

DESTINATIONS INTERNATIONAL **DESTINATION** **F1RST**

We recognize that our community of destination organizations (also referred to as DMO's) take on various forms and structures. While each of the steps that make up the phases below may not directly apply to your individual organization, nor is this list intended to be exhaustive, we hope that this checklist will serve as a guide to assist as you develop your organization.

The Destination Marketing Accreditation Program (DMAP) standards provide further in-depth direction on the building of a reputable destination organization. Additionally, we have a full suite of tools and resources that can assist you in various areas of destination organization development, such as our Compensation & Benefits Platform and Destination Organization Performance Reporting Platform.

Engagement with Destinations International also affords you access to a group of seasoned destination organization professionals representing organizations of all shapes and sizes. Our destination organization members include city departments, 501c6 organizations, and everything in between. We are happy to pair you with a mentor from a destination organization similar in size and scope to your own.

While Destinations International is the premier international trade association for destination organizations, we also encourage you to lean on the resources offered by your state and regional association for the industry. If you would like an introduction to a member of our State and Regional Association Task Force, please let us know.

If we can help you with anything that is not covered here during the course of your journey; or if you have any questions at any time, please do not hesitate to reach out to our team!



JULIE DENNETT

*Senior Vice President, Membership
Engagement*

Destinations International



AMELIA LINCOLN

*Senior Manager, Membership
Engagement*

Destinations International