



DESTINATIONS
INTERNATIONAL

2021

ANNUAL REPORT

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Association

Letter from the Association Board Chairs

We entered 2021 with great promise for the recovery of our industry and with the hopeful expectation we would be putting the pandemic behind us soon. The Destinations International team continued to pivot and make changes to programming to accommodate the ever-changing challenges the pandemic presented. Destinations International's primary goal is to provide our members with the tools they need to be successful, and the small but mighty team continued to make great progress.

The team continued with industry update webinars, focusing on what our members needed most in that moment and encouraging engagement across the Online Community so members across the world could share new best practices or seek advice for an unforeseeable challenge.

Since the pandemic began in 2020 we have learned that when we come together as an industry, we can get through anything.

Thank you for all your support this year. We look forward to continuing to work together to make our industry stronger than it has ever been.

Sincerely,



GRETCHEN HALL, CDME
President & CEO,

Little Rock Convention and
Visitors Bureau



BUTCH SPYRIDON
CEO

Nashville Convention &
Visitors Corp.



GRETCHEN HALL, CDME

President & CEO

Little Rock Convention
and Visitors Bureau



BUTCH SPYRIDON

CEO

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“

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”

Letter from the President & CEO

First and foremost, thank you for all your support throughout 2021. I want to especially thank the dedicated group of board, committee and task force volunteers who help lead our association. It is because of your unwavering support that Destinations International continues to grow and impact communities around the world.

We entered 2021 with a renewed confidence and a guarded optimism for a return of our industry in key market segments. We saw collaboration, best practices and thought leadership continue to be present throughout the year — values that will be essential to harness the power and collective knowledge we have in our industry. We embarked on major steps to advance our industry on recovery during the most trying times.

In 2021, we truly started to put the “international” in Destinations International. We hired our first Canadian staff member, Julie Holmen, to lead our membership engagement. Through our dedicated board of directors and members in Canada, we grew our membership in Canada by seven percent. We formed the Destinations International Canadian Alliance, conducted our first Canadian Resident Sentiment Study with Longwoods International and released the Canadian Lexicon. In Latin America, we continued to engage with industry leaders and present important information at industry events in Mexico, Colombia and Panama.

In products and tools, we celebrated the 10th anniversary of the Event Impact Calculator (EIC). This product continues to be a catalyst for membership

opportunities for states and countries. Special thanks to Adam Sacks, President & CEO of Tourism Economics, and the entire team for their dedication to growing this important product.

We also continued our commitment to equity, diversity and inclusion by hosting three EDI Leadership classes. More than 130 attendees took part in monthly courses to learn more about leading diverse organizations and communities. We look forward to continuing this work in 2022 and beyond.

Last but not least, we could not have accomplished these great successes nor weathered the challenging days without a great team. I would like to take this opportunity to thank my extremely talented, dedicated, motivated and hardworking team at Destinations International. We

are so fortunate to work in this industry and serve such a wonderful group of members and partners.

On behalf of our entire team, thank you again for your unwavering support and commitment to Destinations International and our industry.

Best regards,



DON WELSH

President & CEO, Destinations International



Our Pillars



Community

Destinations International is a hub connecting associations and industries to create trusted partnerships invaluable to our members.



Advocacy

Destinations International is the collective voice of destination organizations, empowering destinations on issues big and small.



Research

Destinations International is obsessed with what's next for destination management through forward-focused research and relevant data.



Education

Destinations International is the definitive resource for professional development and career advancement for the destination management community.

2021 Strategic Goals



Industry Advocacy Leadership

Become the recognized advocate for the destination marketing and management industry.



International Impact

Expand Destinations International's global footprint to grow membership, non-dues revenue and industry impact.



Strategic Partnerships

Transform Destinations International's partnership business model to create beneficial solutions for destination organization members and partners.



Next-Generation Professional Development

Become the premier source for destination marketing and management education and professional development.

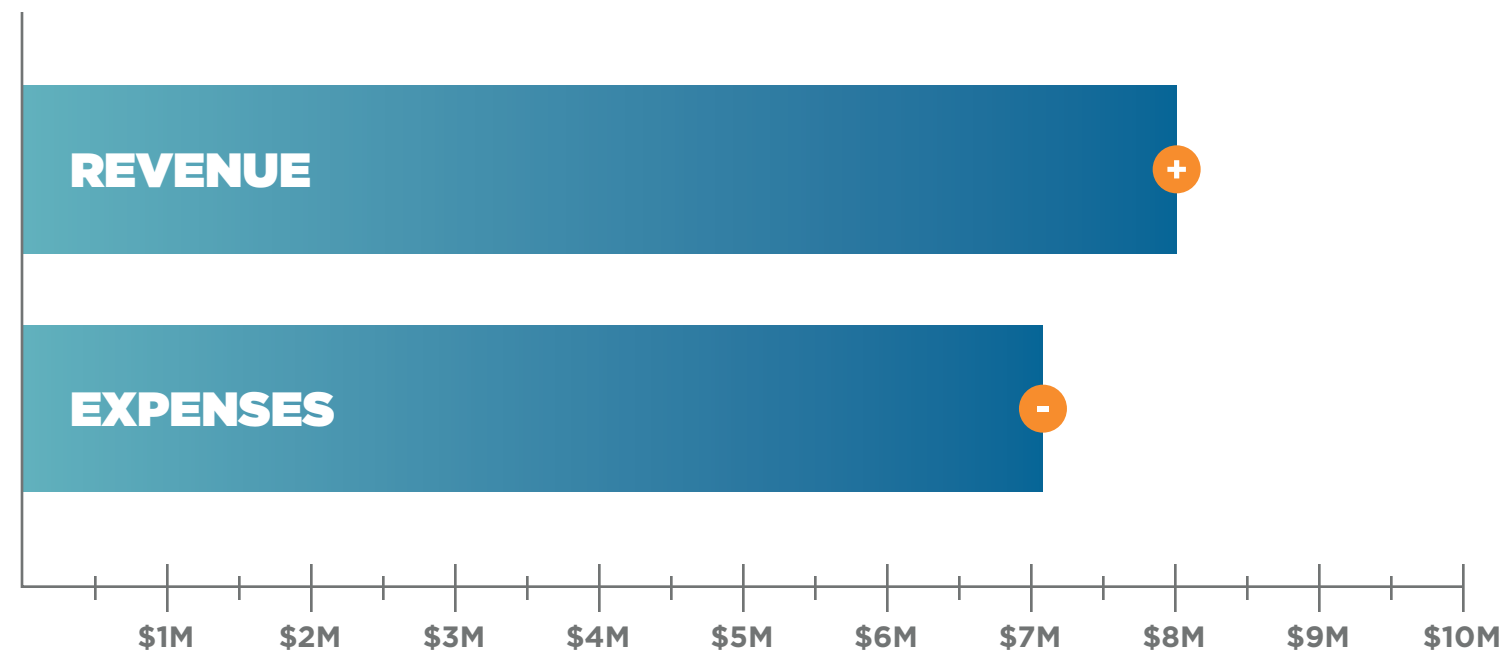


Equity, Diversity & Inclusion

Lead and engage diversity initiatives and opportunities within the destination marketing and management industry.

Revenue & Expenses

Revenue: **\$7,946,090** | Expenses: **\$7,132,225**



Association Board

Sonya Bradley Visit Sacramento	Kyle Edmiston, CDME Visit Lake Charles	Sherrif Karamat, CAE PCMA	Monica Smith, CASE, CDME, CMP Southeast Tourism Society
Leslie Bruce Banff & Lake Louise Tourism <i>Executive Committee</i>	Beth Erickson, CDME Visit Loudoun	Nan Marchand Beauvois U.S. Travel Association	Butch Spyridon Nashville Convention & Visitors Corporation <i>Immediate Past Chair</i>
David Burgess Miles Partnership	Dario Flota Ocampo Mexican Caribbean	Tom Noonan Visit Austin	Rickey Thigpen, Ph.D., MCTP Visit Jackson <i>Executive Committee</i>
Julie Calvert Visit Cincy	Erin Francis-Cummings Destinations Analysts, Inc.	Paul Nursey Destination Greater Victoria	Chris Thompson, CDME Brand USA <i>Executive Committee</i>
Craig Compagnone MMGY Global	Maura Gast, FCDME Visit Irving Texas	Melyssa Reeves, CDME Visit Vacaville	Ellie Westman Chin, CDME Destination Madison <i>Foundation Secretary/Treasurer</i>
Craig Davis, CDME VisitDallas	Ryan George Simpleview	Brian Ross Experience Columbus	Scott White Greater Palm Springs CVB <i>Executive Committee</i>
Chuck Davison, CDME Visit SLO CAL	Gretchen Hall, CDME, CMP Little Rock Convention and Visitors Bureau <i>Chair</i>	Vail Ross STR <i>Foundation Chair Elect</i>	
Brad Dean Discover Puerto Rico	Al Hutchinson Visit Baltimore <i>Chair Elect</i>	Richard Scharf Visit Denver	
Fred Dixon NYC & Company <i>Secretary/Treasurer</i>	Barbara Jamison-Woods London & Partners	Milton Segarra, CDME	

Community

Total Destination
Organization Members

570

New Destination
Organization Members

53

Total Destination
Organization Engaged
Employees

5,675

Membership
Retention Rate

94.3%

Countries

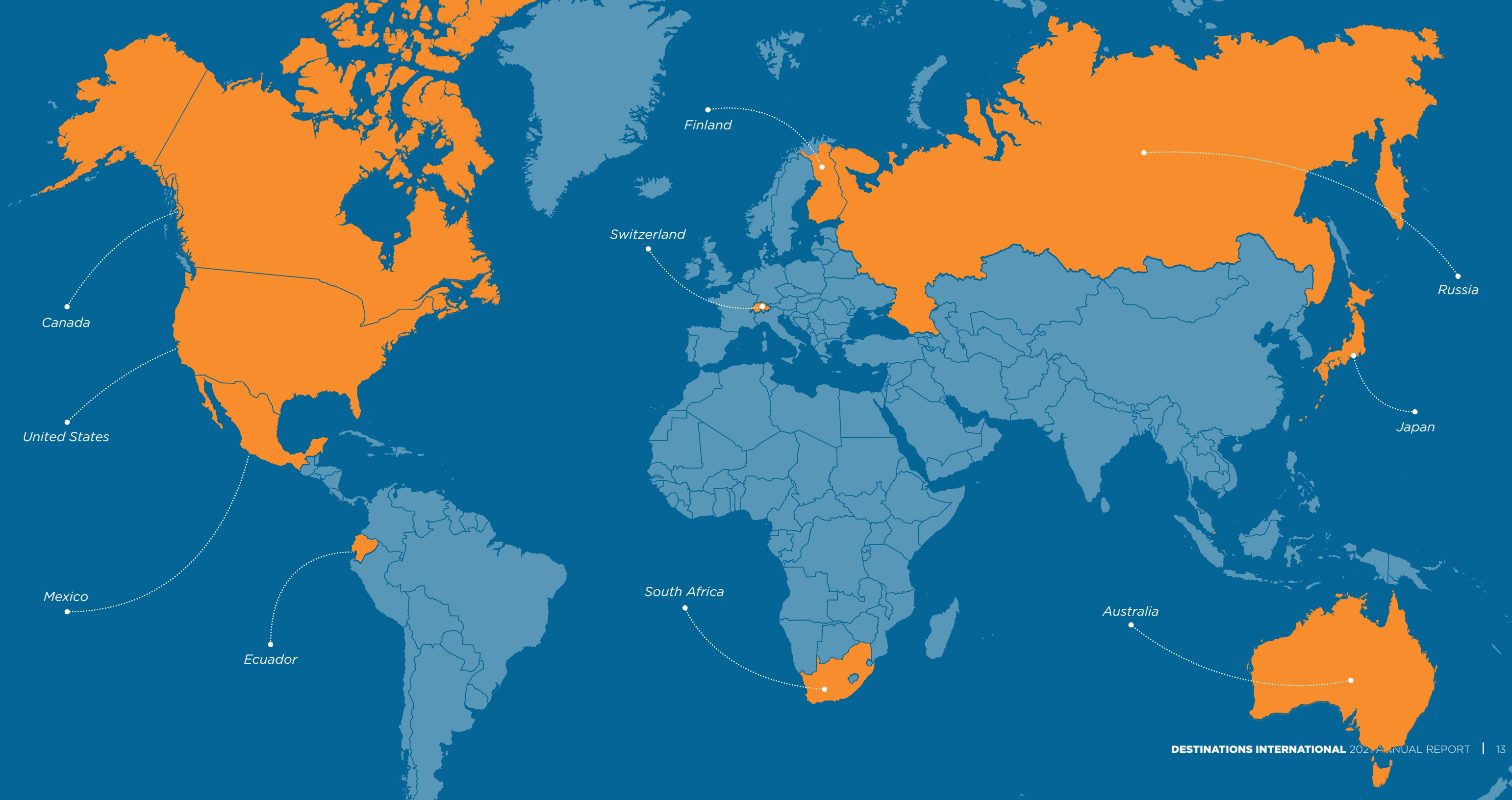
10

Business
Members

37

New Business
Members

19



Membership Milestones



Executed member re-engagement campaign to increase email deliverability and email engagement.



Formed the Destinations International Canadian Alliance for destination organization executives to meet regularly throughout the year to coordinate on key industry issues including advocacy, resourcing, policy and marketing.

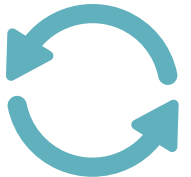
Strategic Alliances



\$1,596,664
generated across the Association and Foundation



\$797,853
in-kind support



90%
retention rate for Destinations International Partnerships

Partners

Pinnacle Partners



Premier Partners



Principle Partners



Corporate Partners



Industry Partners



New in 2021: Bandwango, Clarity of Place, Cruise Lines International Association, Inc. (Principle Partners); Development Counsellors International (DCI), Zartico (Corporate Partners); Association of Australian Convention Bureaux Inc., Meeting Professionals International (MPI), Sports Events and Tourism Association, Travel and Tourism Research Association (TTRA) (Industry Partners)

Website



311,161
Visits



208,823
Unique Visitors

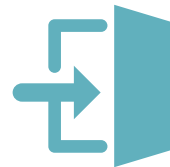


557,616
Page Views

Top Countries to Visit the Website:

Brazil	India
Canada	Philippines
China	United Kingdom
Germany	United States

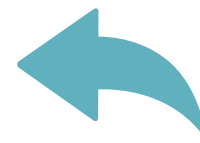
Online Community



13,967
Logins



667
Posts



415
Replies



252
Discussion Threads

Equity, Diversity & Inclusion

Destinations International is committed to transforming destination communities through thought leadership, best practices and tools based on equity, diversity and inclusion (EDI) principles through an anti-racist lens that empowers our members, so their destinations are true reflections of their communities.



EDI MASTERCLASS

EDI Leadership series.
Three classes, each comprised of six 90-minute virtual sessions.

DI staff also completed the class.



EDI WEB PAGE

Includes resources, tools and case studies



EDI PLEDGE

366 CEOs and executive leaders signed the EDI Pledge

Education



: Virtual



: Hybrid



: In Person

CDME

CERTIFIED
Destination
Management
Executive

379

Total Certificants

6

Earned CDME in 2021

PDM

Professional
in Destination
Management

127

Certificates of
Completion Awarded

69

Certificates Awarded
in 2021

Milestones



Administered 16 Industry Update webinars focused on leading insights and research.



Partnered with Temple University to offer our members a scholarship on their Master's Degree program.



Launched Professional in Destination Management (PDM) Certificate program online.

April



Convention Sales & Services Summit
246 Attendees



Marketing & Communications Summit
186 Attendees

July



Annual Convention
1,138 Attendees



Membership Summit
62 Attendees



Visitor Services Summit
86 Attendees



Finance, Operations & Technology Summit
100 Attendees



Marketing & Communications Summit
135 Attendees

May



CEO Summit
273 Attendees

October

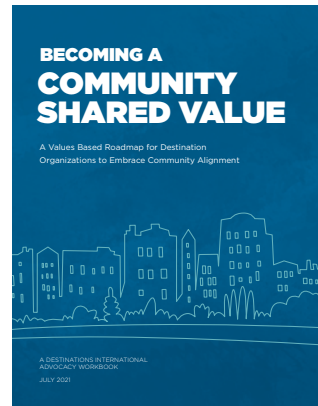


Convention Sales & Services Summit
138 Attendees



Advocacy Summit
174 Attendees

Advocacy & Research



Becoming a Community Shared Value roadmap and workbook released at Annual Convention.



Published **57** advocacy- and research-related blog posts.

2021 Tourism Lexicon - Australia

1. People	(0)	11. Need	(-1)	21. Hear or Listen	(New)
2. Health	(+3)	12. Today	(+9)	22. Think	(New)
3. Community	(+13)	13. Time	(-4)	23. Society	(New)
4. Government	(0)	14. Public	(New)	24. Fair/ness	(New)
5. One	(-2)	15. Work/er/ing	(-2)	25. Collective	(New)
6. Thank	(+12)	16. Local	(New)		
7. Vaccination	(New)	17. Service	(+7)		
8. New	(+3)	18. Home	(New)		
9. Day	(New)	19. Support	(-2)		
10. Get	(-2)	20. Business	(-1)		

2021 Tourism Lexicon for the United States
By Andreas Weissenborn

1. Health	11. Business	Fair or Fairness
2. Community	12. Time	Available or Availability
3. Public	13. Information	Visit
4. New	14. Today	Collective
5. Service	15. Support	Include or Inclusive
6. Work or Working	16. Provide	
7. Help	17. Make	
8. One	18. Plan	
9. Need	19. Care	
10. People	20. Local	

Released 2021 editions of the **Australia and United States Tourism Lexicons**.



Engaged in **over 25 hours** of conversation with Advocacy Committee members on committee calls.



Engaged **700+ destination leaders from 52 countries** to develop 2021 DestinationNEXT Future Study.



Facilitated **first-ever** US and Canadian resident-sentiment study in partnership with Longwoods International (report was released in February 2022).

ADVOCACY SUMMIT 2021

Hosted in-person **Advocacy Summit & Funding Forum** in Houston, TX.



Facilitated 2021 **EDI Survey** for individuals.



Partnered with NYU to produce advocacy-related projects and five student-led destination case studies.

ARCHITECTS OF DESTINATION ADVOCACY

Released Architects of Destination Advocacy podcast with **over 260 minutes** of inspiring conversation.



Shared advocacy and research at virtual and in-person speaking engagements all over the world: California, Florida, Iowa, Kansas, Texas, Virginia, Australia, Canada, Panama and Mexico.

Products

EVENT **IMPACT**
CALCULATOR

DMAP
DESTINATION MARKETING
ACCREDITATION PROGRAM

DESTINATION
NEXT

197

Total Accreditations
in Good Standing

10

2021 Accreditations
Approved

16

4-Year Renewals
Approved

4

8-Year Renewals
Approved

9

Organizations with
Accreditation with
Distinction

280

Total Assessments
Completed to Date

- Ascension Parish, LA
- Bentonville, AR
- Blue Mountain Visitors Association
- Daytona Beach Area
- Discover Lancaster
- Discover San Angelo
- Experience Grand Rapids
- Experience Olympia & Beyond
- Explore Edmonton
- Frontenac County
- Great Lakes Bay Regional CVB
- Highlands, NC
- JTTA (Chichibu / 2 regions)
- JTTA (Sado / 2 regions)
- Lafayette Travel, LA

29

Assessments Completed in 2021
(Locations below)

- Reno-Sparks CVB
- Sheridan County
- Travel Santa Ana
- Visit Anaheim
- Visit Aurora
- Visit Buffalo Niagara
- Visit Dallas
- Visit Frisco
- Visit Orlando
- Visit Phoenix
- Visit Roseville
- Visit Santa Ana
- Visit Spartanburg
- Visit Tri-Cities

244 Total Subscribers

633 Total Subscriptions



244
Meetings



243
Sports



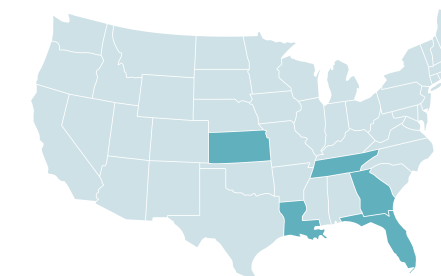
124
Festivals



22
Local & Public
Events

5 Statewide Models

- Florida Sports Foundation
- Georgia Department of Economic Development
- Kansas Department of Wildlife Parks and Tourism Division
- Louisiana Office of Tourism
- Tennessee Department of Tourist Development



Milestones



- 10-Year Anniversary of the product launch with the meetings module
- 541 registrants attended seven Event Impact Calculator (EIC) webinars with over 400 minutes of education across 2021.
- Produced four case studies highlighting how destinations are using the EIC to tell their stories.
- Facilitated 13 threads in dedicated EIC discussion group in the Online Community.
- Subscribers ran nearly 89,000 event impact calculations in 2021.

Subscribers in 12 Countries

Australia	Lithuania	United Arab Emirates
Belgium	Norway	United Kingdom
Canada	Panama	United States
Estonia	Slovenia	
	South Africa	

Foundation

Letter from the Foundation Board Chairs

The Destinations International Foundation continues to dedicate energy toward empowering destinations globally to excel through innovation and resource incubation.

We believe that destinations around the world are the cornerstone of their communities. This concept is at the core of all the work our foundation does. Through programs such as Cision and Quroum, we track legislation and media chatter so that we can better prepare to advocate for our members. We also know that words matter; therefore, we simultaneously use these tools to update our Tourism Lexicons in the United States, Canada and Australia so that our members can better communicate with their local community and stakeholders.

The foundation continues to invest in the future of the industry by developing the leaders of tomorrow who represent a diverse set of backgrounds and perspectives. The 30 Under 30 Program continued with its 11th year

of helping future leaders gain valuable networking opportunities and leadership throughout the year. In 2021, the 30 Under 30 class attended the Annual Convention in person in Baltimore and participated in numerous virtual educational opportunities throughout the year. Support of the foundation also helps fund critical research for equity, diversity and inclusion and other industry insights.

Thank you to everyone who helped make this challenging and unprecedented year a success, especially our Board of Trustees, committee members, staff and investors.

Sincerely,



JOHN PERCY
President & CEO,
Destination Niagara USA



JOHN LAMBETH
President & CEO,
Civitas



JOHN PERCY, CDME
President & CEO
Destination Niagara USA



JOHN LAMBETH
President & CEO
Civitas

“

We believe that destinations around the world are the cornerstone of their communities. This concept is at the core of all the work our foundation does.

”

Foundation Board

Rolando Aedo, CDME
Greater Miami CVB

Jerad Bachar, CDME, MBA
VisitPittsburgh

Adam Burke
Los Angeles Tourism
& Convention Board

Amir Eylon
Longwoods International
Executive Committee

Jayne DeLuce, CDME
Visit Champaign County

Fred Dixon
NYC & Company
*Association Secretary/
Treasurer*

Cara Frank
Simpleview

Bill Geist
DMOProz

Kellie Henderson
SearchWide Global

Leonard Hoops
Visit Indy

Al Hutchinson
Visit Baltimore
Association Chair Elect

Linda John, CDME
Linda John Consulting

Cheryl Kilday, CDME
Destination North Myrtle
Beach

John Lambeth
Civitas
Immediate Past Chair

Yoshiko Maruyama, CDME
World Business Associated
Co., Ltd.

**Michelle Mason, CAE,
FASAE, CQIA**
ASAE

Angela Nelson, CTA
Travel Portland

**Katherine O'Donnell,
CDME**
Richmond Region Tourism

John Percy, CDME
Destination Niagara USA
Chair

Jorge Pesquera, CDME
Discover The Palm
Beaches

Stacy Ritter, CDME
Visit Lauderdale

Vail Ross
STR
Chair Elect

**Annette Rummel, Ph.D.,
CDME**
Great Lakes Bay Regional
CVB

Will Seccombe
Connect Travel

Martha Sheridan
Greater Boston CVB

Ellie Westman Chin, CDME
Destination Madison
Secretary/Treasurer

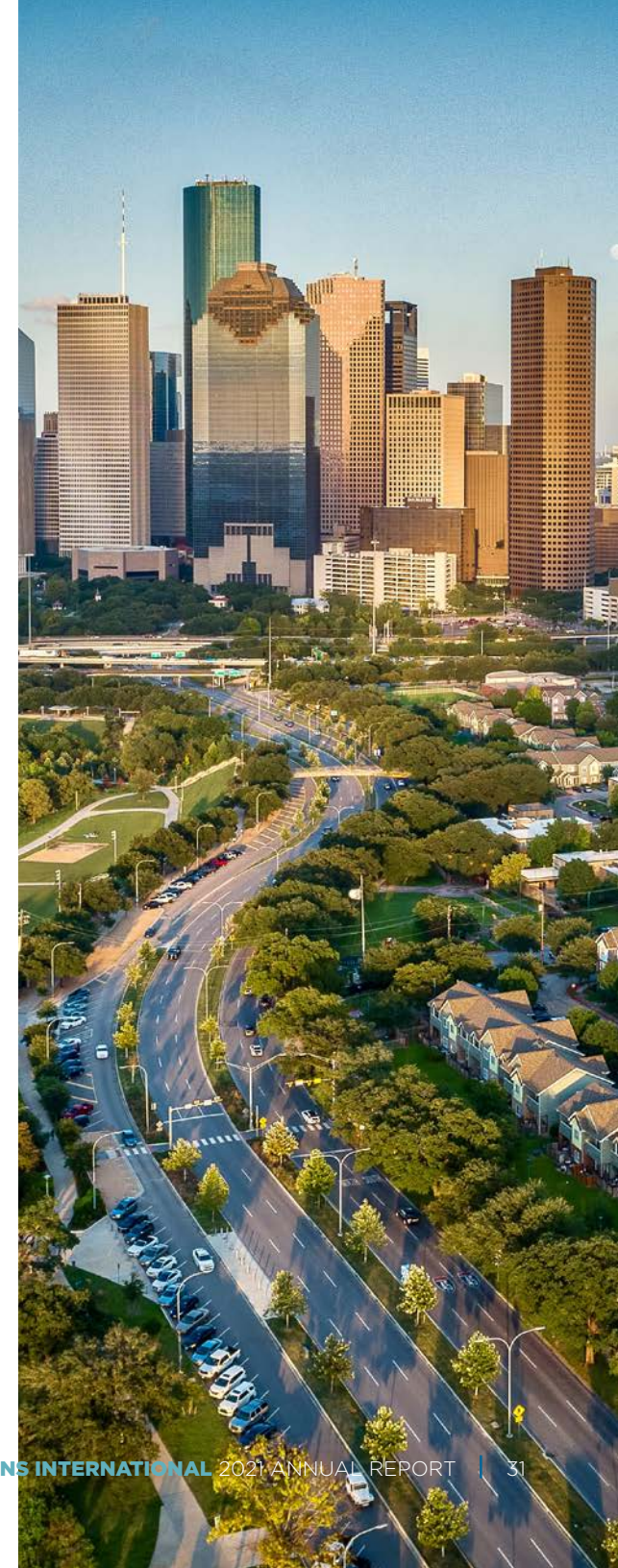
The Foundation

About

Investment in the Destinations International Foundation directly supports strategic initiatives to further the association's goals. The Foundation ensures that our people are supported with knowledge, programs and powerful tools so that they can continue driving essential growth in their community, creating opportunities for their residents and building our destinations. Together, the association and foundation set the stage for connections that will impact the quality of life for people in destinations on a global scale.

The Unique Role of the Foundation

The foundation seeks to provide innovative thought leadership, tools and solutions for the Destinations International association membership and incubate future products or programs that will help the industry and eventually reside within the association. Our current focus is in the areas of advocacy and research; equity, diversity and inclusion; talent and workforce development and global outreach.



Core Guiding Principles



Research

Together we will create new knowledge.

The foundation takes aim at the issues destinations face daily. As one of the largest funders of research to develop a better understanding of our industry and the environment we operate in, we are committed to exploration. We set industry standards through Destination Organization Performance Reporting, Compensation and Benefits Study, and Standard Performance Reporting studies. We identify trends and opportunities through our DestinationNEXT Futures Study, as well as current threats through our Weaponization of Travel Study. We demonstrate the catalytic impacts of our efforts through the Destination Promotion: An Engine of Economic Development study; and we build the foundations for products such as the Event Impact Calculator by funding baseline calculations.



Advocacy

Together we will raise the voice of the industry.

The foundation works diligently to help destination organizations better advocate for the outcome of their efforts. We monitor political conversations and track legislation that impacts our industry utilizing the world's most comprehensive database of legislative information. We develop policy briefs and threat-analysis reports to help destination organizations mitigate current threats and get ahead of issues on the horizon. We assembled a team of industry leaders and crisis-management experts to help destination organizations assess a crisis and set them on the path to creating an effective response strategy.



Talent Development

Together we will develop the leaders of tomorrow.

The foundation invests in preparing the leaders of tomorrow through professional development and mentorship opportunities. Through programs like 30 Under 30 and the Apprenticeship Program, we are developing future industry leaders who represent a diverse set of backgrounds and perspectives.



Global Engagement

Together we will foster a passion for learning.

The foundation believes that destinations learning from each other will only help each community grow. By fostering the opportunity for exchange and global engagement, organizations will be able to be on a world stage in promoting their destination.

30 Under 30

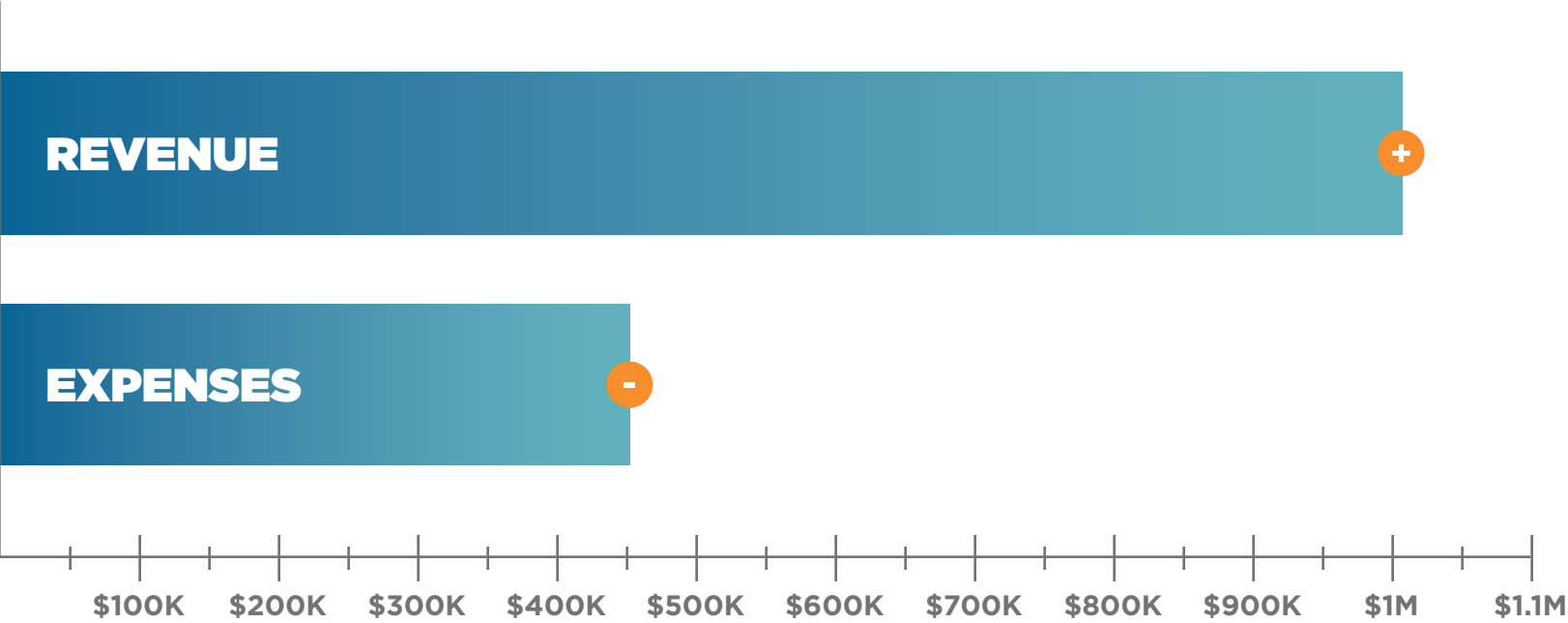
This year’s class of 30 Under 30 includes young leaders from around the world who are making a difference in their destinations. Each month, the 30 Under 30 class heard from guest speakers who shared their insights on topics that included: destination branding, sales and marketing, information and research, developing the destination experience, human resources and talent development, advocacy and leadership.

Program Participants from 3 Countries:



Revenue & Expenses

Revenue: **\$1,108,613** | Expenses: **\$453,755**







DESTINATIONS
INTERNATIONAL



DESTINATIONS
INTERNATIONAL
FOUNDATION

2025 M Street, NW • Suite 500
Washington, D.C., U.S.A. 20036

