



# 2022-2023 **MEMBERSHIP BROCHURE**





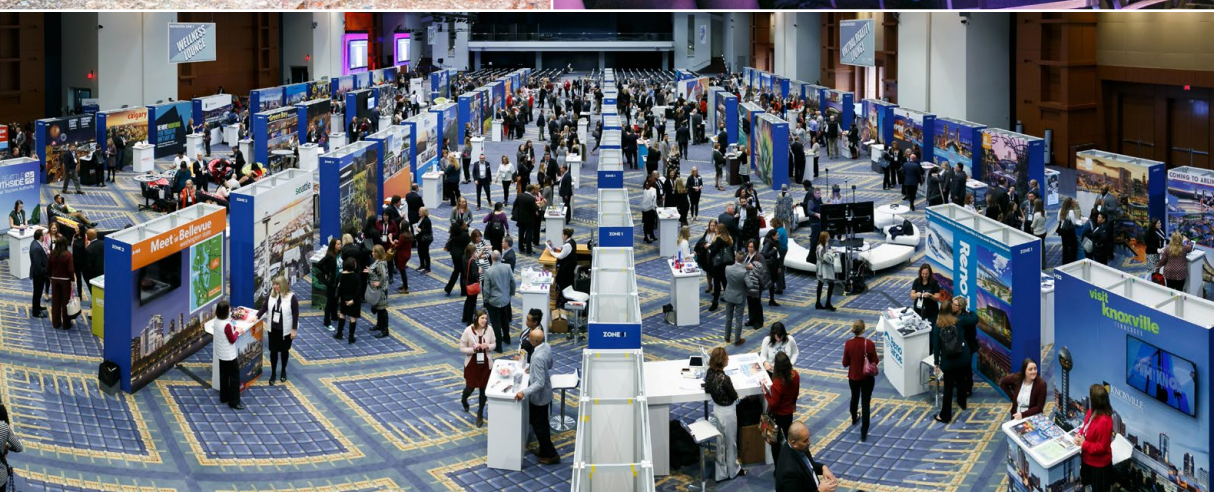
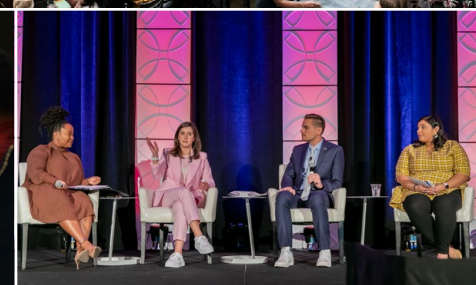
THERE IS  
SOMETHING FOR  
EVERYONE.

Our members are essential to the success of destinations worldwide.

As the world's largest and most reliable resource for destination organizations, Destinations International strives to make our members successful. **By being a member, you are supporting the growth and future success of destination organizations around the world.**

Your membership automatically grants access for your team to a wealth of important industry resources, access to educational opportunities and exclusive benefits offered only to our members.







# WHAT WE DO

## VISION

Our members are essential to the success of destinations worldwide.

## MISSION

We empower our members so that their destinations excel.

## BRAND PROMISE

Destinations International educates, equips and empowers our members to grow the success of their destinations and to excel professionally.

# OUR PILLARS



**Community**



**Advocacy &  
Research**



**Destination Tools**



**Education**





# COMMUNITY

Destinations International fosters a strong, global community of professionals and promotes the exchange of information, knowledge and best practices.

**Total Destination  
Organization Members**

570

**Individual Members**

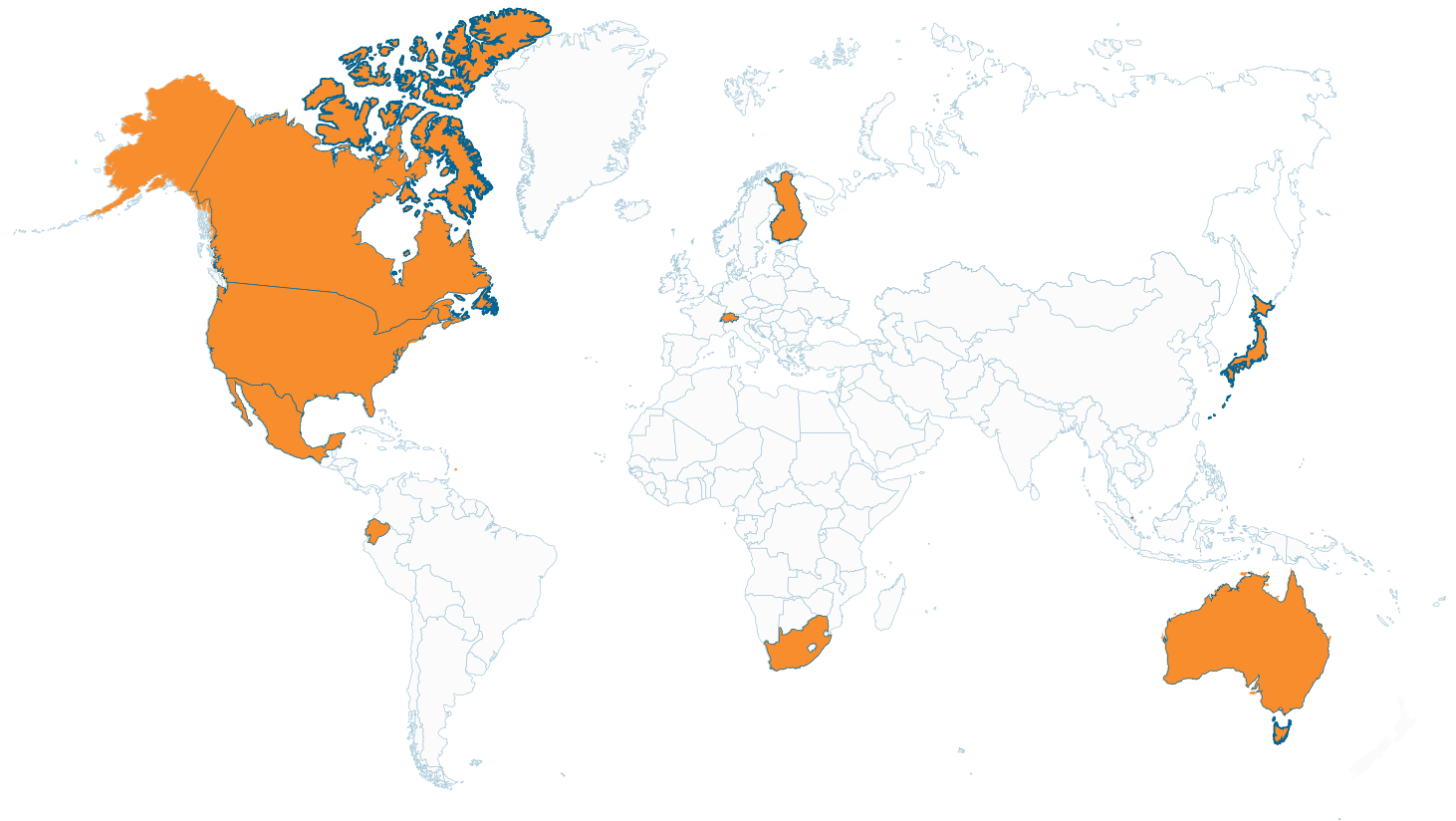
7,000

**Business Members and  
Partners**

94

**Countries with  
Members**

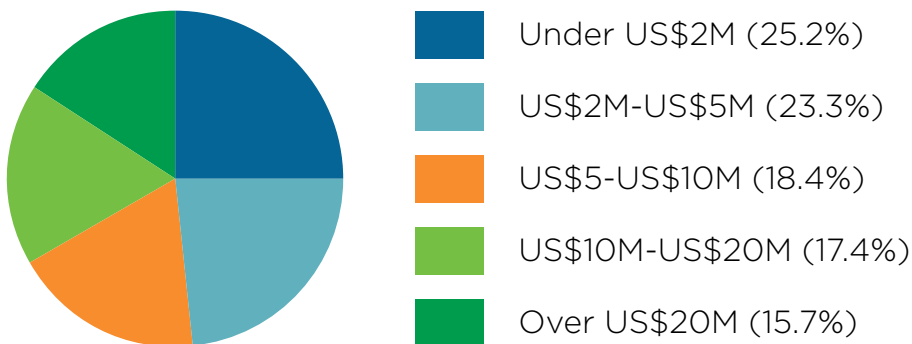
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*Canada, United States, Mexico, Ecuador, Barbados, Switzerland, Finland, South Africa, Japan, Australia*



## MEMBER BUDGET SIZES



## COMMUNITY RESOURCES



### ONLINE COMMUNITY

Connect with your peers by job discipline, interest, thought leadership and educational pursuits.



### INDUSTRY UPDATES

Access to member newsletters, CEO updates, blog posts and critical thought leadership.



### INDUSTRY DIRECTORY

Search for your peers by region, destination or job vertical.



### COMMITTEE ENGAGEMENT

Collaborate with peers and association staff to develop resources vital for the success of destination organizations.



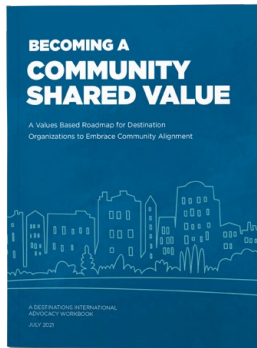


# ADVOCACY & RESEARCH

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

We strive to be champions for our members and recognize the importance of keeping our members abreast of the challenges and opportunities presenting themselves in the marketplace.

## ADVOCACY RESOURCES



### COMMUNITY SHARED VALUE

Raise your destination's profile among your stakeholders by positioning your destination as a community asset and public good.



### TOURISM LEXICON

A language toolkit to help you communicate your organization's value in a way that your stakeholders understand.



### WEAPONIZATION OF TRAVEL RESEARCH

Explore whether travel boycotts and bans work to effect political change, the long-term damage to a destination's brand, and the life cycle of a boycott.





“

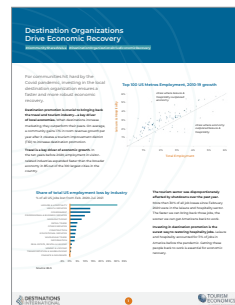
I very much appreciate the partnership in Destinations International. With the new research component, it's been so important to us... it's just providing incredible information and data for us that we actually use every single day.

”

**JOE MARINELLI**

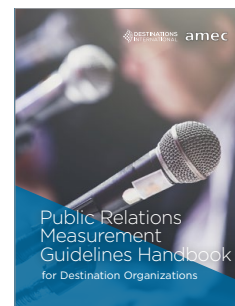
President, Visit Savannah

## NEW RESOURCES



### DESTINATION ORGANIZATION RELEVANCE CAMPAIGN

Download toolkits and pre-written social media posts to help communicate your organization's value to your key community members.



### PUBLIC RELATIONS MEASUREMENT GUIDELINES HANDBOOK

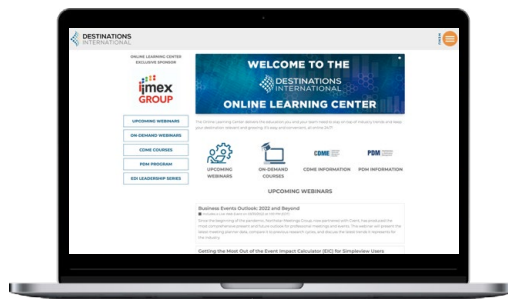
With a renewed focus on public relations and communications professionals within our industry, this handbook has taken on the challenge of establishing best practices for PR measurement.

# EDUCATION

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

With ongoing educational opportunities offered in-person and online, we are committed to providing professional development and lifelong learning for our members.

## ONLINE LEARNING CENTER



24/7 access to complimentary industry update webinars for your entire team as well as numerous on-demand courses.

## PROFESSIONAL DEVELOPMENT FOR YOUR WHOLE TEAM



**CDME**

### CERTIFIED DESTINATION MANAGEMENT EXECUTIVE (CDME)

Prepares senior executives by blending theory with experience and application of knowledge to help industry leaders thrive in a constantly changing environment.

**398 CDME Certifications to Date**



**PDM**

### PROFESSIONAL IN DESTINATION MANAGEMENT (PDM)

Online and available 24/7 to your entry-level team members, giving them the education they need to get up-to-speed on the destination promotion industry.





“

There's so many opportunities to learn about what other destinations are doing... there's no way to possibly know how to do everything in this business but with the right connections and the right context, having those great people you can send a quick email or phone call to get their advice is so critical.

”

### **BARRY DRAPER**

Director of Partnership,  
Explore St. Louis

## IN-PERSON EVENTS

**ANNUAL  
CONVENTION** 2022



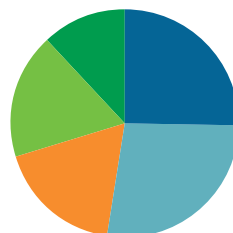
**CEO** 2022  
**SUMMIT**

**CONVENTION SALES  
& SERVICES** 2022  
**SUMMIT**

**MARKETING &  
COMMUNICATIONS** 2022  
**SUMMIT**

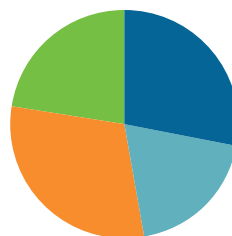
**ADVOCACY** 2022  
**SUMMIT**

### EVENT ATTENDEES BY BUDGET SIZE



- Under US\$2M (25.3%)
- US\$2M-US\$5M (27.2%)
- US\$5M-US\$10M (17.8%)
- US\$10M-US\$20M (11.9%)
- Over US\$20M (11.9%)

### EVENT ATTENDEES BY JOB LEVEL



- CEOs/Exec. Directors (28.2%)
- VPs (19.2%)
- Directors (30.2%)
- Entry Level/Manager (22.4%)



# DESTINATION TOOLS

Destinations International offers a suite of products built on best practices, insights, and research. We work to raise the effectiveness of destination organizations; increase relevancy among the destination's community; raise the level of professionalism through accreditation; and provide actionable best practices and strategies for the sustainable success of destinations.

## EVENT **IMPACT** CALCULATOR

An industry standard tool for measuring how events impact your destination.

244

**Total Subscribers**

633

**Module Subscriptions**



Prospect intelligently for group business, armed with the most comprehensive collection of group business information available to destination organizations.



Included with a MINT+ subscription to help destinations gain a more accurate understanding of actual room demand.



Defines quality and performance standards in destination marketing and management.

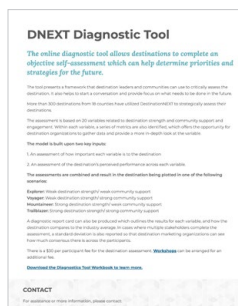
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**Destinations Accredited**



DESTINATION  
NEXT

Provides destination organizations with practical actions and strategies for sustainable success in a dramatically changing world.



## DNEXT ASSESSMENT

A strategic planning tool  
to help your organization  
prepare for the next decade  
and beyond.

## 280 Assessments Completed to Date



## DNEXT FUTURES STUDY

A bi-annual complimentary study laying out key industry opportunities.

**706 participants from  
52 countries in 2021**

## REPORTING PLATFORMS

Take a look at how your organization is performing against your peers. Access is complimentary for members who input their own data.

# COMPENSATION AND BENEFITS REPORTING PLATFORM

Input salary and benefits structure and compare practices with peer destinations across the country.

## 227 Destinations Participating

**DESTINATION ORGANIZATION**  
**PERFORMANCE**  
REPORTING PLATFORM

View and analyze structures, practices, trends and developments in key areas of interest for the industry.

## 167 Destinations Participating



# EQUITY, DIVERSITY & INCLUSION

Empowering our members through an anti-racist lens, ensuring destinations are true reflections of their communities. Destinations International recognizes and advocates the importance of cultivating a unified travel and tourism industry where everyone is welcome and there is equitable access for all, celebrating the broad range of human differences among us while embracing the commonalities we share.

We are committed to reshaping existing power structures so that systematically marginalized voices and perspectives are heard and valued. Through meaningful collaboration, Destinations International leads strategic planning and programmatic development initiatives to enable structural social change for the benefit of our members' communities.



**2022 Equity, Diversity & Inclusion Study on Destination Organizations**



**EDI Strategy Roadmap**



**Welcoming Sophia Hyder Hock,  
Chief Diversity Officer**





“

The EDI leadership class provided deeper level thought and understanding of the challenges and benefits of diversity, equity and inclusion. The class opened up how biases affect us all, and that we can learn to do something about it to make our workplaces and our communities safer for everyone.

”

**SONYA BRADLEY**

Chief of Equity, Diversity and Inclusion,  
Visit Sacramento

## EQUITY, DIVERSITY & INCLUSION ASSESSMENT

The newest destination tool is now available for destination organization members globally. After inputting their data into the interactive platform, the Assessment allows destinations to not only view best practices across the industry, but also pull comparative reports to see how their EDI practices scale against a comparable set of industry peers.

## EQUITY, DIVERSITY & INCLUSION LEADERSHIP SERIES

True change involves a strategic plan to dismantle structural racism and bring all destinations to the ideal version of themselves. Destinations International is offering a six session leadership series in partnership with the Ladipo Group to address foundational concepts of equity, diversity, and inclusion.







# 2022-2023 MEMBERSHIP DUES

ANNUAL OPERATING BUDGET	ANNUAL DUES*
<\$150,000	\$640
\$150,001 to \$250,000	\$960
\$250,001 to \$500,000	\$1,390
\$500,001 to \$1,000,000	\$1,600
\$1,000,001 to \$2,000,000	\$3,190
\$2,000,001 to \$3,000,000	\$4,780
\$3,000,001 to \$5,000,000	\$7,010
\$5,000,001 to \$10,000,000	\$9,560
\$10,000,001 to \$15,000,000	\$12,210
\$15,000,001 to \$20,000,000	\$15,390
\$20,000,001 to \$30,000,000	\$20,700
\$30,000,001 to \$50,000,000	\$26,530
\$50,000,001 to \$100,000,000	\$34,500
\$100,000,001+	\$42,450

*\*Membership dues amounts are based on the organization's overall annual operating budget. The membership year runs from July 1 to June 30. \*Dollar amount in USD.*

# THE FOUNDATION

The Destinations International Foundation is the industry incubator developing resources to be used for destination challenges of the future by cultivating developmental programs, resources and tools to help destinations excel. Take a look at many of the innovative pilot programs launched by the Foundation that have now become critical resources for hundreds of destinations around the globe.

## 2011

### 30UNDER30

EVENT  
IMPACT  
CALCULATOR

DESTINATION  
NEXT Futures Study

Launch of Advocacy & Research Department

ADVOCACY  
SUMMIT

The New Tourism Lexicon

Weaponization of Travel Studies and Toolkits

Creation of EDI Task Force and Roadmap

Community Shared Value

Community Benefit Funding Model

Community Shared Value Roadmap Workbook

Launch of Equity, Diversity & Inclusion Department

## 2022





## THE RELATIONSHIP

The Association staffs and manages the Foundation and supports its fundraising efforts.



Destinations International is the industry's most trusted resource for destination organizations. Through events, education, professional development programs and certifications - as well as opportunities to interact with peers - the association's goal is to empower its members to effect positive change within their communities.



Destinations International's non-profit Foundation is an industry incubator that launches and manages future-facing programs and initiatives, develops next-generation education and tools, and fosters short- and long-term cooperative relationships around the globe on behalf of the Association.

The Foundation is the engine of innovation that keeps the Association on the cutting edge, delivering insights into trends, developing new curricula, creating innovative tools for the industry, and extending the organization's global engagement.

