies? Reach out, we're here to help.*

## ► Extend Membership Benefits to More Destinations

Destination network organizations can broaden access to Destinations International events, research, professional development and tools and services by offering membership benefits to smaller DMOs across their respective regions that may not otherwise be able to participate. This model supports opportunities in professional development and allows more voices to engage in shaping the future of the industry.



## ► SUPPORTED ENTRY MEMBERSHIP PROGRAM

Destinations International (DI), in partnership with national, state, provincial, territorial or regional destination network organizations, is offering a new cooperative membership pathway designed exclusively for destination organizations with annual operating budgets under \$1 million USD.

This opportunity is only available through the membership of destination network organizations, who can sponsor or subsidize access for qualifying DMOs across their region. By facilitating participation, the destination network organizations can ensure that even the smallest destinations have the tools, training and network they need to thrive—regardless of size or budget.

This initiative supports a more inclusive and connected tourism ecosystem, empowering emerging, regional and under-resourced DMOs to participate in the global DI community.

### **Membership Benefits extended to Small Destination Members include:**

- ◆ Access to education and credentials (CDME, PDM).
- ◆ Online Learning Center with real-time and on-demand courses.
- ◆ Access to key industry tools: Event Impact Calculator, DestinationNEXT, DMAP, MINT+ (additional cost applies.)
- ◆ Research, advocacy, and real-time data resources.
- ◆ Discounted member pricing for all DI events.
- ◆ DI Foundation scholarships for events and CDME.
- ◆ Tiered pricing for membership, tools and services.
- ◆ Bundle any combination of certificate courses listed below and receive 20% off when four or more registrations are processed at once.
- ◆ Participation in the Small Destination Task Force.
- ◆ Tailored education at DI events & webinars.
- ◆ Special recognition for small destinations at in-person events.

### **\*Recommended Model:**

Destination network organizations identify eligible DMOs and collaborate with DI to develop a funding or co-op structure that best fits their goals—whether through bundled access, membership subsidies or tiered program participation.



# COMMUNITY ENGAGEMENT & PROFESSIONAL DEVELOPMENT OPPORTUNITIES

## ► Event Participation

One of the most valuable opportunities included is event access to non-member DMOs through the destination network organization's membership. This allows your network to engage with premier Destinations International (DI) events, which are typically exclusive to members. Events offered through the end of the 2025 calendar year include:



### Visitor Services Summit

July 9, 2025  
Chicago, IL



### Annual Convention

July 9 – 11, 2025  
Chicago, IL



### Advocacy Summit

October 21 – 23, 2025  
Sacramento, CA



### Thrive: The Community Vitality Summit

October 28 – 30, 2025  
Jackson, MS



### Business Operations Summit

October 28 – 30, 2025  
Jackson, MS

This benefit provides immediate value and visibility to participating DMOs and supports broader alignment on critical topics like advocacy, social impact and destination operations.

You have the ability to offer member rate registration to destination organization partners for DI events and can either pass the full member rate cost directly to your partner organization or subsidize all or part of the cost to reduce their out-of-pocket expense. Destination network organizations do NOT have to be attending an event to offer registration to its DMO partners.



## ► Virtual Professional Development Programs

Destination network organizations can now offer their local destination partners access to Destinations International (DI)'s virtual professional development programs at the member rate. This will empower smaller DMOs to strengthen their understanding of cross-departmental operations while developing essential skills in sales, services, event marketing, inclusion and destination stewardship, as well as build a more resilient, inclusive and future-ready tourism network across your region.

Certificate programs can be bundled, subsidized or offered à la carte, based on specific needs and budget, ensuring flexible access to high-impact training opportunities. This special offer includes the following:

- ◆ Extend this special member-rate offer to non-member DMOs within their region that have budgets under \$1 million USD a year.
- ◆ Bundle any combination of certificate courses listed below and receive 20% off when four or more registrations are processed at once (this offer allows multiple DMOs to register together to qualify for bulk discounts when processed by the destination network organization.)
- ◆ Member rate for any **micro-learning**s in the **SKILLS, LEADERSHIP, TECHNOLOGY AND INNOVATION** or **DI DIGEST series** (please note: these series will launch in 2025 and 2026 and do not have the opportunity to be bundled).

The certificate-based programs come with a set time to complete and culminate into a certificate of completion upon successfully finishing the coursework and passing the final assessment. They are ideal for building capacity across DMOs of all sizes and can be tailored to fit a region's workforce development goals.



## ► Available Certificate Programs



### PROFESSIONAL IN DESTINATION MANAGEMENT (PDM) CERTIFICATE

**Audience:** New DMO professionals or anyone seeking foundational knowledge.

**Benefits to DMOs:** Builds core competencies in destination marketing and management; provides a shared knowledge base across teams.

**Benefits to Destination Network Organization:** Strengthens industry readiness and consistency across the region you represent.

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### INTELLECTUAL CAPITAL CERTIFICATE (ICC)

**Audience:** New DMO professionals or anyone seeking foundational knowledge.

**Benefits to DMOs:** Builds core competencies in destination marketing and management; provides a shared knowledge base across teams.

**Benefits to Destination Network Organization:** Strengthens industry readiness and consistency across the region you represent.

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### BUSINESS INTELLIGENCE CERTIFICATE (3 COURSE SERIES) – Available individually or bundled: sales, services, group or business events marketing

**Audience:** Entry to mid-level sales, services, or group marketing professionals.

**Benefits to DMOs:** Provides teams with the knowledge, skills and insights needed to navigate their roles within the business events segment.

**Benefits to Destination Network Organization:** Builds region-wide capacity for sales processes, consistency in metrics and strategies for attracting and welcoming business events to their destination.

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### FOUNDATIONAL PRINCIPLES OF IMPACTFUL LEADERSHIP CERTIFICATE – Launching Fall 2025

**Audience:** Professionals at any level across tourism, hospitality and DMOs.

**Benefits to DMOs:** Advances intentional workplace practices and leadership development.

**Benefits to Destination Network Organization:** Equips destinations to create more welcoming, emotionally intelligent environments and align with social impact goals.

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## ► ADVOCACY & RESEARCH OPPORTUNITIES

### DESTINATION PROMOTION: A CATALYST FOR COMMUNITY VITALITY

Destinations International is offering a custom co-op research initiative designed to measure and articulate the impact of destination promotion on regional economies, workforce development and quality of life.

Through this customizable program, participating destination network organizations receive a region-specific Catalyst Report—a powerful, data-backed advocacy tool to showcase the value of destination promotion to key stakeholders, policymakers and residents.

With this research participants receive a robust, localized analysis with actionable insights and compelling narratives, including:

- ◆ **Economic impact assessment:** How visitor spending drives tax revenue, job creation and economic activity.
- ◆ **Marketing & messaging effectiveness:** Evaluation of promotional performance, brand perception and audience reach.
- ◆ **Community & resident sentiment:** How tourism promotion affects quality of life, community pride and public services.
- ◆ **Workforce & talent attraction:** The role of destination branding in drawing residents, supporting workforce pipelines and boosting diversification.
- ◆ **Government revenue & fiscal impact:** Quantification of tourism's contribution to public funding and resident tax relief.
- ◆ **Destination branding & economic development:** Data linking tourism marketing to business investment and regional growth potential.
- ◆ **Comparative benchmarking:** Insights on how your region stacks up against national trends, with strategy recommendations.

#### Why it matters, this tailored research program offers:

- ◆ Localized data to support policy, funding proposals and strategic planning
- ◆ Narrative-driven insights to elevate stakeholder and community engagement
- ◆ Advocacy tools to demonstrate tourism's alignment with broader economic goals

#### Estimated Investment:

\$150,000–\$200,000 per destination organization that participates in the initiative. Destination network organizations can fund this directly or offer cost-sharing options to local partners.

#### \*Recommended Model:

Destination network organization commissions the study and uses findings to advocate for continued or increased investment in destination promotion.



## ► SOCIAL IMPACT PROGRAM OPPORTUNITIES

Destinations International (DI) offers a suite of customizable tools and programs designed to help destinations foster welcoming environments for both visitors and residents. Destination network organizations can empower their members to lead in social impact through the following co-op opportunities:

### TOURISM FOR ALL PROGRAM

A region-wide impact initiative designed to build local capacity through DI-led training and community engagement. Selected thought leaders are trained by DI, then cascade learnings to local DMOs and tourism businesses. Can include:

- ◆ Scalable virtual modules
- ◆ Optional in-person facilitation by DI's Social Impact team
- ◆ Cohort-based training & graduation
- ◆ Co-branded materials to foster local pride and participation

#### **\*Recommended Model:**

Destination network organization purchases and offers to its members via co-op.

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### SOCIAL IMPACT ASSESSMENT TOOL

An annual benchmarking tool that measures the progress of inclusive tourism efforts and provides national comparisons.

- ◆ Basic Access: Free for all DI members, including benchmark data by region, budget size and staffing
- ◆ Premium Access: Includes in-depth consultation with DI's Social Impact team to set and track strategic benchmarks

#### **\*Recommended Model:**

Destination networking organization purchases premium access and encourages local DMO participation.

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### ACCESSIBILITY PLAYBOOK

Developed in partnership with TravelAbility, this tool supports the creation of accessible tourism strategies that welcome visitors of all abilities. Co-op includes:

- ◆ AI-powered strategy companion, trainable with local/state-specific information
- ◆ Annual content updates (includes refreshed best practices, research and insights to support the traveler experience)
- ◆ Alignment with accessibility legislation and practices

#### **\*Recommended Model:**

Destination network organization purchases and offers via co-op.



## ► STRATEGY SESSIONS

Customized, facilitated sessions to strengthen collaboration and alignment around inclusion, community engagement and shared goals between the destination network organization, local DMOs and stakeholders.

### **\*Recommended Model:**

Destination network organization coordinates with DI for scope and delivery.

## ► TRAINING & EDUCATION

Tailored workshops and educational programming designed to meet the unique needs of the destination network organization and its partners. May include bundled offerings such as the Foundational Principles of Impactful Leadership Certificate for broad accessibility.

### **\*Recommended Model:**

Destination network organization arranges customized sessions or offers certificate access as part of a co-op package.

# EVENT **IMPACT** CALCULATOR

## DID YOU KNOW?

Destination network organizations can license a regional version of the **Event Impact Calculator (EIC)** to measure the economic impact of events across multiple destinations – providing a consistent, credible approach to evaluating return on investment.

Built with region-specific multipliers and tax data, the EIC helps quantify the value of meetings, sports, festivals and public events in terms of visitor spending, job creation, wages and tax revenue. This is especially valuable for destinations that lack in-house research capacity, offering them access to trusted analysis and benchmarking tools they may not otherwise have.

This solution is **ideal for national, state, provincial, territorial and regional organizations** seeking to provide uniform reporting capabilities, support advocacy efforts and strengthen data-informed strategy across their network.

For more information about the EIC and pricing, contact:  
[eventimpact@destinationsinternational.org](mailto:eventimpact@destinationsinternational.org)

# LET'S BUILD SOMETHING MEANINGFUL TOGETHER!

**Working together we can empower more destination organizations and strengthen your region's tourism future.**

These new co-op opportunities are designed to maximize reach, deepen impact and promote opportunities for all across your destination network. Whether you're looking to extend member benefits, invest in community-wide education or demonstrate the value of tourism through data and insights, we're here to partner with you.

To learn more about building a customized package, exploring cost options and taking the next step, please email: [membership@destinationsinternational.org](mailto:membership@destinationsinternational.org).

## MEET OUR TEAM



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