

TIMELINE OF THE FOUNDATION PROGRAMS

2009

- Destination & Travel Foundation Established
- **30UNDER30**
- **EVENT IMPACT**
EVALUATOR
- Destination Promotion: A Vehicle for Economic Development Report
- **DESTINATION NEXT** Futures Study
- Launch of Advocacy & Research Department
- **ADVOCACY SUMMIT**
- The New Tourism Lexicon
- Weaponization of Travel Study
- Community Shared Value
- Launch of DI Social Inclusion (formerly EDI Department)
- Hire of Chief Inclusion Officer (formerly Chief Diversity Officer)
- Community Benefit Funding Model
- National Canadian Advocacy Strategy
- Community Shared Value Roadmap Workbook
- Historically Black Colleges & Universities (HBCU) Scholarship Initiative
- Canadian Visitor Based Assessment Report
- Carbon Footprint Measurement for Destinations International Annual Convention
- CDME Scholarship Program
- North American Resident Sentiment Research Studies
- Small Destination & Global Destination Event Scholarship Program
- **SOCIAL IMPACT**
ASSESSMENT
- Destination Promotion: A Catalyst for Community Vitality Report
- The Destination Effect Stories
- Destination Reputation: Responding to Societal Issues Report
- Fostering Belonging – Indigenous Tourism Toolkit- *coming soon*
- Workforce Diversification & Retention Narrative (phase 1)- *coming soon*
- AI Micro Sessions for Talent Retention, Goal Setting & Strategic Planning and Sports Tourism- *coming soon*

2025