



DESTINATIONS
INTERNATIONAL

Partner Directory



Dear Members and Industry Colleagues,

It is our pleasure to present the first Destinations International Partner Directory. We know that during these rapidly changing times, it is imperative to know who can provide the resources, thought leadership, products and services that can support your efforts.

We at Destinations International have been fortunate over the years to have very engaged partners. They have stood with us during the most challenging times and clearly have played a critical role in the industry's recovery stages.

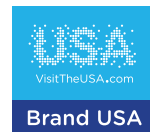
It is with great thanks and appreciation to all of our partners for everything they do every day and I hope you will take time to review this partner directory with your team.

Best regards,

Don Welsh
President & CEO, Destinations International

Learn more about our incredible
partners in this directory and by visiting
DestinationsInternational.org/partner-directory.

PINNACLE PARTNERS



Brand USA is the United State's destination marketing organization with a mission to fuel the U.S. economy by increasing international visitation. Our award-winning, multiplatform storytelling approach showcases the diversity of people, places, and experiences available to global travelers.

DestinationsInternational.org/partners/brand-usa



Miles Partnership markets destinations and hospitality businesses by working with state tourism offices, convention and visitors bureaus, hotels and other organizations in the tourism industry to create forward-thinking digital and print content marketing solutions.

DestinationsInternational.org/partners/miles



Simpleview is a worldwide leading provider of CRM, CMS, website design, digital marketing services, and data insights for convention bureaus, venues, tourism boards, destination organizations, and attractions. The company employs staff across the globe, serving clients of all sizes, including small towns, world capitals, top meeting destinations, and countries across multiple continents.

DestinationsInternational.org/partners/simpleview



Arrivalist is the leading location intelligence platform in the travel industry. The company uses mobile location datasets to provide actionable insights on consumer behavior, competitive share, media effectiveness, and market trends.
DestinationsInternational.org/partners/arrivalist



Connect helps planners and suppliers gain education and professional development to advance their careers while getting business done through one-on-one marketplace appointments.
DestinationsInternational.org/partners/connect



Digital Edge creates edgier solutions for destination organizations exclusively and have partnered with some of the coolest destinations in the country along the way. Our in-house team of sales veterans, marketing professionals, media experts, designers, visionaries and meetings focused writers take an untouchable approach to telling the 'group side' of a destination's story.
DestinationsInternational.org/partners/digital-edge



A global travel advertising platform with exclusive access to 70 petabytes of Expedia Group traveler search and booking data points. Offering actionable insights, sophisticated targeting and full-funnel results reporting. Their suite of solutions add value to travel shoppers and deliver on the objectives of advertising partners.
DestinationsInternational.org/partners/expedia-group-media-solutions



Building leadership capacity through talent management-focused consulting services. Their leadership development and change management processes are used by a diverse client base around the world. They help shape the philosophies, practices and skills of dynamic leaders and teams. Their tools, coaching, and facilitation services provide focus and insight needed to drive lasting change.
DestinationsInternational.org/partners/fired-up-culture



IMEX Group operates two market-leading, annual trade shows for the meetings, events and incentive travel market globally. These shows showcase the changing landscape of the business events industry around the world. Innovation, discovery, exploration, transformation, and strong business value are all on the menu, and constantly evolving to reflect a rapidly transforming global marketplace.

DestinationsInternational.org/partners/imex-group



JLL's Tourism & Destination Advisory practice specializes in representing the destination organization. They have delivered customized solutions for more than 100 destinations, cities, regions, states and countries - partnering to attract visitors, convention delegates, improve the overall tourism landscape and ultimately make clients' destinations more competitive.

DestinationsInternational.org/partners/jll



A full-service market research consultancy. Working with over 150 destinations and brands in the tourism industry, Longwoods International is focused on meeting research needs through groundbreaking research, thought-leading insights, and excellent counsel and service. They specialize in visitor profile, return on investment, brand and destination image, Halo Effect, resident sentiment, and custom qualitative and quantitative research.

DestinationsInternational.org/partners/longwoods



The world's leading integrated marketing company specializing in the travel, tourism and hospitality industry representing multiple agency brands with one goal: to inspire people to go places. Together, they represent more than 400 travel and tourism marketing experts across the globe. MMGY delivers creative solutions driven by research and insight across the world.

DestinationsInternational.org/partners/mmggy-global



A full-service executive search firm primarily for companies in the travel, tourism, hospitality, convention, trade association, venue management and experiential marketing industries. Specializing in C-Level and Director level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies and associations.

DestinationsInternational.org/partners/searchwide-global



STR provides premium data benchmarking, analytics and marketplace insights for the global hospitality industry. STR was acquired in October 2019 by CoStar Group, Inc. (NASDAQ: CSGP), the leading provider of commercial real estate information, analytics and online marketplaces.

DestinationsInternational.org/partners/str



Tempest is a multifaceted agency and destination organization advocate that strengthens communities through the innovation and activation of web, marketing, and cloud software solutions.

DestinationsInternational.org/partners/tempest



The world's largest and most preferred travel guidance platform, helping hundreds of millions of people each month become better travelers. Consumers around the globe turn to Tripadvisor at every stage of the trip planning journey - from dreaming, to booking, to sharing their experiences. And they believe that the best guidance is from travelers like you who have been there before.

DestinationsInternational.org/partners/tripadvisor



Zartico's mission is to provide the clearest perspective of the visitor economy. As the world's first Destination Operating System, Zartico combines science, technology and domain expertise to positively impact the tourism and visitor economy. By harnessing the power of proprietary data streams, Zartico answers the "why." **DestinationsInternational.org/partners/zartico**

PRINCIPLE PARTNERS



Bandwango's signature product, the Destination Experience Engine (DXE), enables clients to curate free and paid experiences into passports, trails and marketplaces designed to deliver the best tickets, tours and savings.

DestinationsInternational.org/partners/bandwango



CFO by design

A full-service executive support firm providing the foundation and accountability needed to build strong organizations. They strengthen financial and organizational practices by providing solutions to establish a solid operational foundation, community alignment and accountability to stakeholders.

DestinationsInternational.org/partners/cfo-design



A woman-minority owned advisory services firm that demonstrates destination relevancy in the context of the entire community using proof points the community relates to and understands.

DestinationsInternational.org/partners/clarity-place



The world's largest cruise industry trade association, providing a unified voice and leading authority of the global cruise community. CLIA supports policies and practices that foster a secure, healthy, and sustainable cruise ship environment.

DestinationsInternational.org/partners/clia



Software solutions for event planners and marketers for online registration, venue selection, event management and marketing, virtual, hybrid, and onsite solutions, and attendee engagement. Cvent has helped clients manage millions of meetings and events.

DestinationsInternational.org/partners/cvent



A full-service destination marketing agency using innovative, technology-driven strategies to provide solutions for our partners. Madden's team impacts the growth of communities by creating personalized, immersive campaigns that connect people to places.

DestinationsInternational.org/partners/madden-media



An industry-leading consulting firm specializing in travel and tourism. They provide intelligence, insight, and inspiration leaders require to make a meaningful, sustainable, and equitable difference in their communities.

DestinationsInternational.org/partners/mmgy-nextfactor



The leading B2B content and marketing solutions company serving all sectors of the business events market. Helping meeting, sports and incentive professionals learn, plan and connect with destinations, hotels, venues and other travel suppliers.

DestinationsInternational.org/partners/northstar

CORPORATE PARTNERS



INDUSTRY PARTNERS



IGLTA



Destination Tools & Exclusive Offers for Members

Destinations International offers a suite of destination tools built on best practices, insights, and research. They are designed to raise the effectiveness of destination organizations, increase your relevancy within your communities, raise the level of professionalism and provide actionable best practices and strategies for sustainable success. Our tools include:

- **Event Impact Calculator** – an industry standard for measuring how events impact a destination, offering customized modules for meetings, sports, festivals and cultural events, and local and public events.
- **DMAP – Destination Marketing Accreditation Program** – defines quality and performance standards for destination organizations.
- **DestinationNEXT** – the assessment tool helps destination organizations understand their place within their local community and the futures study provides practical actions and strategies for sustainable success in a dramatically changing world.
- **Equity, Diversity and Inclusion (EDI) Assessment Tool** – a resource for destination organizations to create intentional EDI goals and track progress in the workplace and the community through data-driven metrics.
- **Destination Organization Performance Reporting Platforms**
 - **Compensation and Benefits** – input current salary and benefits structure and compare practices with peer destinations across your country.
 - **Overnight Room Demand Analyzer (ORDA)** – gain a more accurate understanding of actual room demand with this dynamic tool.

Additionally, we have several partners that have revenue share agreements that make contributions back to the association or the Destinations International Foundation. The following offerings will continue to grow as Destinations International looks to identify value driven products for our members.



The Meetings Information Network (MINT+) database helps destinations prospect intelligently by using both historical data and information on future bookings. A joint venture between Destinations International and Simpleview, MINT+ is a shared repository of information on organizations and their meetings and events and is the destination organization industry's exclusive data cooperative. **Contact info@mintplus.org.**



Longwoods International is a leading tourism market research firm and longtime Destinations International partner. CVBs need the best available research both to demonstrate accountability and to make data-driven decisions in the marketing of their destinations. Member-exclusive pricing and added value are available for visitor research, "Halo-Effect" studies, and the very important "Resident Sentiment" research that Longwoods has pioneered. **Contact info@longwoods-intl.com or visit longwoods-intl.com.**

(continued ➤)

Destination Tools & Exclusive Offers for Members



Clarity of Place offers a toolbox for Destination Advocacy. Through Clarity of Place, aiming to transform the way destinations view their competitiveness and leverage the value of their destination organizations. Their innovative Community Input Management and Monitoring System is built on industry best practices and a commitment to helping communities and their stewards thrive.

The system filters and interprets information and data in the context of what matters most to a destination's ability to impact its overall community. This allows organizations to carry out their stated strategy and long-term vision while reacting to external shocks or opportunities. **Contact: David Holder, President, at david@clarityofplace.com**



SYMPHONY by Tourism Economics

As the travel industry rebounds, destinations are struggling almost universally to fill open job positions. To provide destinations with relevant and actionable insights, Destinations International and Tourism Economics have partnered to launch a high-frequency analysis of workforce dynamics for communities within the SYMPHONY intelligence platform. This comprehensive tracker provides data for the local workforce available,

including insights on wages, the type and quality of jobs, race, and other measures of labor market dynamics by sector. This is now available as a module within the Symphony intelligence center, allowing destination organization teams to efficiently aggregate, analyze, and share their entire data ecosystem.

Contact: Adam Sacks, President of Tourism Economics at adam@tourismeconomics.com



RISE powered by CFO by design (CFObd)

Report on Inclusive Spending Efforts (RISE), a new initiative to help destination organizations and associations bolster equity, diversity, and inclusion (EDI) goals and initiatives. RISE is a data-driven tool developed to establish impactful purchasing processes that reflect the destination organizations and association's respective communities while providing relevant industry comparisons. CFObd is well known for customized dashboards that make complex financial data easily understandable and this same touch is incorporated into

RISE. A robust and growing vendor database is a critical component to the solution RISE offers. While many leaders want to expand and diversify their purchasing process, an easily accessible industry-focused database does not exist. RISE will partner with destination organizations and associations to analyze current vendors, provide the necessary data to benchmark the organization, and establish purchasing policies to support their respective EDI initiatives. RISE is currently available to US-based organizations and will be rolled out to Canada in a second phase. **Contact: risecfobd.com**

Partner Services at a Glance



AIRLINE PARTNERSHIPS

United Airlines

BUDGET/FINANCE PLANNING

Anderson Benson

CFO by design

Civitas

COMMUNITY INPUT MANAGEMENT

Clarity of Place

DMOproz

Longwoods International

MMGY NextFactor

CONSULTING - MARKETING/BRANDING

Casual Astronaut

Crowdriff

Digital Edge

Fuseideas

Madden Media

Miles Partnership

MMGY Global

MMGY NextFactor

CONSULTING - ORGANIZATIONAL MANAGEMENT

Clarity of Place

DMOproz

Fired-Up! Culture

SearchWide Global

Partner Services at a Glance

CONSULTING-STRATEGIC PLANNING

Clarity of Place
DMOproz
Fired-Up! Culture
JLL
Longwoods International
MMGY NextFactor
STR

CRM

Simpleview
Tempest

CUSTOMER EXPERIENCE/RETENTION

True Omni

DATA DRIVEN SOLUTIONS

Adara
Arrivalist
Bandwango
CFO by design
Destination Analysts
Epsilon
Expedia Group Media Solutions
Journera
Longwoods International
MINT+
NEAR

Relic
Zartico

DIGITAL MARKETING STRATEGY

Bandwango
Casual Astronaut
Crowdriff
Destination ENV
Epsilon
Madden Media
Miles Partnership
MMGY Global
Northstar Meetings Group
Relic
Simpleview
Sojern
Tempest
Tripadvisor
True Omni

DISPLAY PRODUCTS/GRAPHICS

Bandwango
Carvertise
Epsilon
Expedia Group Media Solutions
Fuseideas
Miles Partnership

Partner Services at a Glance

EXECUTIVE SEARCH FIRMS

SearchWide Global

EXHIBITION ORGANIZERS

Connect

IMEX Group

Maritz Global Events

INTERACTIVE MARKETING/SOCIAL MEDIA

Carvertise

Crowdriff

Digital Edge

Northstar Meetings Group

Sparkloft Media

Tripadvisor

True Omni

LEAD GENERATION

Cvent

MINT+

Northstar Meetings Group

MEDIA PUBLISHING/BUYING/PLANNING

Carvertise

Casual Astronaut

Crowdriff

Destination ENV

Development Counsellors International (DCI)

Digital Edge

Epsilon

Expedia Group Media Solutions

Fuseideas

Miles Partnership

Northstar Meetings Group

Relic

Smart Meetings

USAE

MEETING/EVENT MANAGEMENT

Connect

Cvent

HelmsBriscoe

IMEX Group

Maritz Global Events

ONLINE BOOKING PLATFORM

Expedia Group Media Solutions

Tripadvisor

OPERATING BUSINESS IMPROVEMENT DISTRICTS

CFO by design

Civitas

PODCAST DEVELOPMENT

Relic

SXM Media

Partner Services at a Glance

PUBLIC RELATIONS/COMMUNICATIONS

Development Counsellors International (DCI)

MMGY Global - Hills Balfour

RESERVATION SYSTEMS/BOOKING ENGINE

Expedia Group Media Solutions

Simpleview

True Omni

SEO/SEM

Destination ENV

Fuseideas

Madden Media

Miles Partnership

Tempest

TRAVEL INDUSTRY INTELLIGENCE/ MARKET RESEARCH

Adara

Arrivalist

Brand USA

CFO by design

Civitas

CLIA

Destination Analysts

Epsilon

Journera

Longwoods International



Partner Services at a Glance

Madden Media

MINT+

MMGY Global

NEAR

Relic

Sparkloft Media

STR

Tourism Economics

Tripadvisor

VISA

Zartico

VIDEO/DIGITAL MEDIA

Madden Media

MMGY Global

Northstar Meetings Group

Relic

Sparkloft Media

Tripadvisor

True Omni

WEB DESIGN

Casual Astronaut

Destination ENV

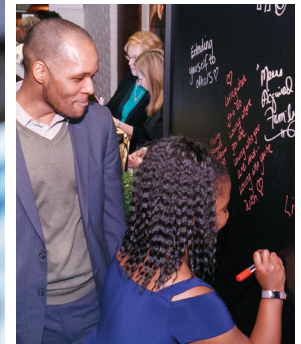
Fuseideas

Madden Media

Miles Partnership

Simpleview

Tempest





DESTINATIONS
INTERNATIONAL

DestinationsInternational.org

Phone +1.202.296.7888

Fax +1.202.296.7889

info@destinationsinternational.org