Let me begin by thanking those of you who were able to attend one of our many recent Fall summits and educational events. I am pleased to report that each of these gatherings have set new records in attendance, and we greatly appreciate your support. Unfortunately, politically motivated attacks on destination organizations continue to grow around the world, and there has never been a more critical time for our industry to come together for peer-to-peer networking and learning. The old saying of “knowledge is power” has never been truer during these unique and challenging times.

As you may have seen in a recent online newsletter, we have announced our educational opportunities for 2018. We encourage you to discuss these various events with your team in order to allow for adequate planning and maximum participation. Please check our website, destinationsinternational.org, for the most up-to-date information.

Our team led the inaugural Advocacy Summit in October in Baltimore, MD, where attendees took a deep dive into the weaponization of travel. Building off the highly popular Weaponization of Travel Study which explores whether travel boycotts and bans work to effect political change, the Foundation released the Weaponization of Travel: Profiling the Digital Advocate Study which breaks down the various online advocates of the weaponization of travel. The complimentary study can be found on our website. Thanks to the Destinations International Foundation for continuing to support many of these important research studies. Thank you to Jack Johnson and his team for their hard work on our first Advocacy Summit!

The Foundation recently finished gathering data for the 2017 Organization and Financial Profile, which will help to better understand current organization structures, practices and trends of fellow destination organizations. This unique resource to assist in guiding the development and strategies of your destination organization will be released in December 2017.

We encourage you to take advantage of the newly released online community, the Member Forum. Destinations International members can log into the Member Forum with their current account information and participate in discussions, take polls, ask questions, share files and stay connected with peers through private messaging, mentions and social interactions. The forum is mobile friendly, so you can continue to interact with colleagues on-the-go. As you may have seen in our recent communications last year, we embarked on an extensive meeting and listening tour with over 350 members, and we heard loud and clear that this type of online community was essential. We made this resource one of our top priorities so that our members can learn and interact with colleagues around the globe. Thanks to Joy Lin, our Director of Marketing Technology for her hard work and dedication on this important initiative.

We recently announced a newly established partnership with Association Forum which will focus on brand awareness, content and thought leadership for both organizations. The alliance will first concentrate on collaborating to build awareness around Destinations International’s Convention Sales Summit and Association Forum’s Holiday Showcase, which both take place in Chicago in December.

Our team has been working very hard to develop our 2018 business plan that further supports the work of our members around the world. We had an outstanding Joint Executive Committee Board Meeting in New Orleans to present and discuss these plans and the full board will meet in Savannah, Georgia in the beginning of December to review and approve the 2018 Business Plan. We look forward to sharing the approved plan with you soon.

We hope to see you in 2018 at one of our educational events. In the meantime, thank you for your continued support.

Best,

Don Welsh
President and CEO
Destinations International
# 2017 Q3 HIGHLIGHTS

## Membership/Partnership

<table>
<thead>
<tr>
<th>Memberships</th>
<th>Total Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>540</td>
<td>Destination Organization</td>
</tr>
<tr>
<td>4,825</td>
<td>Destination Professional</td>
</tr>
<tr>
<td>11</td>
<td>New Destination Organization Members</td>
</tr>
</tbody>
</table>

- **New Business and Industry Partners:** 3
  - R4 Communication Strategies Inc.
  - Roadtrippers, Inc.
  - Stamp Destination Marketing

- **New Partnerships:** 2
  - Association Forum of Chicagoland
  - James Beard Foundation

- **Renewed Partnership:** 1
  - TripAdvisor

## EmpowerMint & Mint+

- **Total CVB eMint Subscribers:** 151
- **MINT+ Histories added:** 1,197
- **of Mint+ event bookings reported in Q3:** 1,264

## Event Impact Calculator

- **New CVB Subscribers:** 9
- **New Subscriptions:** 24
- **Total Subscribers:** 207
- **Total Subscriptions:** 414

## DestinationNext

- **Released New Futures Study:** on key trends in the tourism industry and implications for destination organizations in July 2017
- **Completed Detailed Assessments of Destinations Across U.S.:** 21
- **Statewide Assessments in Michigan, Maine and New Jersey:** 3

- **Launched National Assessment of Switzerland**
ADVOCACY HIGHLIGHTS

Whether fighting for your funding, defending your destination against the weaponization of travel, or lighting the way through dark matter politics, it is more critical than ever for destination organizations to be a constant advocate for the travel industry and the dedication of marketing dollars. In light of this, Destinations International held its inaugural Advocacy Summit on October 25-26 in Baltimore, Maryland to help our members become more effective advocates in their respective communities.

The Summit featured keynote addresses from Amy Walter and David Wasserman with the Cook Political Report, an examination of which state and local government officials are talking about tourism funding, and a continued examination of the weaponization of travel. During the event, the Association unveiled the Destinations International Rapid Response Team, a consortium of experts in communications, research, lobbying, community outreach and legal matters who will provide destination organizations with assistance during times of crisis.

One of the more engaging topics of discussion was advocacy in the face of ideology. For years, industry leaders have stressed the importance of proving the economic value of tourism marketing to protect and attract more funding. Yet over the past year, destinations across the United States have had their funding attacked, regardless of their ability to demonstrate a positive ROI. So what gives? Why are destinations who seem to be proving the economic value of funding continuing to have their funding challenged?

The answer doesn’t lie in facts or data, but rather in ideology. An ideology that calls for a strictly limited role for government is being pushed heavily across the country by well-funded organizations such as Americans for Prosperity, and no ROI study alone can effectively combat it. Instead, this battle must be fought on the ideological front, which calls for a unified ideological case for destination promotion.

During the Summit, Jim McCaul, Vice President of Destination Development and Advocacy for Destinations International, provided three methods to combating political ideology: ensuring political leaders understand what you do, delivering your message using common language and activating and mobilizing your constituenets. He also provided an ideological argument for the investment in destination promotion, the core of which is "if your community does not invest in destination promotion, you will be left behind." The world is in the midst of a global travel boom, and no destination can afford to lose their rightful share of that market to competitors.

The reality is that this concept applies not only to the visitor economy but all facets of economic activity, with destination promotion playing a key role. We’re not just competing for visitors anymore. In today’s globalized, networked world, every place has to compete with every other place for its share of the world’s consumers, tourists, businesses, investment, capital, respect and attention. This concept needs to be ingrained into the minds of stakeholders within your community.

For more information on the above Advocacy topics, please contact Jim McCaul at jmccaul@destinationsinternational.org.

FOUNDATION HIGHLIGHTS

The Destinations International Foundation continued its research on the weaponization of travel, following the release of the initial study at the Association’s Annual Convention in July 2017. The widening use of travel bans and boycotts is a trend we all need to be aware of. The danger lies in bans and boycotts further isolating people and ideas, while harming our fellow industry colleagues who suffer when business is pulled from a community.

In light of this, Destinations International has made a policy decision that, no matter how well intentioned, we do not support travel boycotts or bans. We believe they are ineffective, hurt the wrong people and are counterproductive; and we call for them to be ended.

To assist with this, the Destinations International Foundation has once again partnered with APCO Insights to better understand the demographic and behavioral profiles of individuals and organizations who actively discuss travel bans, boycotts and advisories online, in order to understand the varying viewpoints, and create messaging and movements to mitigate the weaponization of travel.

Key steps in this process included mapping the context in which travel bans are discussed online; tracking demographics and behavioral characteristics of online audience segments who discuss the issue, including common messages and language; and researching those who influence these online audiences. The research will aid the development of an actionable toolkit, providing meeting professionals, organizations and individuals with more effective alternatives to travel bans and boycotts.

For the full report and findings, please visit destinationsinternational.org/research.
DESTINATIONS INTERNATIONAL LAUNCHES
NEW ONLINE MEMBER FORUM

On October 30th, Destinations International launched the much anticipated online Member Forum. The online Member Forum is the next generation of the Association’s previous member forum, myDMAI, and has been designed to meet the needs of the organization’s 540+ destination organization members.

MEMBER FORUM FEATURES:

EXCHANGE
• Start or participate in online discussions around a topic of interest.
• Undecided on what to do or looking for a quick vote? Quickly poll community members to reveal the most common preferences or practices.
• Ask a Question to solicit responses from your peers. Select a “Best Answer” to help others quickly identify what solution worked for you.
• Exchange strategic plans, requests for proposals, brand guidelines, and other documents through the file upload function.

SEARCH
• The global search feature helps you easily identify posts and comments of interest to you.
• Looking for something specific? The advanced search feature — by category, date, user and more! — helps you narrow your search results.

INTERACT
• Express your nonverbal cues with “Agrees, Disagrees, Likes and LOLs.” Promote a post or comment to push it to the “Best Of...” page.
• Share any nuggets you discover to your broader following through Facebook, Twitter, LinkedIn or email.
• Send private messages to others directly from the Member Forum or @Mention users in your posts and comments to get their attention.
• Get email notifications on categories, discussions and private messages.
• To encourage all of our members to help make our community a better place, badges will be awarded as a “Thank you!” for your ongoing activity in the Member Forum.

TOPICS
• Destinations International will provide a number of categories like Advocacy, Membership/Partnership and Leadership to help organize discussions.
• Find and index similar discussions by tagging posts and comments with relevant topics.
• Feel free to request more categories or tags if you need them.

MEMBER FORUM ORIENTATION

Register online for a live orientation of the Member Forum during available times below:
• Wednesday, December 6, 2:00 - 3:00 PM EST
• Wednesday, December 20, 2:00 - 3:00 PM EST

Additional orientations for 2018 will be offered and posted online.

“Destinations International is committed to empowering our members with a well-resourced community to learn what is next for the industry. The Member Forum is yet another tool that our members can utilize to interact with colleagues around the globe.”
—Don Welsh
FALL 2017 SUMMITS & EVENTS

Disney Learning Lab at the Finance, Operations and Technology Summit in Orlando, FL

NASCAR Hall of Fame at the Membership Summit in Charlotte, NC

Sales Academy in Baton Rouge, LA

Advocacy Summit in Baltimore, MD

Visitor Services Summit in Columbus, OH

Paul D. Arrigo, CDME, President and CEO of Visit Baton Rouge, welcomes Fall 2017 Learning week attendees.
2018 EVENTS: SAVE THE DATE

SPRING LEARNING WEEK
February 10–13, 2018
Washington, D.C., USA

CDME
(2 CORE COURSES, 2 ELECTIVES)
Member Rate: US$ 1,375 Core, US$ 750 Elective

PDM: SALES 1
Member Rate: US$595
Non-member Rate: US$695

SALES ACADEMY 2
Member Rate: US$ 895
Non-member Rate: US$ 995

SPRINT OF HOSPITALITY CELEBRATION
February 12, 2018
Washington, D.C., USA
Tickets starting at $395

DESTINATION SHOWCASE
February 13, 2018
Washington, D.C., USA
Member Rate: US$ 5,195 per kiosk, US$ 600 per additional registration

CMO SUMMIT
March 4–6, 2018
Pittsburgh, Pennsylvania, USA
Member Rate: US$ 1,095
Non-member Rate: US$ 1,295

CEO SUMMIT
April 23–26, 2018
Bermuda
Member Rate: US$ 1,195

CDME: ALBERTA
(2 CORE COURSES)
April 2018
Alberta, Canada
Member Rate: TBD

C SUITE SESSIONS:
BOARD TRAINING & GOVERNANCE
May 2018
Location TBD
Member Rate: US$ 595

SUMMER LEARNING WEEK
July 6–10, 2018
Anaheim, California, USA

CDME
(2 CORE COURSES, 2 ELECTIVES)
Member Rate: US$ 1,375 Core, US$ 750 Electives

PDM – FUNDAMENTALS
Member Rate: US$ 595
Non-member Rate: US$ 695

2018 ANNUAL CONVENTION
July 10–13, 2018
Anaheim, California, USA
Member Rate: US$ 1,095
Non-member Rate: US$ 1,500

VISITOR SERVICES SUMMIT
September 2018
Location TBD
Member Rate: US$ 595
Non-member Rate: US$ 695

FINANCE, OPERATIONS & TECHNOLOGY SUMMIT
October 2018
Location TBD
Member Rate: US$ 695
Non-member Rate: US$ 795

MEMBERSHIP SUMMIT
October 2018
Location TBD
Member Rate: US$ 645
Non-member Rate: US$ 795

FALL LEARNING WEEK
November 2018
Seattle, Washington, USA

CDME
(2 CORE COURSES, 2 ELECTIVES)
Member Rate: US$ 1,375 Core, US$ 750 Elective

PDM: SALES 1
Member Rate: US$ 595
Non-member Rate: US$ 695

SALES ACADEMY 2
Member Rate: US$ 895
Non-member Rate: US$ 995

CDME SUMMIT
Member Rate: US$ 1,095

CONVENTION SALES & MARKETING SUMMIT
December 2018–2 days
Chicago, Illinois, USA
Member Rate: US$ 495
Non-member Rate: US$ 695

CONVENTION SERVICES SUMMIT
December 2018–2 days
Chicago, Illinois, USA
Member Rate: US$ 495
Non-member Rate: US$ 695

For more information on Destinations International and its events, visit destinationsinternational.org.
Reserve your booth before the December 1, 2017 advanced registration deadline to receive discounted pricing!

TAKE CARRA:
TIPS ON HEALTHY EATING WHILE TRAVELING

We’ve all done it. Our intentions were good when we planned on eating right and exercising while preparing for an upcoming meeting, convention or business trip.

However, once the receptions, buffets and dinners show up, all your plans are tossed out of the window! Below are a few tips from SearchWide’s Kellie Henderson on eating healthy while traveling. Read the entire article at destinationsinternational.org/blog.

Start your day off right: Eat a healthy breakfast. Eating healthy will give you the energy needed to kick start your day.

Pack your snacks: Almond butter packs, snack sized hummus & pretzels and snack sized tuna & cracker kits as well as nut mixes are great ideas for fast snacks on-the-go.

Protein with every meal: Protein aids in reducing cravings and helps to maintain a healthy weight.

Simply eat real food: While making food choices while traveling, try and stay away from refined foods such as chips, muffins, cakes, cookies and crackers.

Monitor those drinks: Sugary drinks can pack on calories throughout the day. Try unsweetened tea or seltzer water with lime.

Move your body: Set a goal to exercise daily. Go for a walk, hit the gym or take time out to meditate and recharge your mind and body.

Remember while traveling, eating properly does not mean you have to sacrifice taste or nutrition. With the right planning and mindset, you can enjoy your trip without packing on the pounds.

DESTINATION SHOWCASE HIGHLIGHTS FOR 2018:
• Networking Exchange Luncheon
• Morning Education Session by PCMA
• Interactive Learning Labs
• Hands on Demos
• Closing Reception

YOUR EVENT BEGINS AND ENDS WITH THE DESTINATION
DESTINATIONSINTERNATIONAL.ORG/SHOWCASE

DESTINATION SHOWCASE
2018
FEBRUARY 13, 2018
11:00AM-5:00PM
Walter E. Washington Convention Center
Washington, D.C.

Join us for this one-day dynamic event offering destinations the opportunity to easily connect with meeting professionals so they can better understand how CVBs can drive more successful meetings. Sign up now for a turnkey, time and cost saving booth solution that will display graphics and images provided by your destination.
Join the Destinations International Foundation for a night of inspiration where leaders come together to celebrate the power of destinations and travel.

2018 SPIRIT OF HOSPITALITY AWARD

National Geographic Traveler is this year’s Spirit of Hospitality Honoree, the highest recognition presented annually to individuals and organizations that show exceptional dedication and commitment to the travel and tourism industry.

Tickets available at destinationsinternational.org/SOH
For information contact 202.296.7888