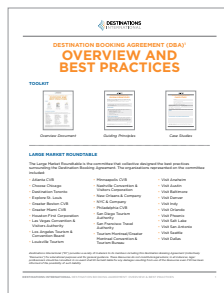


DESTINATION BOOKING AGREEMENT (DBA)¹

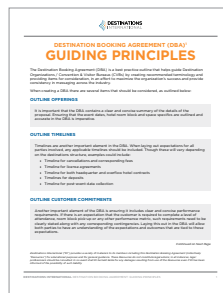
OVERVIEW AND

BEST PRACTICES

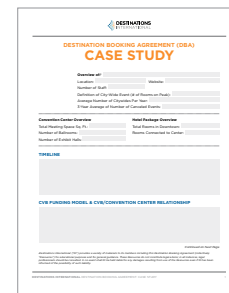
TOOLKIT



Overview Document



Guiding Principles



Case Studies

LARGE MARKET ROUNDTABLE

The Large Market Roundtable is the committee that collectively designed the best practices surrounding the Destination Booking Agreement. The organizations represented on the committee included:

- Atlanta CVB
- Choose Chicago
- Destination Toronto
- Explore St. Louis
- Greater Boston CVB
- Greater Miami CVB
- Houston First Corporation
- Las Vegas Convention & Visitors Authority
- Los Angeles Tourism & Convention Board
- Louisville Tourism
- Minneapolis CVB
- Nashville Convention & Visitors Corporation
- New Orleans & Company
- NYC & Company
- Philadelphia CVB
- San Diego Tourism Authority
- San Francisco Travel Association
- Tourism Montreal/Greater Montreal Convention & Tourism Bureau
- Visit Anaheim
- Visit Austin
- Visit Baltimore
- Visit Denver
- Visit Indy
- Visit Orlando
- Visit Phoenix
- Visit Salt Lake
- Visit San Antonio
- Visit Seattle
- Visit Dallas

¹Destinations 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.

PRE-PANDEMIC SNAPSHOT: US MEETING SECTOR ACTIVITY

1.9M Meetings

300M Room Nights

\$325B of Direct Spending

1-in-10 Attendees are International

\$845B in Economic Impact

5.9M Jobs

\$249M Income Labor

\$446B in GDP

\$104B in Federal, State, and Local Taxes

Oxford Economics Economic Significance of Meetings to the US Economy (2018)

DESTINATION BOOKING AGREEMENT (DBA)

What is it?

The Destination Booking Agreement (DBA) is a client agreement document that is utilized by a CVB/ Destination Organization when they secure a group for a future meeting or convention. Historically referred to as a Letter of “Agreement”, “Intent” or “Commitment”, the document typically outlines both the commitment and liability associated for both the booking organization and the host destination in the event of a cancellation or booking displacement.

Who does the DBA apply to?

The general guidelines and best practices are applicable to destinations and meetings of all sizes that exchange tangible goods throughout the booking process.

Why is the DBA needed?

- It creates recommended terminology that will provide uniformity in destinations and result in operational ease for meeting professionals as they work with different cities.
 - It provides clear timelines, expectations, and accountability for both parties.
 - It addresses the impact of event cancellations.
 - It creates more opportunity for deeper partnerships between the CVB, Convention Center and potential event strategists.
-

ITEMS TO CONSIDER

What are the initial challenges?

- Onboarding and understanding during industry transition and implementation.
- Onboarding and understanding of venue and hotel partners.
- Onboarding and understanding of the event strategist.

What should be considered in advance?

- It is important to remember that every destination is structured and funded differently. In order to maximize success and create a DBA that works for the nuances of your destination, it is important to consult with your legal counsel for review prior to launching. Working with your legal counsel and venue to understand your value propositions and the language around those items is of key importance.

Continued on Next Page

- Upon review with your legal counsel, ensuring that an agreement is enforceable will require the presence of value to both parties (consideration). Clear recognition of the value provided by the CVB is imperative and providing tangible examples of that value will avoid clauses which might be subject to challenge as not providing value.

For a full list of items to consider, please reference the Guiding Principles document in the DBA Toolkit.

CASE STUDY EXAMPLES

Destination case studies are available. Please reference the Case Study folder within the DBA toolkit to view and download all case studies.

[Case Study Examples](#)