



2020

ANNUAL REPORT



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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.

A handwritten signature in black ink that reads "Don Welsh". The signature is fluid and cursive, with the first name "Don" and last name "Welsh" clearly distinguishable.

Don Welsh

President and CEO
Destinations International



THANK
YOU

Because of your unwavering support, the team at Destinations International was equipped and ready to serve members around the world.

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

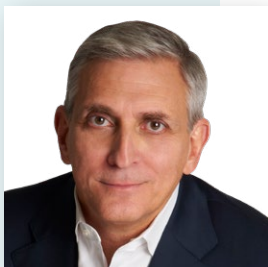


Craig Davis, CDME

President and CEO

VisitDallas

Board Chair, 2019–2020



Butch Spyridon

President and CEO

Nashville Convention and Visitors Corp.

Board Chair, 2020–2021

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.

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.



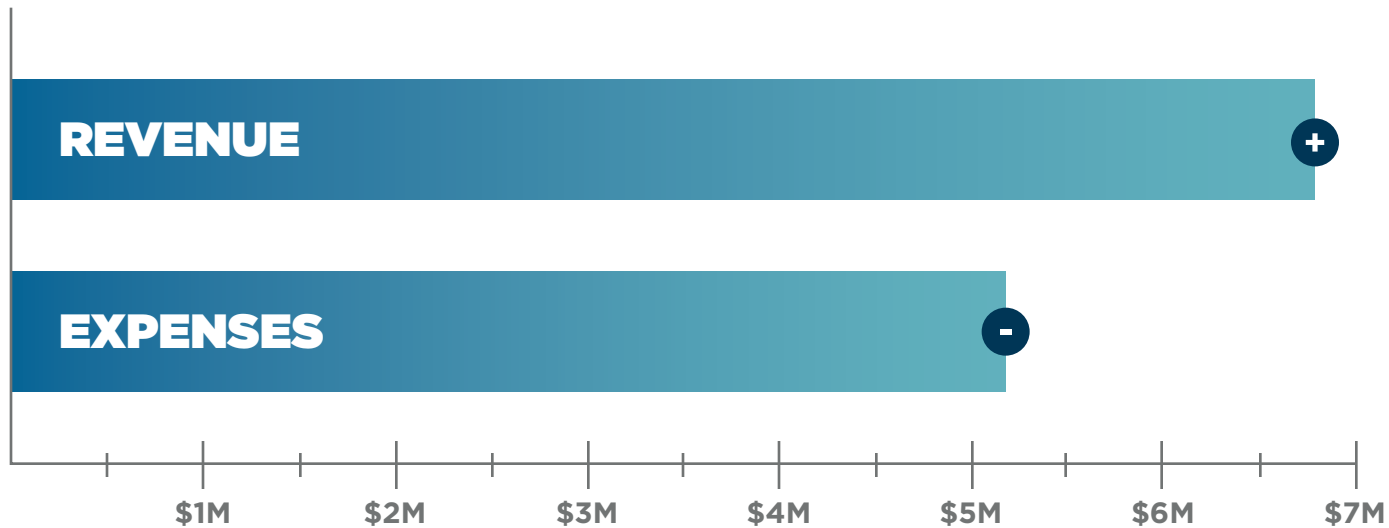
EQUITY, DIVERSITY AND INCLUSION

Lead and engage diversity initiatives and opportunities within the destination marketing and management industry.

2020

REVENUE + EXPENSES

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%

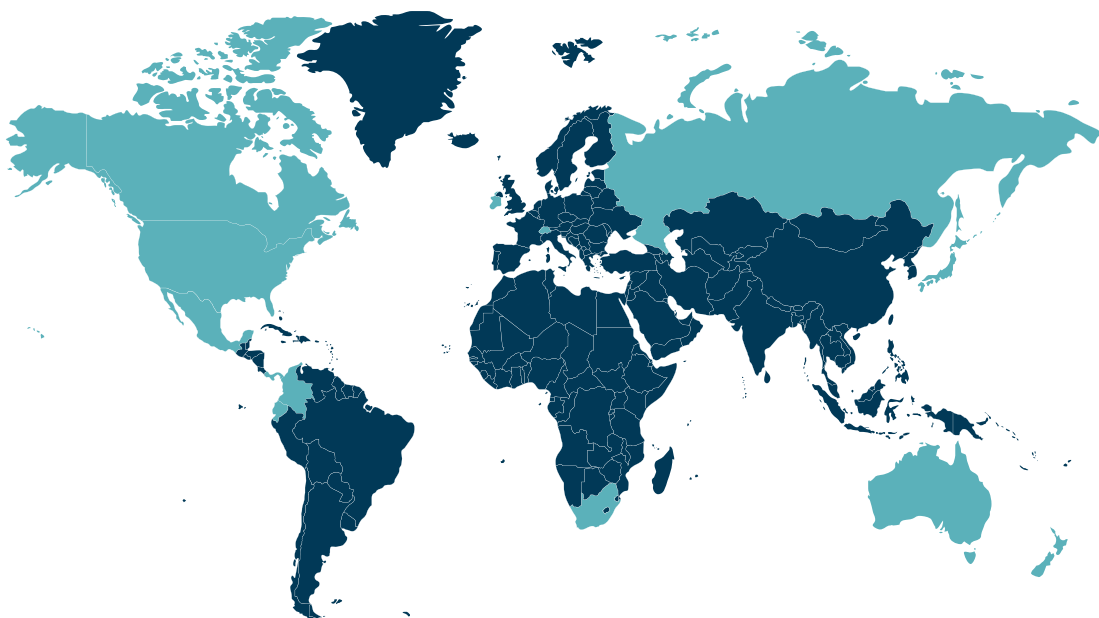
retention rate

COMMUNITY

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

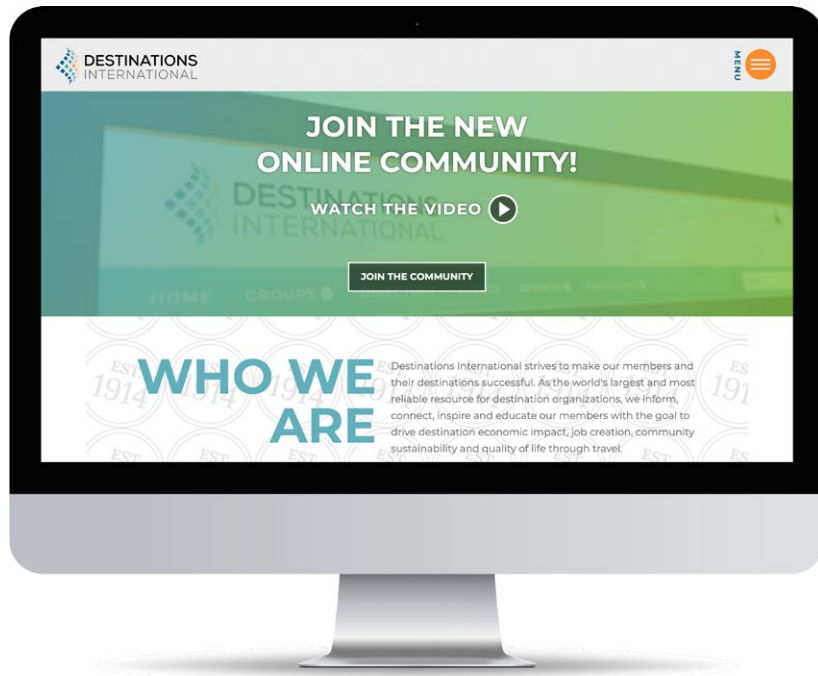


95%

RENEWAL RATE

MARKETING & COMMUNICATIONS

WEBSITE



430,170
VISITS
IN 2020

260,588
UNIQUE
VISITORS

695,676
PAGE
VIEWS

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

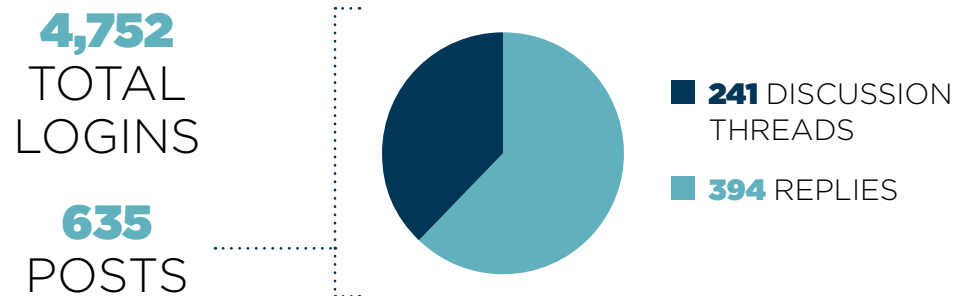
5 **CANADA**
13,116

MARKETING & COMMUNICATIONS

ONLINE COMMUNITY AND MILESTONES

ONLINE COMMUNITY

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.



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

2020 PARTNER RECOGNITION

PINNACLE PARTNERS



CORPORATE PARTNERS



PREMIER PARTNERS



PRINCIPLE PARTNERS



INDUSTRY PARTNERS



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

EDUCATION

EVENTS

2020 ANNUAL CONVENTION

JULY 14-15

Due to the pandemic and the inability to hold live events, Destinations International quickly transitioned the live event into a virtual event.



RECORD NUMBER

3,023

ATTENDEES

59%

NEW ATTENDEES

NEW EDUCATION IN 2020

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.

64

WEBINARS
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

MILESTONES AND CDME CERTIFICATION

MILESTONES



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

ADVOCACY AND RESEARCH

PULSE SURVEY REPORTS

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

ADVOCACY AND RESEARCH

LEXICON AND COMMUNITY SHARED VALUE

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.

LEARN MORE ABOUT THESE LEXICONS

[UNITED STATES](#)

[CANADA](#)

[AUSTRALIA](#)

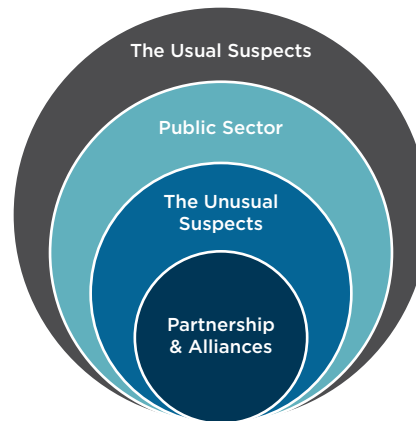
[PANDEMIC](#)

ADVOCACY AND RESEARCH

COMMUNITY BENEFIT FUNDING MODEL

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

DESTINATIONNEXT



246

**TOTAL ASSESSMENTS
COMPLETED TO DATE**

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

PRODUCTS

EVENT IMPACT CALCULATOR (EIC)

282

TOTAL
SUBSCRIBERS

628

TOTAL
SUBSCRIPTIONS

- 241** Meetings Subscriptions
- 241** Sports Subscriptions
- 124** Festivals Subscriptions
- 22** Local and Public Events Subscriptions

SUBSCRIBERS IN 13 COUNTRIES



Australia



Norway



Austria



Panama



Belgium



Slovenia



Bermuda



South Africa



Canada



United Arab Emirates



Estonia



United States



Lithuania

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

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 Thomspson, 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

DMAP

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

CDME

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



THE FOUNDATION

ABOUT

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'S UNIQUE ROLE

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.



THANK
YOU

Thanks to the support of our investors, we 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.

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 around the world needed Destinations International 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.



A handwritten signature in black ink, reading "John Lambeth".

John Lambeth

President and CEO

Civitas

Destinations International Foundation
Board Chair, 2020-2021



A handwritten signature in black ink, reading "John Groh".

John Groh

President and CEO

Rockford Area CVB

Destinations International Foundation
Board Chair, 2019-2020

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.

CORE GUIDING PRINCIPLES



RESEARCH

Together we will create new knowledge.

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).



ADVOCACY

Together we will raise the voice of the industry.

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.

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.

30 UNDER 30 PROGRAM

30UNDER30

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.



20+

GUEST SPEAKERS FOR
EDUCATIONAL SESSIONS
SPECIFICALLY FOR THE
2020 30 UNDER 30 CLASS



AMERICAN, AUSTRALIAN,
AND CANADIAN
PARTICIPANTS

BOARD OF TRUSTEES

FOUNDATION

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

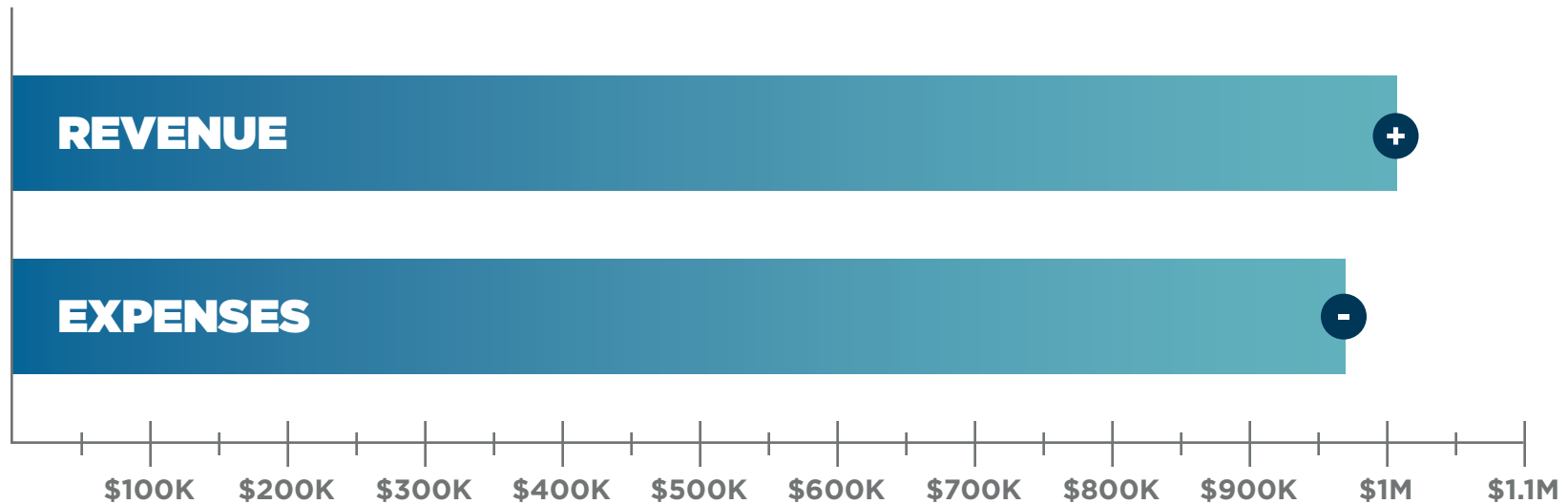
Destination Madison
(EC At Large)

EC = Executive Committee

2020

REVENUE + EXPENSES

Revenue: **\$1,005,826*** | Expenses: **\$968,286***



**Un-audited Numbers*



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