30 UNDER 30

The Destinations International Foundation continues to invest in developing future industry leaders who are experienced and motivated. For the eighth consecutive year, 30 individuals under the age of 20 will have the opportunity to engage in professional development opportunities at Destinations International’s Annual Convention and beyond.

“The 30 Under 30 program recognizes the up-and-coming talent of destination organization nationals,” said Foundation Chair Stephanie Pace Brown. “The program celebrates the next generation of leaders — proud individuals who have supported the 30 professionals who have participated in the program over the past seven years.”

The 30 Under 30 program is supported by founding program partner, SearchWide. Nordson also sponsored the program.

Nordson President and CEO of SearchWide, Mike Gamble, said, “We’re looking forward to connecting with the 2018 recipients at Destinations International’s Annual Convention as well as offering our congratulations and support to the program.”

The Destinations International Foundation created this initiative to develop the future leaders of our industry. “We’re thrilled to sponsor such an incredible program,” said Mike Gamble, President and CEO of SearchWide. “In its eighth year, SearchWide is still excited to be a part of the 30 Under 30 program. Sometimes it is easy to get caught up in the big numbers, but this program is especially valuable when thinking about the tourism sector, a sector that has not traditionally existed in many bureaus.”

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In 2017, the Destinations International Foundation partnered with the Meetings Mean Business Coalition to create a series of programs and events to increase the visibility of meetings and events. These initiatives have helped to establish the craft beer movement to conserve historic buildings; Curating Destination Conservation and Cultivating Destination Sports Culture. For more information on these events, please visit destinationsinternational.org/annual.

In 2018, we are looking to continue the research by expanding into three key stakeholder groups.

1. Meeting and event planners: The participation of meeting and event planners is one of the primary reasons boycotts have power. When this stakeholder group actively avoids a destination, the economic losses can be catastrophic to convention centers, arenas and other venues that rely on meetings and events coming to their cities and towns. Because venue managers have limited alternatives for substitution of revenue, special attention should be given to this stakeholder group, including custom materials and outreach.

2. Venue managers: Bans and boycotts can be an effective and less desirable strategy. Over time, this conversion will condition the environment so that calling for boycotts becomes a less attractive option. However, venue managers can lay the groundwork for diffusing the threat of these actions. Over time, this conversion will condition the environment so that calling for boycotts becomes a less effective and less desirable strategy.

3. Destination organizations: The engagement with meeting planners and venue managers was always an important part of the campaign and this group has been actively involved in the research. As we continue to develop the research, we will engage with this group actively avoids a destination, the economic losses can be catastrophic to convention centers, arenas and other venues that rely on meetings and events coming to their cities and towns. Because venue managers have limited alternatives for substitution of revenue, special attention should be given to this stakeholder group, including custom materials and outreach.

The deliverables of the findings of these three groups will be released into two phases across 2018:

Phase One Deliverables: Phase one will include the release of a detailed report outlining the awareness and perceptions of travel boycotts and their alternatives amongst meeting planners and venue managers. The foundation of the research in this report and identify how best to condition the environment so that calling for boycotts becomes a less effective and less desirable strategy.

Phase Two Deliverables: Phase two will include the release of a toolkit of messages and materials to advance our agenda based on research insights. We will include updating the existing toolkit for destination organization leaders and the development of an additional toolkit specifically tailored for leaders of destination organizations. These tools include resources that promote meaningful alternatives for meeting and event planners and reinforce the transformative power of meetings, events and business travel.

The agreement also includes ongoing financial support to the Destinations International Foundation, as part of TEI’s ongoing commitment to give back to the industry.

Through the partnership with Parsons Berle Lab, a subsidiary of the law firm Parsons, Berle & Latimer, Destinations International Members will receive a discount on the company’s tool for GDPR compliance called GDPR Lab. Through the partnership with Parsons Behle & Latimer, Destinations International Members will receive a discount on the company’s tool for GDPR compliance called GDPR Lab. Through the partnership with Parsons Behle & Latimer, Destinations International Members will receive a discount on the company’s tool for GDPR compliance called GDPR Lab. Through the partnership with Parsons Berle Lab, a subsidiary of the law firm Parsons, Berle & Latimer, Destinations International Members will receive a discount on the company’s tool for GDPR compliance called GDPR Lab. 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Under the agreement, Longwoods contributes a portion of the proceeds from every report commissioned under the program to the Destinations International Foundation. To date, the company has contributed more than $31,000 to the Foundation through this partnership.

We are grateful to each of these organizations for their support of our industry and for their commitment to help destination organizations thrive. We look forward to continuing to build upon these relationships throughout 2018 and beyond.