

DestinationsInternationalDestination Organization Leadership AwardCriteria

The Destination Organization Leadership Award was created in 2017 and is amongst the association's most prestigious honors, recognizing those outstanding individuals who, through their exceptional work and achievements, have made a significant contribution to the destination marketing industry and a profound difference in the communities they serve.

Any destination organization leader, regardless of title, who has demonstrated a significant contribution to the destination marketing industry may be nominated. Specifically, one whom has provided leadership, innovation and credibility among their colleagues and has developed a reputation for excellence through the management of their organization and the use of best practices, cutting-edge technology, strategy in which accomplishments aligned with that of key trends identified in the 2025 DestinationNEXT Future Study.

Honorees may be honored in the following budget categories:

- Less than \$1 Million
- \$1 Million to \$3 Million
- \$3 Million to \$10 Million
- Above \$10 Million

And under the following criteria:

Awardees shall be **any** current employee of a destination organization, who is employed and a member of Destinations International in good standing. This award shall not be limited to Chief Executive Officers, Executive Directors or Presidents of destination organizations but shall be open to all employees, who, through their exceptional work, innovative strategies, use of new technologies, and/or other achievements within a destination organization, have made a significant impact on the destination industry as well as a profound difference in their communities within the past two (2) years of their selection.