MESSAGE FROM THE 
PRESIDENT & CEO

2020 will no doubt go down in history as one of the more challenging years we have experienced. However, through the toughest of days, there were always signs of selfless commitment from frontline workers in the medical field and other essential industries. We will never be able to adequately thank them for working around the clock to help the sick and for finding a cure.

In addition to the pandemic impacting us personally, the devastation it has brought to our industry has been profound. Millions have lost their jobs, and decades of hard work, progress and growth have disappeared. We now have the unenviable task of rebuilding an industry we love. Our industry is strong and resilient, and we have witnessed the unwavering dedication, tenacity and resolve by the people who make up the travel and tourism sector. We all faced extraordinary obstacles, and our team was no exception.

Like many of our members, our budget was dramatically impacted, and we downsized our team from 31 to 16 full-time employees. Our team was quick to pivot our focus on what needed to be done to support our members, and we have been working hard every day to make sure our members are equipped with the tools they need to overcome these obstacles.

I am proud of the work that our team has done, which was fueled by our partners who unselfishly shared data and research as it immediately became available, never once asking for compensation or any financial benefit. In 2020, our team hosted over 60 webinars, implemented a COVID-19 resource page on our website, turned our in-person events into virtual experiences with record attendance and grew our membership globally. And most importantly, we started to implement our equity, diversity and inclusion strategy.

Don Welsh, 
President & CEO
The long overdue discussions about systemic racism and social injustices also started to take place within our industry. We are encouraged by the initial steps that have been taken to address these long overdue inequalities and we at Destinations International are committed to working for equity and social justice, as well as being a leader within our industry to promote change.

We also recognize the importance of cultivating a tourism industry that represents a wide variety of individuals at all levels, celebrating the broad range of human differences among us, while embracing the commonalities we share. We are committed to driving conversations about equity, diversity and inclusion in all areas of our organization and amongst our membership.

For the past few years, we have spent considerable time and resources to help our industry develop actionable equity, diversity and inclusion initiatives. I think we all know that diversity, equity and inclusion is a continuum and there is no end game to this vitally important work. Some topics and conversations around equity, diversity and inclusion can be hard to have, but great work and innovation cannot be accomplished without them. We are grateful for the leadership of our Equity, Diversity and Inclusion Committee that is helping lead these important efforts for our industry.

Throughout 2020, we also witnessed unprecedented cooperation, coordination and collaboration with our industry partners around the world. This level of support and collaboration continues to this very day. As we close out one of the most challenging years in history, we enter into the new year with a much clearer perspective on the true impact that our industry represents to communities around the world regarding local employment, economic development, brand association and public benefits. I personally do not believe that any destination will ever take an event, business travel or tourism gathering for granted ever again. As painful as 2020 was on so many fronts, we learned so much and our hearts and minds were further opened. And with that, we will continue to move forward...together.

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

Don Welsh
President and CEO
Destinations International
MESSAGE FROM THE BOARD CHAIRS

The year 2020 was one we will never forget. We entered the new year with a great hope and vision. We celebrated our annual Spirit of Hospitality Celebration and Destination Showcase with our partners at PCMA. We also were poised to host and attend several events and summits across the globe.

However, COVID-19 halted this momentum for all of us. Because of your unwavering support, the team at Destinations International was equipped and ready to serve members around the world. Under Don’s leadership, the team quickly re-evaluated priorities and began providing the resources and tools we all needed to continue to lead our organizations.

Throughout the year, Destinations International hosted Industry Update webinars, created a COVID-19 resource page with data from partners and reimagined the planned events to be engaging online environments where we could all come together and learn how to best serve our communities.

The team also provided members with the most important tool of all—an environment for conversations and collaboration. Through the Online Community and the several networking opportunities available during events, we were able to learn from each other as we all navigated these unprecedented times with our own teams. Despite pivoting priorities due to the pandemic, the association didn’t lose
track of the strategic plans they had put in place prior to the start of COVID-19.

Over the last three years, our work came together to address equity, diversity, and inclusion. Under the education department, the organization added additional educational opportunities including the implementation of a new learning management system so that you could access more webinars and online learning opportunities.

Also, despite the devastation the pandemic had on our destinations, Destinations International grew its memberships around the world and forged new partnerships with PROMTUR Panama to further grow DMAP accreditation and the Event Impact Calculator (EIC) throughout the country. We also entered into a long-awaited partnership with the U.S. Conference of Mayors, thanks to the coordination and dedication of many board members.

Though it was a year of many hardships, we all learned something new in 2020; and most of all, we learned that when we all come together as an industry, we can get through anything. We look forward to working together to rebuild our industry and make it stronger than it has ever been.

Craig Davis, CDME  
President and CEO  
VisitDallas  
Board Chair, 2019–2020

Butch Spyridon  
President and CEO  
Nashville Convention and Visitors Corp.  
Board Chair, 2020–2021
FOUR 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 destination management.
2020 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 AND INCLUSION
Lead and engage diversity initiatives and opportunities within the destination marketing and management industry.
Revenue: $6,790,212* | Expenses: $5,215,463*

*Un-audited Numbers
COMMUNITY
MEMBERSHIP

541
DESTINATION ORGANIZATION MEMBERS

5,716
PROFESSIONAL MEMBERSHIPS

72
BUSINESS MEMBERS AND PARTNERS

9 NEW MEMBERS
- Alexandria/Pineville Area Convention & Visitors Bureau
- Charlottesville Albemarle Convention & Visitors Bureau
- Davis County Tourism and Events
- Flint & Genesee Convention and Visitors Bureau
- Parksville Qualicum Beach Tourism Association
- Port Aransas Tourism
- Visit Annapolis & Anne Arundel County
- Visit Panama
- Visit Williamsburg

MEMBERSHIP MILESTONES

28
dedicated member engagement sessions hosted by the Member Engagement team

93%
retention rate
GLOBAL MEMBERSHIP

MEMBERSHIPS IN 13 COUNTRIES
Australia • Canada • Colombia • Ecuador • Ireland • Japan • Mexico
New Zealand • Panama • Russia • South Africa • Switzerland • United States

NEW GLOBAL AFFILIATE MEMBERS
Quito Tourism Board (Ecuador)
Tabasco Convention & Visitors Bureau (Mexico)

GLOBAL DEVELOPMENT MILESTONES
New Partnership with PROMTUR Panama
IBTM Barcelona Event Impact Calculator
STRATEGIC ALLIANCES

$1,561,815
GENERATED ACROSS ASSOCIATION AND FOUNDATION

$952,625
IN-KIND SUPPORT ACROSS ASSOCIATION AND FOUNDATION

95%
RENEWAL RATE
WEBSITE

**MARKETING & COMMUNICATIONS**

**VISITS IN 2020**

- **430,170**
- **260,588**
- **695,676**

**UNIQUE VISITORS**

- **185,219**
- **87,743**
- **22,054**
- **16,932**
- **13,116**

**PAGE VIEWS**

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**TOP 5 COUNTRIES THAT VISIT THE SITE:**

1. **UNITED STATES**
   - **185,219**

2. **INDIA**
   - **87,743**

3. **BRAZIL**
   - **22,054**

4. **SOUTH AFRICA**
   - **16,932**

5. **CANADA**
   - **13,116**
Last year, there was never a greater time or need for destination organizations to connect with one another. In May of 2020, Destinations International launched its new Online Community, just in time for members to share ideas and solutions to help their destinations in a time of need. Members can join a discussion group specific to job roles, meet fellow event attendees, share files and resources, and connect with peers and thought leaders across the world.

**ONLINE COMMUNITY**

- 4,752 total logins
- 635 posts

**MARKETING & COMMUNICATIONS MILESTONES**

- Developed and launched new Public Relations/Communications Task Force
- Transitioned to fully virtual events including production of digital content and virtual event platforms
- Developed Crisis Communications Handbook in response of COVID-19 crisis
- Launched “We’re Here to Help” campaign to support the meetings industry in response to COVID-19
- Launched new Online Community

**ONLINE COMMUNITY**

- 241 discussion threads
- 394 replies
## 2020 Partner Recognition

### Pinnacle Partners
- USA Network
- miles
- Simpleview

### Premier Partners
- Arrivalist
- Connect
- Fired Up
- Imex Group
- Longwoods International
- MMGY Global
- Tempest
- TripAdvisor

### Principle Partners
- CFO by design
- Cvent
- Digital Edge
- expedia group media solutions
- JLL
- MMGY NextFactor
- Northstar Meetings Group
- SearchWide Global

### Corporate Partners
- Adara
- Barkley
- Civitas
- CrowdRiff
- Destination Analysts
- Destination ENV
- Fuseideas
- Greenberg Traurig
- HB Helmsbriscoe
- Maritz Global Events
- Madden
- Mile Marker
- Omni Experience
- Pandora
- Sojern
- Tourism Economics

### Industry Partners
- asae
- Association Forum
- IAEE
- International Association of Venue Managers
- IGLTA
- MPI
- NTA
- PCMA
- Sports ETA
- TTRA
- U.S. Travel Association
EQUITY, DIVERSITY & INCLUSION

MISSION STATEMENT
Destinations International recognizes and advocates the importance of cultivating a unified travel and tourism community where everyone is welcome, there is equitable access for all, and it helps to reshape existing power structures so that systemically marginalized voices and perspectives are consistently heard and valued.

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

GOAL
Through meaningful ongoing and long-term collaboration, Destinations International will lead and engage strategic planning and programmatic development initiatives and opportunities to enable structural social change for the benefit of our members’ communities.

EQUITY, DIVERSITY & INCLUSION MILESTONES

- Released the 2020 Equity, Diversity & Inclusion Study On Destination Organizations
- Launched Equity, Diversity & Inclusion CEO Pledge for executive leaders and CEOs
- Released Board Diversity for Destination Organizations white paper
Due to the pandemic and the inability to hold live events, Destinations International quickly transitioned the live event into a virtual event.

**2020 ANNUAL CONVENTION**  
**JULY 14–15**

In 2020, the Destinations International team pivoted from face-to-face meetings to host summits virtually and launched the COVID-19-specific industry webinar updates.

**NEW EDUCATION IN 2020**

- **ADVOCACY SUMMIT**  
  OCTOBER 15 & NOVEMBER 12
  298 TOTAL ATTENDEES

- **MARKETING AND COMMUNICATIONS SUMMIT**  
  JULY 23 & OCTOBER 29
  348 TOTAL ATTENDEES

- **CEO SUMMIT**  
  DECEMBER 15–17
  243 ATTENDEES

**EDUCATION**

**EVENTS**

**3,023 ATTENDEES**

**59% NEW ATTENDEES**

**64 WEBINARS IN 2020**
MILESTONES AND CDME CERTIFICATION

Successfully transitioned 6 face-to-face meetings to 6 virtual events.

Administered over 64 webinars covering COVID-19 updates; equity, diversity and inclusion; the Event Impact Calculator (EIC), membership benefits; small destination organizations and general industry updates.

Partnered with ISSA to offer discounted pricing for members on training courses to help members prepare for, respond to and recover from biohazards in the workplace.

Implemented “CEO Conversations,” small, facilitated discussion groups for CEOs only.

CDME | CERTIFIED Destination Management Executive

483 TOTAL CERTIFICANTS

36 EARNED IN 2020
Since March 2020, the advocacy team consistently polled destination organizations to provide their status related to personnel and programs during the pandemic. Notable takeaways and themes from these surveys included:

- Cutting costs in anticipation of steep budget cuts.
- Understanding how—and when—to begin recovery planning.
- Being a trusted conduit of information for stakeholders including travelers, residents, meeting planners, partners, members and staff.
- Continuing to offer core services and conducting business operations in a safe manner.
- Finding reliable information about the pandemic, its implications for the industry, and official guidance for how organizations should react.
- Providing resources to local businesses that are forced to close and to local workers who may lose jobs.

**ADVOCACY AND RESEARCH MILESTONES**

- Released the Advocacy Plan Template
- Released United States, Canadian, Australian and Pandemic Lexicons totaling over 100 carefully chosen words.
- Launched first Equity, Diversity and Inclusion Benchmark Study on workforce diversity in Destination Organizations
- Posted over 100 content blog posts in 2020
Through the summer and fall, four lexicons were released to help destination organization members position themselves as a common good for their communities.

Through the help of our Advocacy Committee, Destinations International was able to release a Pandemic Lexicon for North America, Canada and Australia.

The lexicons are based on the idea that relying only on ROI numbers to defend the value and relevancy of a destination organization is no longer a viable advocacy strategy.

Destination organizations need to support the message of ROI with an emotional and value-based appeal to convince political leaders and community stakeholders that without a destination organization, these returns will inevitably vanish. In addition to expanding to 30 words for each country, eight subsequent values were also defined to better illustrate how we reach our endpoint of emotion and logic in our day-to-day work.
During Annual Convention, Destinations International released a vision of what a funding model for our sector should look like—one with all the correct players at the table.

Through a new community benefit funding model, Destinations International believes that a destination organization is a community asset responsible for programs promoting a community as an attractive travel destination by enhancing its public image as a dynamic place to live and work. Under this model everyone benefits. You may learn more about this here.

The Usual Suspects
Lodging, Restaurants, Livery, Auto Leasing, Attractions, Venues

Public Sector
National, State/Province, Local

The Unusual Suspects
Employers, Property Owners/Managers/Sellers, Airports, Hospitals, Colleges & Universities

Partnerships & Alliances
Events, Royalties, Co-Ops, Services, Sponsorships, Membership
DESTINATION TOOLS

DMAP

225 TOTAL ACCREDITED ORGANIZATIONS

11 NEW ACCREDITATIONS APPROVED

5 4-YEAR RENEWAL APPROVED

4 8-YEAR RENEWAL APPROVED

7 ORGANIZATIONS WITH ACCREDITATION WITH DISTINCTION
DESTINATION TOOLS

26 ASSESSMENTS COMPLETED IN 2020

1. Akita Inu Tourism, Japan
2. Albany County, WY, USA
3. Big Horn County, WY, USA
4. Chichibu Tourism & Travel Assoc., Japan
5. City of Afton, WY, USA
6. Crook County, WY, USA
7. Explore Edmonton, Canada
8. Explore York, PA, USA
9. Fremont County, WY, USA
10. Greater Beaufort-Port Royal Convention and Visitors Bureau, SC, USA
11. Hocking Hills Tourism Association, OH, USA
12. Hot Springs County, WY, USA
13. Huntingdon County Visitors Bureau, PA, USA
14. Johnson County, WY, USA
15. Lake Placid (ROOST), NY, USA
16. Little Rock Convention and Visitors Bureau, AR, USA
17. Naples, Marco Island, Everglades Convention and Visitors Bureau, FL, USA
18. Natchitoches Convention and Visitors Bureau, LA, USA
19. Ottawa Valley Tourism Association, Canada
20. Peoria Area Convention and Visitors Bureau, IL, USA
21. Quintana Roo, Mexico
22. Sado Tourism & Travel Assoc., Japan
23. Sweetwater County, WY, USA
24. Tokyo Convention and Visitors Bureau (Shibuya), Japan
25. Turismo de Nuevo Leon (Monterrey), Mexico
26. Visit Mesa, AZ, USA

TOTAL ASSESSMENTS COMPLETED TO DATE

246
EVENT IMPACT CALCULATOR (EIC)

**PRODUCTS MILESTONES**

- Over 900 registrants attended 16 EIC Training Sessions in 2020
- Launched new EIC Bootcamp Training with over 300 registrants
- Nearly 100,000 calculations ran in 2020

**TOTAL SUBSCRIBERS**

- 282

**TOTAL SUBSCRIPTIONS**

- 628

**SUBSCRIBERS IN 13 COUNTRIES**

- Australia
- Austria
- Belgium
- Bermuda
- Canada
- Estonia
- Lithuania
- Norway
- Panama
- Slovenia
- South Africa
- United Arab Emirates
- United States

**PRODUCTS**

- Meetings Subscriptions: 241
- Sports Subscriptions: 241
- Festivals Subscriptions: 124
- Local and Public Events Subscriptions: 22
BOARD OF DIRECTORS

ASSOCIATION

Leslie Bruce  
Banff & Lake Louise Tourism  
(EC Canadian Liaison)

David Burgess  
Miles Partnership

Julie Calvert  
Cincinnati USA Convention and Visitors Bureau

Matt Clement, CDME  
Madden Media

Julie Coker  
San Diego Tourism Authority  
(EC At Large)

Craig Davis, CDME  
VisitDallas  
(Immediate Past Chair)

Chuck Davison, CDME  
Visit SLO CAL

Brad Dean  
Discover Puerto Rico

David DuBois, CMP, CAE, FASAE, CTA  
IAEE – International Association of Exhibitions & Events

Kyle Edmiston, CDME  
Visit Lake Charles

Karl Ely, CAE  
ASAE – The Center for Association Leadership

Beth Erickson, CDME  
Visit Loudoun

Dario Flota Ocampo  
Quintana Roo Tourism Board, Mexico

Ryan George  
Simpleview

Gretchen Hall, CDME, CMP  
Little Rock Convention and Visitors Bureau  
(Chair Elect)

David Holder, CDME  
Clarity of Place

Al Hutchinson  
Visit Baltimore  
(Secretary/Treasurer)

Barbara Jamison-Woods  
London & Partners

Sherrif Karamat, CAE  
PCMA

Melyssa Laughlin, CDME  
Visit Vacaville

Nan Marchand Beauvois  
U.S. Travel Association

Steve Moore  
Visit Phoenix  
(EC Ex-Officio)

Tom Noonan  
Visit Austin

Paul Nursey  
Destination Greater Victoria

Brian Ross  
Experience Columbus

Richard Scharf  
Visit Denver

Milton Segarra, CDME  
Coastal Mississippi

Butch Spyridon  
Nashville Convention & Visitors Corporation  
(Chair)

Chris Thompson, CDME  
Brand USA  
(EC At Large)

Mike Waterman  
Visit Orlando

Scott White  
Greater Palm Springs Convention and Visitors Bureau  
(EC Ex-Officio)

EC = Executive Committee
Cody Chomiak, CDME
Tourism Winnipeg

David Holder, CDME
Clarity of Place
(Past Chair)

John Cychol, FCDME, CTA
Fort Worth Convention & Visitors Bureau

Jose Sotolongo
Miami Sports/Greater Miami Convention and Visitors Bureau

Julie Saupe, CDME
Visit Anchorage

Karen Fisher, CDME
Visit Pittsburgh
(Chair Elect)

Kari Westlund
Eugene, Cascades & Coast-Travel Lane County

Mary Hammond, CDME
Paducah Convention and Visitors Bureau

Maura Allen Gast, FCDME
Irving Convention & Visitors Bureau
(Chair)

Meredith DaSilva, CDME
VISIT FLORIDA

Misty Johantgen, CDME
Experience Kissimmee

Nancy McGehee, Ph.D.
Virginia Tech University

Tania Armenta
Visit Albuquerque

Barry White, CDME
Chattanooga Tourism Company

Brett Oetting, CDME
Visit Corpus Christi

Cody Chomiak, CDME
Tourism Winnipeg

Craig Davis, CDME
VisitDallas
(Chair)

Deb Archer, CDME
Greater Madison Convention & Visitors Bureau (Retired)

Don Anderson, CDME
Destination Consultancy Group LLC

Gary Sherwin, CDME, APR
Visit Newport Beach, Inc.

Jack Wert, FCDME
Naples, Marco Island, Everglades Convention & Visitors Bureau

Kathleen Frankford, CDME
Texas Association of Convention and Visitors Bureaus

Kristin McGrath, CDME
Visit Albuquerque

Jennifer Johnson, CDME, SHRM-CP
Monterey County Convention and Visitors Bureau

Maura Gast, FCDME
Irving Convention & Visitors Bureau

Melyssa Laughlin, CDME
Visit Vacaville

Mike Zumbaugh, CDME
Chattanooga Tourism Company

Monica Smith, CDME, CMP, CASE
Southeast Tourism Society

Steve Paganelli, CDME
Tripadvisor
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 foundation seeks to provide innovative thought leadership, tools and solutions for the Destinations International 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 industry advocacy and research; equity, diversity & inclusion; talent and workforce development and global outreach.
MESSAGE FROM THE BOARD CHAIRS

The Destinations International Foundation started 2020 with a record-breaking Spirit of Hospitality in Washington, D.C. We were ready to build upon the great successes from the previous year and implement new strategies and products. The foundation was poised to release new lexicons for communicating to local officials and to continue the community shared value strategy. Then, the news of COVID-19 caused us all to change our strategies for the challenges that were ahead.

Thanks to the support of our investors, Destinations International Foundation jumped into gear to make sure that the programs and projects planned for 2020 weren’t overlooked but amplified as our members needed us more than ever. The team at Destinations International quickly mobilized with the COVID-19 Hub to share new resources and data from partners and went to work to advocate the importance of CVBs and the need for funding.

The team worked with partners in the industry such as the U.S. Travel Association to advocate the importance of CVBs. Op-eds were sent to media outlets to showcase the need for Paycheck Protection Program (PPP) funding for destination organizations; and webinars were produced to share important knowledge and tools for obtaining that funding.
Knowing the importance of members’ communications to their communities, the team also quickly mobilized a new United States Tourism Lexicon for communicating during the pandemic. They then subsequently released Canadian and Australian Tourism Lexicons.

The Destinations International team produced over 100 blog posts with information on pandemic resources and had record-breaking attendance at the two-day Advocacy Summit. The 30 Under 30 Program rose to new heights during the pandemic by creating new and innovative opportunities for the young leaders to connect in a time when peer-to-peer learning and networking was needed most.

Despite the challenges, the foundation ended 2020 in a positive financial position and in a good position to move forward to serve the needs of our members.

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

John Lambeth  
President and CEO  
Civitas  
Destinations International Foundation  
Board Chair, 2020-2021

John Groh  
President and CEO  
Rockford Area CVB  
Destinations International Foundation  
Board Chair, 2019–2020
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. In 2020, the foundation continued to set industry standards through the Destination Organization Performance Reporting platform and identified the key challenges and trends of our members through Pulse Surveys and by building upon our products such as the Event Impact Calculator (EIC).

Together we will create new knowledge.

The foundation works diligently to help destination organizations better advocate for the outcome of their efforts. In 2020, we monitored political conversations and worked with our industry partners to advocate for funding for our members during the pandemic. We continued to upgrade our Tourism Lexicons for other countries so our members could better communicate to their local stakeholders. We also wrote over 100 blog posts that helped guide members through one of the most difficult times in our industry’s history.

Together we will raise the voice of the industry.
CORE GUIDING PRINCIPLES

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. In 2020, we expanded our 30 Under 30 Program to engage our industry’s young leaders in additional educational opportunities and set the groundwork for rebuilding the Apprenticeship Program.

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. In 2020, we continued to foster the opportunity for our members to engage with each other globally through our Global Leadership Committee.
This year’s class of 30 Under 30 includes young leaders from across the U.S., Australia and Canada who are making a difference in their destinations. Because the group was not able to meet in person this year, we pivoted to an online program that offered professional development, education, and networking opportunities for the 30 Under 30 class. Each month, the 30 Under 30 class heard from guest speakers that included more than 20 thought leaders and industry experts who shared their insights on topics that include: Destination Branding; Sales and Marketing; Information and Research; Developing the Destination Experience; Human Resources and Talent Development; Advocacy; and Leadership. Also new in 2020 was our 30 Under 30 Alumni Council which will introduce initiatives in 2021 intended to keep past 30 Under 30s engaged with the association, as well as develop communications tools and educational content specifically for young professionals just starting their careers in our industry.
BOARD OF TRUSTEES

FOUNDATIONS

Rolando Aedo
Greater Miami Convention and Visitors Bureau

Jerad Bachar, CDME
VisitPittsburgh

Amir Eylon
Longwoods International

Cara Frank
Simpleview

Bill Geist
DMOProz

Bryan Grimaldi
Greenberg Traurig, LLP

John Groh, CDME
Rockford Area Convention & Visitors Bureau
(Immediate Past Chair)

Kellie Henderson
SearchWide Global

Leonard Hoops
Visit Indy

Linda John, CDME
Linda John Consulting

Cheryl Kilday, CDME
North Myrtle Beach Chamber/Convention and Visitors Bureau

John Lambeth
Civitas
(Chair)

Joseph Marinelli
Visit Savannah

Michelle Mason, CAE, FASAE, CQIA
Association Forum

Katherine O’Donnell, CDME
Richmond Region Tourism

John Percy, CDME
Destination Niagara USA
(Chair Elect)

Jorge Pesquera, CDME
Discover The Palm Beaches

Stacy Ritter, CDME
Greater Fort Lauderdale Convention and Visitors Bureau

Vail Ross
STR
(Secretary/Treasurer)

Annette Rummel, Ph.D., CDME
Great Lakes Bay Regional Convention & Visitors Bureau

Will Seccombe
Connect Travel

Gregg Shapiro
Tempest

Martha Sheridan
Greater Boston Convention and Visitors Bureau

Ellie Westman Chin, CDME
Destination Madison
(EC At Large)

EC = Executive Committee
Revenue: **$1,005,826* | Expenses: **$968,286*