

# THANK YOU

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Washington, D.C. 20036



## QUARTERLY UPDATE



JASON FULVI

Q3  
2018

### INSIDE:

- > Updates from the 2019 Advocacy Summit
- > 2018 Compensation and Benefits
- > Spirit of Hospitality Celebration - Save the Date!
- > 2018 Advocacy Summit

The Destinations International Foundation is our industry's charitable non-profit dedicated to empowering the individuals that make up our destination organizations. It is our think tank, our research and development arm, our leadership development vehicle, and it is our look into the future.

The Foundation tackles issues we all face every day, strengthening our industry through real initiatives in the areas of research, education, advocacy and leadership development.

One of the Foundation's achievements is an enhanced advocacy program that is empowering our community to face both current and future threats. We are leading the fight

against the Weaponization of Travel — an effort by others to hold our industry hostage using travel boycotts. As we face the new political reality where political decisions are too often based on emotion — and not return on investment — we are defining the new Tourism Lexicon aimed at shifting the way we describe ourselves and our efforts to an emotional and values-based approach. And, just days after the United States' mid-term election, the Foundation hosted its second annual Advocacy Summit in Philadelphia, PA.

Looking forward, the Destinations International Foundation is working with the association on an industry-wide diversity and inclusion effort. We are complementing it by creating the Human Resources

Task Force to collect best practices and help us develop a mentor and support program aimed at young or untapped talent in our industry that will build upon the lessons learned from our Apprenticeship Program.

To those who have already invested in the Destinations International Foundation, I thank you. To the rest of you, I ask that you join your colleagues and contribute to the Annual Investment Campaign. We can't do it without you!

**Jason Fulvi**  
Board Chair  
Destinations International Foundation

### 2018 COMPENSATION AND BENEFITS STUDY

The Destinations International Foundation has released the full results for the Compensation and Benefits Study for destinations who participated in our most recent collection period. The platform has expanded from the previous collection period by offering year-over-year reporting in addition to several new key reports including the following:

- Full Executive Salaries, Performance and Contract Graphs
- Department Compensation overviews for Sales and Marketing, Finance/Operations/Technology/Administration, Membership and Communications
- Other Key Performance Indicators

The platform remains a web-based dynamic system allowing you to filter and create your own competitive segments by region, full-time employees and operating budget. Additional details and how to get started can be found at [destinationsinternational.org/compensation-and-benefits-study](http://destinationsinternational.org/compensation-and-benefits-study).

If you have any questions, please contact Andreas Weissenborn, Senior Director of Advocacy and Research at [aweissenborn@destinationsinternational.org](mailto:aweissenborn@destinationsinternational.org).

# UPDATES FROM THE 2018 ADVOCACY SUMMIT

The Foundation welcomes destination organization leaders who traveled to Philadelphia immediately after the mid-term elections for our 2nd Advocacy Summit this November 7-9, as we expand the event to over two days of content surrounding issues destination organizations are facing today and in the future.

We have come together with other advocacy experts for the exchange of ideas and best practices. The summit content and schedule is divided by two key themes around the Changing Narrative, with a focus on issues for the first day and specific tactics and strategies on day two. We will start by looking at the global outlook for travel, the midterm elections, flashpoint politics, short term rentals and sustainable tourism and then take a closer look at the tactics surrounding lobbyists, advocacy planning and other current political threats destinations are facing right now.

We are excited to introduce the following speakers during the Summit:

- Alana Baker, *Hotel Association of Canada*
- Matt Curtis, *Smart City Policy Group*
- Amir Eylon, *Longwoods International*
- Michael Fountain, *Commonwealth Edison Company*
- Olivier Henry-Babaud, *TCI Research*

- Jim Kenney, Mayor of Philadelphia
- Jeff Miller, *Travel Portland*
- Annette Rummel, *GoGreat Lakes Regional Tourism Organization*
- Adam Sacks, *Tourism Economics*
- Michael Signer, former Mayor of Charlottesville, VA
- Michael Smerconish, *Host on CNN & SiriusXM*
- Bill Walsh, *Government Strategies Inc.*
- Alex Wirth, *CEO of Quorum Analytics*

In addition, new research will be released regarding the study of travel boycotts and bans. The Destinations International Foundation, in partnership with Meetings Mean Business, PCMA Education Foundation, MPI and IAVM have all joined forces to continue our work from 2017 regarding the effectiveness around Travel Boycotts and Bans. During the Advocacy Summit, we released updated qualitative and quantitative research surrounding meeting and event planners, along with venue managers, on this issue. From these insights, two dedicated toolkits designed for both meeting planners and destination organizations were also released in Philadelphia. The research and toolkits will be crucial for helping support our stakeholders in battling this key issue facing the travel and tourism industry.

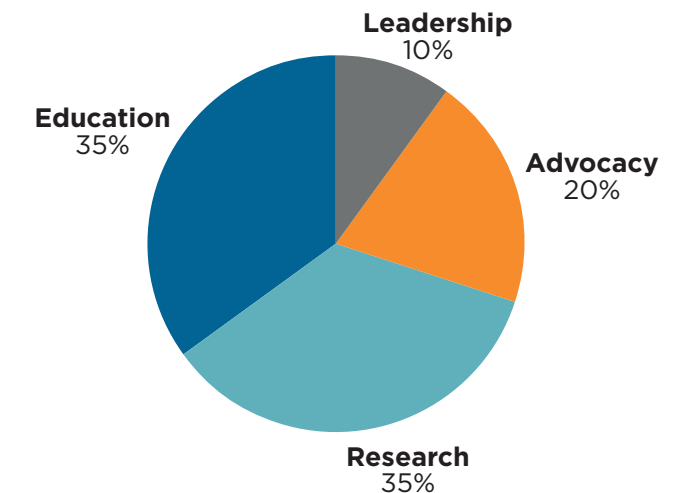
# THANK YOU TO ALL THOSE WHO HAVE MADE AN INVESTMENT IN THE FOUNDATION THIS YEAR!

With every dollar raised, the Foundation tackles the issues we all face on a daily basis and helps ensure the continued growth of destinations worldwide.

Investment in the Foundation directly supports unique and specific strategic initiatives. These initiatives support and further the Association's goals and often provide the research and intellectual capital for product creation, program support and unique education opportunities. The Foundation also supports the development of human capital through scholarships and targeted learning programs.

The Destinations International Foundation is classified as a charitable organization, under Section 501 (c)(3) of the Internal Revenue Service Code, and all donations to the Foundation are tax deductible.

## 2018 FOUNDATION BUDGET



## 2018 DONORS

- Arlington Texas CVB
- Atlanta CVB
- Brand USA
- Cabarrus CVB
- Charlotte Regional CVA
- Civitas
- Experience Columbia SC
- Experience Columbus
- Explore Asheville
- Go Niagara USA
- Go Rockford
- Great Lakes Bay Regional CVB
- Greater Fort Lauderdale CVB
- Greater Miami CVB
- Greater Palm Springs CVB
- Greater Raleigh CVB

- IAEE
- Las Vegas CVA
- Longwoods International
- Louisville Tourism
- Meet AC
- MMGY
- Monterey County CVB
- Newport Beach & Co.
- Northstar Meeting Group
- Providence/Warwick
- Searchwide Global
- Simpleview
- South Bend Regional Chamber of Commerce
- STR
- Tempest

- The Experience Institute
- Visit Anaheim
- Visit Austin
- Visit Charlotte
- Visit Denver
- Visit Fort Worth
- Visit Frisco
- Visit Houston
- Visit Indy
- Visit Mississippi Golf Coast
- Visit Omaha
- Visit Pittsburgh
- Visit Salt Lake
- Visit San Antonio
- Visit Savannah

SAVE THE DATE

## Spirit OF HOSPITALITY 2019 CELEBRATION



You're invited to join us in Washington, D.C. for the 2019 Spirit of Hospitality Celebration. Bringing together tourism industry leaders, the Spirit of Hospitality is a celebration of excellence and raises funds for the Destinations International Foundation to support research, education, advocacy and leadership development initiatives that empower destinations around the world. This year's award ceremony will be held at the National Press Club with celebration following at Hamilton.

Last year's event was held at the National Geographic Society Headquarters as the Spirit of Hospitality Award was presented to *National Geographic Traveler* magazine. During the event, more than \$100,000 was raised to support the work of the Foundation! The 2019 edition will honor a visionary leader and will be held on Tuesday, February 12, so please mark your calendars. If you are interested in sponsoring this special event, contact Daniel Dozier at [didozier@destinationsinternational.org](mailto:didozier@destinationsinternational.org). We look forward to sharing more information about this exciting event with you soon!