

## Q&A

### Who is Destinations International?

**Destinations International** (DI) is the world's largest and most respected trade association and 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 community around the world. Many of DI's initiatives and programs are incubated and innovated by the **Destinations International Foundation**, a nonprofit organization dedicated to empowering destination organizations globally by providing education, research, advocacy and leadership development. The Foundation is classified as a charitable organization under Section 501(c)(3) of the Internal Revenue Service Code and all donations are tax-deductible.

### What is a destination organization?

There are many kinds of destination organizations, including destination marketing organizations and destination management organizations (DMOs), convention and visitors bureaus (CVBs), tourism boards, sports commissions and offices that attract film and media productions to a destination. Destination organizations drive awareness of a community's brand through destination promotion to attract residents and visitors alike to the destination through events, leisure travel and talent acquisition, all of which lead to economic and community benefits.

Destination organizations are an essential sector in the broader travel and tourism industry, which employs almost 348 million people and was expected to contribute about 10% of GDP – more than \$11 trillion – to the global economy in 2024, according to the World Travel & Tourism Council.

### What is so special about destination organizations?

Destination organizations serve as catalysts for creating an environment in which a community thrives as an ideal place to visit, live, work, play and invest. Through their work and relationships throughout the community, they are uniquely positioned to enrich the quality of life for residents, help attract and retain talent, foster culture and community, support public services and grow the overall economy, as identified in "**Destination Promotion: A Catalyst for Community Vitality**," a report commissioned by Destinations International.

### What is so special about February 19?

The world's first destination organization was founded in Detroit, Michigan, USA on February 19, 1896.

### What is a "destinations professional"?

The role of a destination professional is to promote travel and visitation to a destination, whether through marketing, creating events or working with event planners. This includes working with the travel and tourism industry and local community, building partnerships, representing the destination "brand", advancing accessibility and social inclusion, and much more. As with most organizations, there are varied career opportunities and career development tracks that include management, operations, human resources, finance, legal, event planning, sales, marketing and communications.

**How many destination organizations are there?**

There are more than 10,000 destination organizations in the world. These organizations range in size from very small, with minimal annual budgets, to very large, with budgets in the tens of millions of dollars.

**What are the objectives for Destination Professionals Day?**

The annual observance is intended to raise awareness and appreciation for the important role of destination organization professionals, celebrating them and highlighting the varied and exciting career tracks as a means of attracting future generations of destination professionals. 2025 is the first year of this initiative; the expectation is to expand the impact in subsequent years through broader outreach and engagement among destination organizations, partners, current and prospective professionals, and community stakeholders, among others.