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# DESTINATION BOOKING AGREEMENT (DBA)<sup>1</sup>

# GUIDING PRINCIPLES

The Destination Booking Agreement (DBA) is a best practice outline that helps guide Destination Organizations / Convention & Visitor Bureaus (CVBs) by creating recommended terminology and providing items for consideration, in an effort to maximize the organization's success and provide consistency in messaging across the industry.

When creating a DBA there are several items that should be considered, as outlined below:

## OUTLINE OFFERINGS

It is important that the DBA contains a clear and concise summary of the details of the proposal. Ensuring that the event dates, hotel room block and space specifics are outlined and accurate in the DBA is imperative.

## OUTLINE TIMELINES

Timelines are another important element in the DBA. When laying out expectations for all parties involved, any applicable timelines should be included. Though these will vary depending on the destinations structure, examples could include:

- Timeline for cancellations and corresponding fees
- Timeline for license agreements
- Timeline for both headquarter and overflow hotel contracts
- Timelines for deposits
- Timeline for post-event data collection

## OUTLINE CUSTOMER COMMITMENTS

Another important element of the DBA is ensuring it includes clear and concise performance requirements. If there is an expectation that the customer is required to complete a level of attendance, room block pick-up or any other performance metric, such requirements need to be clearly stated along with any corresponding contingencies. Laying this out in the DBA will allow both parties to have an understanding of the expectations and outcomes that are tied to those expectations.

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<sup>1</sup>Destinations International ("DI") provides a variety of materials to its members including this Destination Booking Agreement (collectively "Resources") for educational purposes and for general guidance. These Resources do not constitute legal advice; in all instances, legal professionals should be consulted. In no event shall DI be held liable for any damages resulting from use of the Resources even if DI has been informed of the possibility of such liability.

## OUTLINE CVB COMMITMENTS

Just as it is important to lay out the customer commitments, it is also imperative that the summary of CVB commitments and their associated value be specified in the DBA. All subventions and their tangible and intangible value should be clearly detailed in the DBA. For example, if a destination is removing meeting space or hotel room inventory, that inventory can no longer be sold to another group and the corresponding value of that inventory should be articulated.

## OUTLINE VARIABLES

Understanding that event needs shift, it is important for the DBA to include any impact associated with space variations or any other variables that can alter the agreed upon offerings, timelines or commitments by the customer or CVB.

## OUTLINE ANY OTHER IMPACTING FACTORS

Not all events or destinations are the same and including impacting factors specific to the two parties is necessary. Such factors should be taken into consideration and detailed in the DBA if housing agreements, rebates, commissions or any other agreed upon factors have been put into place.

## CHECK-LIST OF ITEMS:

**The following items should be considered and, if applicable, included in the DBA:**

Cancellation Clauses/Terms	Deposit Schedule
Timeline for submitting and signing convention center contract	Notation that space variation may result in additional costs
Timeline for submitting and signing convention hotel contract(s)	Notation that space variation must be mutually agreed upon
Room Block Commitment	Hotel Rebates
Performance Clauses for Incentives	Hotel Commissions
Space Outline	Transfer of Event Ownership

### Additional Resources:

Case Studies	<a href="#">Available within the DBA toolkit</a>		
Media Links	<a href="#">11/9: Exhibitor News</a>	<a href="#">11/9: eTurbo News</a>	<a href="#">11/11: Meetings Net</a>
	<a href="#">11/9: Smart Meetings</a>	<a href="#">11/10: Northstar Meetings Group</a>	<a href="#">11/11: USAE Newsletter</a>