Let me begin by thanking our Board Members over the last year, and Gary Sherwin, CDME, President & CEO of Newport Beach & Company and Joseph Marinelli, President of Visit Savannah for their vision and guidance this past year as Association and Foundation Chairs. It has been a very progressive year for our Association and we are thankful for their leadership.

We look forward to continuing the progress with our new Association and Foundation Chairs: Tammy Blount, FCDME, President and CEO of the Monterey County Convention & Visitors Bureau and Stephanie Pace Brown, President & CEO of Explore Asheville.

This issue will focus on a recap of our Annual Convention, upcoming educational opportunities, highlights of Q2 deliverables, and foundation and advocacy updates.

I would like to thank those of you who were able to attend this year’s Annual Convention in Montreal. We had over 1,450 attendees, 100 speakers, 77 sessions and more than 100 exhibitors. The feedback has been extremely positive—from our host city, Montreal, to the sessions and speakers, to the overall experience. We will continue to solicit your feedback for all of our events, including our Summits and the Annual Convention to ensure they are worthy of your time and financial commitment. A special thanks to our many sponsors and partners who make these events possible. One of the highlights that we introduced in Montreal was the launch of our new brand and website. Thanks again to our partners at Miles Partnership for their support in making this happen.

Several announcements were made including Canadian initiatives with Direct Marketing Association of Canada (DMAC), Tourism Industry Association of Canada (TIAC) and Travel Alberta, as well as a partnership with the James Beard Foundation. Continuing our commitment to discovering what’s on the horizon for destination organizations through forward-focused research and relevant data, the Destinations International Foundation launched the Weaponization of Travel Study and the DestinationNext Futures Study. We encourage you to take a deep dive into both complimentary reports, available on destinationsinternational.org.

As we move into the remainder of 2017, we will continue to expand upon the value proposition that destination organizations provide to a meeting planner or a decision maker in the meetings process. It is our opinion that a destination should be the independent keeper of knowledge and the authoritative expert in their respective marketplace. Planners that do not involve the destination organization in the decision-making process are not fully taking advantage of the benefits a CVB can provide. Our team is working in collaboration with the Convention Sales & Marketing Committee to elevate our messaging on the value of utilizing the expertise of CVBs while planning a meeting or event.

To continue to strengthen destination strategic planning tools, the Destinations International Foundation will remain focused on releasing important and timely research such as the Organization and Financial Profile Study, which will allow members to view and analyze destination organization structures, practices, trends and developments in key areas of interest for the industry. The Advocacy team also will continue to rapidly respond to the needs of our members who are under attack with funding and other challenges.

Last month we received the official notification from The World Tourism Organization (UNWTO) on Destinations International’s appointment to their Board of Affiliate Members. This is an incredible honor for our organization, and we look forward to serving on the board. Our team will continue to participate in industry events around the globe, as well as continue the momentum of expanding our partnerships with key organizations such as European Cities Marketing (ECM), Direct Marketing Association of Canada (DMAC) and with our partners in Latin America.

We hope to see you at one of our upcoming Summits!

Best,

Don Welsh
President and CEO
Destinations International
2017 Q2 HIGHLIGHTS

MEMBERSHIP/PARTNERSHIP

- **600** DESTINATION ORGANIZATION TOTAL MEMBERS
- **4,936** DESTINATION PROFESSIONAL TOTAL MEMBERS
- **7** NEW DESTINATION ORGANIZATION MEMBERS

- Ascension Parish Tourism Commission
- Block Island Tourism Council
- Elizabeth Destination Marketing Organization
- Lebanon Tourist & Convention Commission
- Northwest Territories Tourism, Canada
- Visit Greater St. Cloud
- Yosemite Mariposa County Tourism Bureau

10 NEW BUSINESS AND INDUSTRY PARTNERS

- Association Forum of Chicagoland
- Booking.com (USA) Inc.
- Lamar Media Corp.
- National Tour Association
- MacGillivray Freeman Films
- Mediassociates
- Resiada
- Root Reservations, LLC (RootRez)
- Strategic Database Research, Inc
- Venture Marketing

EMPOWERMINT & MINT+

- **156** Total CVB eMint Subscribers
- **865** MINT+ Histories added
- **1,073** of MINT+ event bookings added in Q2

EVENT IMPACT CALCULATOR

- **201** TOTAL CVB SUBSCRIBERS
- **393** TOTAL SUBSCRIPTIONS

2017 ANNUAL CONVENTION HIGHLIGHTS

- OVER **1,450** ATTENDEES
- OVER **100** EXHIBITORS
- OVER **77** SESSIONS
- OVER **100** SPEAKERS

TOP RATED CONCURRENT SESSIONS:
- Civitas Funding Forum, ‘the end of tourism as we know it,’
- Google’s New Global Content Program,
- DNext Future studies,
- CEOs of Tomorrow

93% rated 2017 Annual Convention as a positive experience

96% indicated that Montreal did a great job being the host city

22 CDME industry representatives received their CDME certification

22 Destination organizations were honored for their DMAP accreditation and reaccreditation
ADVOCACY HIGHLIGHTS

The Destinations International Advocacy team released two critical pieces of research during the Association’s Annual Convention in Montreal to help our industry address developing threats and prepare for the road ahead. Both studies are currently available on the Destinations International website and will lay the groundwork for future tools, templates and best practices designed specifically for destination organizations.

DESTINATIONNEXT FUTURES STUDY

The Futures Study update is intended to build on the learnings from the 2014 Futures Study, and to determine updated trends and strategies that will keep destination organizations around the world thriving. What we found is that the industry is undergoing unprecedented change. Twelve of the top 25 trends identified in the 2017 study, and 10 of the top 25 strategies, were new. These were trends or strategies that were not being talked about just three years ago when the baseline study was launched. This gives an indication of just how fast the industry is changing. The research also shows the need for rethinking and possibly re-engineering how destination organizations are designed to achieve success.

THE WEAPONIZATION OF TRAVEL

Travel boycotts have risen in popularity in recent years and are regularly making headlines today. Places such as North Carolina, Indiana and Arizona have all felt the pressure of travel boycotts this decade. The impact of travel boycotts on changing policy has been mixed, and the details of what makes for a successful or failed boycott tend to be hazy.

To fill these gaps in understanding and inform potential advocacy platforms on the issue of boycotts for the travel industry, Destinations International engaged APCO Insight (APCO) to develop a comprehensive research study on the subject. The report outlines the successes and failures of travel boycotts, explores the impact of boycotts on the travel and tourism industry, and identifies favorable alternatives.

ADVOCACY SUMMIT

The new Summit offering will discuss the issue of the weaponization of travel and several other arising issues during our inaugural Advocacy Summit, October 25-26 in Baltimore, Maryland, held in conjunction with TTRA’s Marketing Outlook Forum. This much-needed event will include expert speakers from the political arena, including Amy Walter and David Wasserman from the Cook Political Report, as well as industry leaders from the U.S. Travel Association, Tourism Economics, Longwoods International, Civitas and Quorum, who will help you become a more effective advocate for your destination organization. We hope that you will join us for this important industry event.

FOUNDATION HIGHLIGHTS

The Destinations International Foundation continues to invest in our industry through valuable educational programming during the Association’s Annual Convention in Montreal, all while raising crucial funds for future endeavors. Foundation grants allow the Association to bring in dynamic speakers, such as Willie Geist and Chris Gardner, at every Destinations International convention or summit, and fund important leadership development programs such as the 30 Under 30.

The Foundation raised over $150,000 in fundraising efforts supported by four separate events in Montreal, including the new culinary tour and funding forum. Thank you to all of our sponsors, participants and donors. A special thank you to the organizations who signed up to become Destination Advocates and invest year-round.

New for Fall 2017, the Foundation has teamed up with Dynamic Benchmarking to transform the Organization and Finance Profile Study into its own platform to be used as a destination tool. Upon completion, destinations will be allowed to run custom reports of the full disaggregated and aggregated data based upon their own competitive segments. Data by state, region, operating budget, and much more will be accessible through the platform, so destinations can compile their own reports that best fit their needs. Look for the full study release in November.
Destinations International’s Summits and educational opportunities will continue the energy from Annual Convention with face-to-face education and peer-to-peer networking for the diverse professions found across destination organizations.

**VISITOR SERVICES SUMMIT**
September 24 – 26, Columbus, OH

Created for professionals vested in the planning, development and management of visitor experiences within their destinations, this Summit is designed to provide visitor services specialists a unique environment in which to exchange ideas and solutions, learn new practices and network.

**FINANCE, OPERATIONS AND TECHNOLOGY SUMMIT**
October 16 – 19, Orlando, FL

A discipline-focused and cross-functional gathering of senior leadership, this Summit targets three departments to help advance operational performance within destination organizations. Attendees will gain new perspectives, exchange ideas and learn about best practices and case studies from industry experts.

**MEMBERSHIP SUMMIT**
October 23 – 26, Charlotte, NC

For more than 30 years, Destinations International’s Membership Summit has supported the evolving role and the impact of the membership professional. This Summit, targeting both membership and partnership roles, explores discussions about changing trends in the destination marketplace, redefining membership and partnership responsibilities to maximize impact, and recalibrating the sponsorship value proposition.

**NEW! ADVOCACY SUMMIT**
October 25 – 26, Baltimore, MD

The inaugural Advocacy Summit will bring together destination organization professionals for the exchange of ideas and best practices. Attendees will learn from experts and insiders about the latest trends and threats to the tourism industry, discover tools and available research, and enhance leadership skills with advocacy training. Whether fighting for funding, defending a destination against the weaponization of travel, or lighting the way through dark matter politics, this event will help tourism professionals become more effective advocates for their respective destination organization.

**CERTIFIED DESTINATION MANAGEMENT EXECUTIVE (CDME)**
November 5 – 8, 2017, Baton Rouge, LA

Recognized by the destination marketing and management industry as its highest educational achievement, CDME is an executive-level program for experienced destination organization professionals seeking advanced professional development. The focus of the program is on strategic vision, leadership, organization performance, community stakeholder management, and marketing and product development best practices.

**PDM FUNDAMENTALS**
November 6, 2017, Baton Rouge, LA

Fundamentals is an interactive educational course focusing on evolving trends in the travel and tourism industry and marketplace and how destination organizations successfully align with these changes. Key to this success are the operations of the organization and its place within the travel and tourism industry. The PDM Fundamentals course is one of seven courses needed to complete the PDM Certificate; however, destination professionals can take the course whether or not they are pursuing the PDM Certificate.

**SALES ACADEMY 1 & 2**
November 6 – 8, 2017, Baton Rouge, LA

Sales Academy 1 and 2 are the go-to courses for those working within CVB sales. Sales Academy 1 will cover basic topics such as “Hotel Sales vs. CVB Sales” and “Answering the RFP.” Enhanced with a new facilitator, Master Connection Associates, Sales Academy 2 has been reimagined and revitalized with creative and effective marketing strategies and training solutions. This event is for experienced and seasoned CVB sales professionals.

**CONVENTION SALES & MARKETING SUMMIT**
December 13, 2017, Chicago, IL

Directed toward identifying solutions for sale challenges, the Convention Sales & Marketing Summit brings the top sales professionals together to foster stronger networking, discuss the dynamics of the changing market and come to a deeper understanding of the market itself.

**NEW! CONVENTION SERVICES SUMMIT**
December 13, 2017, Chicago, IL

An extension of the Convention Sales & Marketing Summit, the Convention Services Summit brings together the individuals who work to deliver successful meetings and events.

For more information on Destinations International and to register for these events, visit destinationsinternational.org.
Destinations International is truly grateful for the strong leadership and continued commitment from our Board Members. Please join us in welcoming our 2017/2018 Board of Directors and Trustees.

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- Barry White, CDME
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- Kristin Lamoureux, Ph.D.
  - Visiting Professor of Tourism and Hospitality Management at Virginia Tech University

- Kristin McGrath, CDME
  - Vice President - Sales, Services & Sports, Visit Albuquerque

- Jack Wert, FCDME
  - Executive Director/CEO, Naples, Marco Island, Everglades Convention & Visitors Bureau
2017 ANNUAL CONVENTION

Thank you to everyone who took the time out of their busy schedules to learn and celebrate our industry. Here is a glance at our 2017 Annual Convention.

Destinations International’s four board chairs have made lasting impacts on our industry. From left to right: Tammy Blount, FCDME, President & CEO of the Monterey County Convention and Visitors Bureau; Virginia Haley, CDME, President of Visit Sarasota County; Maura Gast, FCDME, Executive Director of the Irving Convention & Visitors Bureau; Stephanie Pace Brown, President & CEO, Explore Asheville

This year’s 30 Under 30 Class walked away from Annual Convention with new industry colleagues and a wealth of knowledge.

DMAP Chair, Virginia Haley presents Visit Baton Rouge with DMAP Accreditation. From left to right: Karron Alford, Director of Marketing & Technology; Geraldine Bordelon, Director of Destination Sales; Virginia Haley, CDME, President, Visit Sarasota, DMAP Chair; Paul Arrigo, CDME, President & CEO

ASAE welcomed many of our industry leaders to Montreal at the Leadership Reception. From left to right: Don Welsh, President & CEO, Destinations International; Susan Robertson, EVP, ASAE and President of ASAE Foundation; John Graham, President & CEO, ASAE; Tammy Blount, FCDME, President & CEO of the Monterey County Convention and Visitors Bureau; Gary C. Sherwin, CDME, President & CEO of Visit Newport Beach, Inc.; Karl Ely, CAE, SVP & Publishing, ASAE

Destinations International entered into a strategic partnership with the Destination Marketing Association of Canada (DMAC), allowing for the sharing of resources and collaboration on educational opportunities.

This year’s 30 Under 30 Class walked away from Annual Convention with new industry colleagues and a wealth of knowledge.

With over 100 exhibitors, the Destinations International show floor was bustling with business and peer networking.

22 destinations received DMAP designation at this year’s Annual Convention.

Thank you to Ana Maria Viscasillas for her leadership with our Spanish Immersion Program.


10 travel and tourism leaders, who have transformed the destination organization world by their innovative thinking and accomplishments, were inducted into the 2017 Hall of Fame. From left to right: Don Welsh, President and CEO, Destinations International; Tammy Blount, FCDME, President & CEO of the Monterey County Convention and Visitors Bureau; Rick Antonson, Former President & CEO, Tourism Vancouver

Thank you to everyone who took the time out of their busy schedules to learn and celebrate our industry. Here is a glance at our 2017 Annual Convention.
As we’ve shared in our weekly newsletters, we will continue to promote the Take Carra Yourself health and wellness initiative. We have been providing tips on healthy living, stress management and ways to care for yourself while traveling or in your office. Our friends at Searchwide have been very instrumental in the success of this initiative, and we’ve included two recipes they put together during their health and wellness program at the Annual Convention.

### ICED MATCHA LATTE

**INGREDIENTS**
- 1 tsp matcha powder
- ½ cup water
- 1 cup coconut milk
- 1 dash cinnamon
- Sweetener to taste (optional)

**DIRECTIONS**
1. Mix matcha powder and water until dissolved.
2. Shake (or stir) with ice, coconut milk, and sweetener if desired.
3. Pour in glass, sprinkle with cinnamon, enjoy!

### CAULIFLOWER CRUST PIZZA

**INGREDIENTS**
- 2 1/2 cups cauliflower, grated
- 1 large egg, lightly beaten
- 1 1/4 cup shredded mozzarella cheese
- 2 tbsp grated parmesan cheese
- Salt and pepper to taste
- 1/4 cup tomato sauce
- 1 cup grape tomatoes, sliced in half
- 2 cloves garlic, sliced
- 1/4 tsp crushed red pepper flakes
- 1/2 cup fresh basil leaves (optional)

**DIRECTIONS**
1. Line a baking sheet with parchment paper, preheat oven to 425°F.
2. Grate cauliflower, microwave for 8 minutes until soft, let cool.
3. Mix in egg, 1 cup mozzarella, parmesan cheese and salt and pepper. Pat into 10 inch round on prepared pizza pan. Spray lightly with nonstick spray and bake for 10-15 minutes.
4. Top pizza with sauce, remaining mozzarella, grape tomatoes, garlic and red pepper flakes. Bake another 10 minutes until melted and bubbly. Top with basil before serving. Enjoy!
## 2017 KEY EVENTS

**VISITOR SERVICES SUMMIT**  
September 24 – 26, Columbus, OH

**FINANCE, OPERATIONS AND TECHNOLOGY SUMMIT**  
October 16 – 19, Orlando, FL

**MEMBERSHIP SUMMIT**  
October 23 – 26, Charlotte, NC

**ADVOCACY SUMMIT**  
October 25 – 26, Baltimore, MD

**CERTIFIED DESTINATION MANAGEMENT EXECUTIVE (CDME)**  
November 5 – 8, 2017, Baton Rouge, LA

**PDM FUNDAMENTALS**  
November 6, 2017, Baton Rouge, LA

**SALES ACADEMY 1 & 2**  
November 6 – 8, 2017, Baton Rouge, LA

**CONVENTION SALES & MARKETING SUMMIT**  
December 13, 2017, Chicago, IL

**CONVENTION SERVICES SUMMIT**  
December 13, 2017, Chicago, IL

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**INSIDE: CEO QUARTERLY UPDATE**