**2019 MEMBERSHIP STATS**

- **6,000** total destination professionals
- **598** organizations
- **564** organizations (2019)
- **52** members

**TOP PUBLIC FUNDING SOURCES**

- OCCUPANCY TAX: 12%
- TOTAL DESTINATION PROFESSIONALS: 63%
- MOST VALUED PRODUCT AS A MEMBER: 7%
- PRIMARY MEMBERSHIP ENGAGEMENT: 1%
- المنزلية: 93%

**2020-2021 MEMBERSHIP & DUES**

**ANNUAL OPERATING BUDGET**

- $60,000,001 to $100,000,000: $33,820
- $50,000,001 to $100,000,000: $19,700
- $40,000,001 to $50,000,000: $15,090
- $30,000,001 to $40,000,000: $11,970
- $20,000,001 to $30,000,000: $11,690
- $15,000,001 to $20,000,000: $11,090
- $10,000,001 to $15,000,000: $9,370
- $7,500,001 to $10,000,000: $7,870
- $5,000,001 to $7,500,000: $5,870
- $3,000,001 to $5,000,000: $3,870
- $2,000,001 to $3,000,000: $2,690
- $1,000,001 to $2,000,000: $2,190
- $500,001 to $1,000,000: $1,570
- $250,001 to $500,000: $1,360
- $150,001 to $250,000: $940

**$1.79M**

- DESTINATION SHOWCASE: 12%
- MEDIAN CVB: 7%
- ANNUAL CONVENTION: 63%
- TOTAL PROGRAM EXPENSES: 59.8%
- PERSONNEL EXPENSES: 40%
- PROGRAM EXPENSES: 48%
- STAFF SIZE: 65.2%
- 2020-2021 ANNUAL DUES: 20%
- 2020-2021 MEMBERSHIP: 48%
- 2020-2021 ANNUAL DUES: 12%
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Together with our members, Destinations International is the leading authority on destination management organizations. We support the exchange of ideas and information, while providing education, tools, and best practices.

We work with our members to identify and leverage the common resources and best practices that lead to success. By connecting members who can share best practices and expertise, insights, helping build more effective organizations to enable you to deliver value to your destination. By connecting members who can share best practices and expertise, insights, helping build more effective organizations to enable you to deliver value to your destination.

We leverage member experiences and knowledge to identify and share trends and access to the resources that mean the most to you.

With ongoing educational opportunities offered throughout the year, Destinations International is the only association providing comprehensive and focused research, destination management education, and past webinars.

Are you trying to understand performance metrics and benchmarking? Do you want to accurately calculate and report on performance? Do you need to activate a marketing plan? Do you need to improve your marketing strategy? Do you need to improve your destination management organization?

In addition to the member benefit, Destinations International offers one of the largest audiences to publicize your works. With over 5000 members and partners from 600 destinations, we elevate the entire industry.

We inform, connect, inspire and educate our members to drive the collective voice of success or to create additional buy-in with stakeholders, Destinations International provides the resources needed to fuel success and effectively grow your destination organizations.

Together with our members, Destinations International is the leading authority on destination management and resource for destination organizations. We support the exchange of ideas and past webinars.

Vital to our mission is the vitality of our organization. We are committed to ensuring our entire organization, member and staff, is supported and strengthened locally and globally.

Invaluable to our mission is creating connections with almost 6,000 members and partners from nearly 600 destinations.

We are the world's largest destination management organization resource, we elevate the entire industry. We support the exchange of ideas and past webinars.

A vital role in the success of destinations worldwide is the support of our members. Our members are essential to the success of destinations worldwide.

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