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MESSAGE FROM THE
PRESIDENT AND CEO

First and foremost, I want to thank our dedicated group of board and committee members who help lead our organization. We are very grateful for your support and leadership throughout the year.

For most organizations, the Annual Report has a theme. In recent years, we talked about establishing our value proposition for our members, improving our products and services and enhancing our financial stability. I believe 2019 was a year of expanding the work of Destinations International. What is driving global interest is the great thought leadership, the repository of extensive and well-thought-out research as well as the formal introduction of our community shared value strategy and tourism lexicon work.

We believe that what gets measured, gets done. With that in mind, we were proud to have the Event Impact Calculator (EIC) becoming the industry standard globally. We have members using the product in the United States, Canada and Europe and the product is being developed in Latin America and Australia, thanks to the Australian Association of Convention Bureaux.

With the support of the International Association of Venue Managers (IAVM) and Tourism Economics, we introduced the long-awaited EIC Local and Public Events Module, which further integrates accurate reporting for our members and their communities.

We are big believers in partnerships and the power of collaboration. We wrapped up an exciting 2019 with two very exciting partnerships. We teamed up with our friends at PCMA for Destination Showcase in order to create the most valuable one-day business events experience for both business events strategists and destination organizations. This partnership truly elevated both the planner and CVB experience and we look forward to continuing to evolve the event throughout 2020 and beyond.

After nearly a two-year process in evaluating our products, we were thrilled to announce the next generation of MINT+ in partnership with industry leader Simpleview. This new visionary project will build a powerful industry solution that will serve as the world’s largest meetings history database.

Last but not least, you cannot accomplish these great successes and weather the challenging days without a great team. I would like to take this opportunity to thank my extremely talented, dedicated, motivated, hardworking team at Destinations International. We are so fortunate to work in this industry and serve such a wonderful group of members and partners. Here’s to a great 2020.

Thank you!

Don Welsh
President and CEO
Destinations International
MESSAGE FROM THE BOARD CHAIRS

2019 was a transformational year at Destinations International. We stabilized our financial position and delivered on our four member-driven priorities – community, advocacy, research and education.

We introduced a series of diversity and inclusion initiatives in coordination with the creation of our Diversity, Equity and Inclusion Task Force. We launched our first-ever Diversity and Inclusion Survey to benchmark the demographic representation of our destination member organizations. The data gave us a snapshot of racial and workforce diversity; examined demographics of board leadership, executive leadership and highlighted general policies. The task force will use that data as well as other research to lead and engage diversity and inclusion opportunities on behalf of the destination organization industry.

More than 500 industry leaders graduated from our CDME program in 2019. Our educational programming included our annual disciplined-focused summits, with many boasting record attendance; and our Annual Convention that welcomed more than 1,500 attendees. Sixteen countries were represented among the attendees, illustrating the growth of our global footprint. We will continue to expand our educational offerings, understanding the important need for our members.

We were able to build our global membership and expand our tools and products around the world. The Event Impact Calculator (EIC) is now being used in 10 countries and remains the industry standard for how events are measured in communities. We also expanded the EIC with a new Local and Public Events Module in partnership with Tourism Economics and the Association of Venue Managers (IAVM), which provides destinations with the tools they need to assess events happening at a convention center.

With the continued leadership of our Board of Directors as well as our members and partners, we finished out a very successful 2019 and look forward to building on our progress for many years to come.

Thank you.
Destinations International is the world’s largest resource for official destination organizations, convention and visitors bureaus (CVBs) and tourism boards. We exist to serve our almost 6,000 members and partners from nearly 600 destinations in 13 countries.

FOUR PILLARS

COMMUNITY
Destinations International is a hub connecting associations and industries to create trusted partnerships invaluable to our members.

ADVOCACY
Destinations International is the collective voice of destination organizations empowering destinations on issues big and small.

RESEARCH
Destinations International is obsessed with what’s next for destination management through forward-focused research and relevant data.

EDUCATION
Destinations International is the definitive resource for professional development and destination management.
VISION
Our members are essential to the success of destinations worldwide.

MISSION
We empower our members so that their destinations excel.

VALUE PROPOSITION
We inform, connect, inspire and educate our members to drive destination economic impact, job creation, community sustainability and quality of life through travel.
2019
STRATEGIC GOALS

INDUSTRY ADVOCACY LEADERSHIP
Become the recognized advocate for the destination marketing and management industry.

INTERNATIONAL IMPACT
Expand Destinations International’s global footprint to grow membership, non-dues revenue and industry impact.

STRATEGIC PARTNERSHIPS
Transform Destinations International’s partnership business model to create beneficial solutions for destination organization members and partners.

NEXT GENERATION PROFESSIONAL DEVELOPMENT
Become the premier source for destination marketing and management education and professional development.

EQUITY, DIVERSITY AND INCLUSION
Lead and engage diversity initiatives and opportunities within the destination marketing and management industry.
REVENUE
$10,961,968*

EXPENSES
$9,984,293*

*Un-audited numbers
Destinations International introduced the Global Affiliates Program as we are committed to delivering value to destinations across the globe. With the goal of strengthening and growing our engagement with destinations outside of North America, the Global Affiliates Program officially debuts in 2020.
WEBSITE
destinationsinternational.org

252,790 VISITS 136,861 UNIQUE VISITORS 560,532 PAGEVIEWS
+5.4% over 2018 +0.5% over 2018

TOP COUNTRIES THAT VISITED OUR WEBSITE
United States
Canada
India
United Kingdom
Australia

MEMBER FORUM

1,040 TOTAL USERS
276 NEW USERS REGISTERED IN 2019
273 ACTIVE USERS

17,600 PAGEVIEWS
220 TOTAL COMMENTS
## Strategic Alliances

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<th>$1,367,735</th>
<th>$450K+</th>
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<td>generated across association and foundation</td>
<td>in-kind support</td>
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### 100% Renewal Rate

### New Sources

**10**

of corporate and industry funding totaling over $250,000 in support

### Significant Milestones

- Expanded global opportunities for partners through new programs and activities,
- Held third annual partner summit in Washington, D.C. and identified key ways for the Partner Advisory Council to support diversity and inclusion initiatives.
- Created Partnership Development Task Force with board leadership.
GLOBAL DEVELOPMENT

PARTICIPATION IN GLOBAL EVENTS

PCMA Convening Leaders, Pittsburgh, PA, USA
PCMA Educon, Los Angeles, LA, USA
AIME Eurasia, February 22-24, Melbourne, Australia
ECM Spring Meeting, February 13-16, Edinburgh, Scotland
WTTC Global Summit, April 3-4, Seville, Spain
Canadian Engagement Meeting & Rendezvous, Canada, May 28-31, Toronto, Canada
IMEX Engagement Meeting, May 21-23, Frankfurt, Germany
September 10-12, Las Vegas, NV, USA

GLOBAL DEVELOPMENT MILESTONES IN 2019

- Worked with Global Leadership Committee to enhance global relevance of educational content.
- Launched development of Event Impact Calculator for Australian destinations at IMEX Frankfurt.
- Conducted first ever global attendee pre- and-post program at Annual Convention in St. Louis, Missouri.
- Welcomed official Japanese delegation to Advocacy Summit in Madison, Wisconsin.
- Delivered customized education in Canada, Europe and Mexico through global partnerships.
EDUCATION: Certified Destination Management Executive (CDME)

32 CDME GRADUATES in 2019

198 ATTENDEES participated in CDME courses in 2019

80 ATTENDEES Participated in PDM courses in 2019
EDUCATION: SUMMITS AND EVENTS

April 15–19
Asheville, NC
251 Attendees

April 28–30
Houston, TX
133 Attendees

September 29–October 1
Kansas City, MO
144 Attendees

February 13
Washington, D.C.
922 Attendees

April 28–30
Houston, TX
133 Attendees
October 23–25  
St. Pete/Clearwater, FL  
147 Attendees

December 16  
Chicago, IL  
108 Attendees

MEMBERSHIP SUMMIT 2019

October 6–8  
Colorado Springs, CO  
128 Attendees

Advocacy Summit 2019

November 12–14  
Madison, WI  
205 Attendees

Finance, Operations & Technology Summit 2019

Leadership Forum 2019
EDUCATION: ANNUAL CONVENTION

1,538 Total Attendees
95% of attendees indicated a positive experience
Nearly 100 Exhibitors
5 Keynote Sessions
Over 50 Concurrent Educational Sessions
16 Countries represented
DESTINATION TOOLS: DMAP

48 number of applications approved

15 first-time applicants

13 4-year applications

20 8-year applications

48 destination organizations received DMAP designation in 2019.

8 organizations were noted as Accreditation with Distinction—a new designation for organizations submitting their application for accreditation.
In 2019, we launched the Event Impact Calculator (EIC) Local and Public Events Module in partnership with the International Association of Venue Managers (IAVM) and Tourism Economics. Development for EIC in Australia was also announced in 2019.

The following destinations are new subscribers through our partnership with European Cities Marketing (ECM):

- Brussels
- Ghent
- Graz
- Ljubljana
- Oslo
- Vilnius

FESTIVALS & CULTURAL EVENTS: 125
LOCAL & PUBLIC EVENTS: 11
MEETINGS: 229
SPORTS: 237

NEW IN 2019

Austria
Belgium
Bermuda
Canada
Lithuania
Norway
Slovenia
South Africa
Abu Dhabi, UAE
USA
Detailed Assessments of **227** destinations from **11** countries since 2015.

3 Statewide/provincial initiatives in 2019:

- Greater Palm Springs Convention and Visitors Bureau
- Hawaii Tourism Authority
- South Africa Convention Bureau

48 Assessments completed of destinations in 2019.

48 Workshops and online assessments in 2019.
Launched the

**2019 DESTINATIONNEXT FUTURES STUDY**

To help identify the trends and opportunities that will shape the future of our industry.

521 participants in 55 countries were surveyed.

3 TRANSFORMATIONAL OPPORTUNITIES

**DESTINATION STEWARDSHIP**
Balancing economic development, sustainable tourism and quality of life.

**COMMUNITY ALIGNMENT**
Building public support around a shared vision for the destination.

**DIGITAL CONVERSION**
Connecting with visitors on mobile devices to drive real-time sales in-destination.

To download the complimentary DestinationNEXT Futures Study, visit destinationsinternational.org/reports/destinationnext-futures-study.
Destinations International is thankful for the support and leadership of our committees and task forces. Please find a complete list at destinationsinternational.org/about-destinations-international.
2019 DMAP BOARD

Tania Armenta  
President & CEO  
Visit Albuquerque

Cody Chomiak, CDME  
Director of Marketing  
Tourism Winnipeg

John Cychoł, FCDME, CTA  
Vice President - Meetings, Sales  
Fort Worth Convention & Visitors Bureau

Meredith DaSilva, CDME  
Vice President of Executive Operations & Administration  
VISITFLORIDA

Karen Fisher, CDME  
CFO  
Visit Pittsburgh

Maura Allen Gast, FCDME  
Chair-Elect  
Executive Director  
Irving Convention and Visitors Bureau

Virginia Haley, CDME  
Past Chair  
President  
Visit Sarasota County

Mary Hammond, CDME  
Executive Director  
Paducah Convention and Visitors Bureau

David Holder, CDME  
Chair  
Vice President - Tourism  
JLL

Misty Johantgen, CDME  
COO  
Experience Kissimmee

Marcus Margerum  
Vice President of Government and Community Affairs  
Atlanta Convention and Visitors Bureau

Nancy McGhee, Ph.D.  
Department Head & Professor, Howard Feiertag Department of Hospitality & Tourism Management  
Virginia Tech University

Julie Saupe, CDME  
President & CEO  
Visit Anchorage

Jose Sotolongo  
Executive Director  
Miami Sports/Greater Miami Convention and Visitors Bureau

2019 CDME BOARD

Don Anderson  
Founder  
Destination Consultancy Group, LLC

Deb Archer, CDME  
President & CEO  
Greater Madison Convention and Visitors Bureau

Cody Chomiak, CDME  
Director of Marketing  
Tourism Winnipeg

Craig Davis, CDME  
President & CEO  
VisitDallas

Kathleen Frankford, CDME  
CMO  
NextFactor

Maura Allen Gast, FCDME  
Chair-Elect  
Executive Director  
Irving Convention & Visitors Bureau

Jennifer Johnson, CDME, SHRM-CP  
Vice President of Operations  
Monterey County Convention and Visitors Bureau

Christopher Kipper, CDME  
Vice President of Finance and Administration  
Louisville Convention & Visitors Bureau

Melyssa Laughlin, CDME  
President & CEO  
Visit Vacaville

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

Brett Oetting, CDME  
President & CEO  
Corpus Christi Convention and Visitors Bureau

Steve Paganelli, CDME  
Head of Destination Marketing, Americas  
TripAdvisor

Gary Sherwin, CDME, APR  
President & CEO  
Visit Newport Beach, Inc.

Monica Smith, CDME, CMP, CASE  
President & CEO  
Southeast Tourism Society

Jack Wert, FCDME  
Executive Director/CEO  
Naples, Marco Island, Everglades Convention and Visitors Bureau

Barry White, CDME  
President & CEO  
Chattanooga Area Convention and Visitors Bureau
MESSAGE FROM THE EXECUTIVE DIRECTOR

It has been an exciting year for the Destinations International Foundation. This year, we moved away from building what we want to see in a foundation to implementation. We were able to capitalize on our strengths and deliver quality programming, stronger events and focused research and fundraise around a strategy and not just an idea.

At our Annual Convention in St. Louis, you heard two things for the first time: The Cornerstone and the launch of our Annual Investment Campaign. What you did not hear was the time and effort that went into preparing these projects into being the successes they have been.

The Cornerstone was not written overnight. It was 18 months of watching city council meetings and reading through minutes. Matt Ozuna, our advocacy and data manager, monitored other communications from elected official tweets, speeches and legislation to see what was happening in the travel and tourism industry and analyzing what was said in the press. Andreas Weissenborn, our senior director of research and advocacy, and myself served as the architects, taking what the membership defined as their needs and what legislators and the press were saying we crafted a living, breathing document of a new lexicon and values for our economic sector.

In conjunction with defining the “why” of what we do as destination organization professionals, the foundation turned internally to look at the “how”: how do we support our members and how can they support us? Beginning in February, the foundation contracted with Ignite Philanthropy to do a review of what we do, how we do what we do and where we should go. From this, we built a project based three-year plan that truly defines what the foundation does for you. As a result, we hired Mary Bramley, senior manager of Foundation Development, and kicked off a three-year fundraising campaign to raise $5 million by 2021. Because of the tremendous support of strategic and business partners, destination organizations and the association and foundation boards, we raised $2.4 million in commitments toward our overall goal within six months of launching the campaign.

We also welcomed six new foundation board of trustees. Their orientation and our board operations was led by Chelsea Dunlop-Welter, our senior director of Board Governance. Our board has been pivotal in helping bring the foundation to where it is now, a supporting foundation to Destinations International, allowing us to be innovators and incubators of ideas. Because of the encouragement and engagement of a phenomenal Board of Trustees, we also had record attendance and fundraising at both Spirit of Hospitality and the Advocacy Summit.

2019 has been our year, and 2020 will be even better.

Thank you.
MESSAGE FROM THE FOUNDATION CHAIRS

As we look back, we can confidently say that 2019 was a transformational year for the foundation.

We started the year by reviewing the role and focus of the foundation – what we want to achieve going forward and how we want to resource those efforts. A team comprised of foundation trustees, association board members, business partners and association members were instrumental to this process and we are grateful for their dedication and work.

As we look to the future, we want to ensure the foundation provides the industry with quality research, advocacy tools, talent development opportunities and global member engagement. Equally, we will operate with a steadfast commitment to stewarding well the investments made in the foundation.

After spending the first half of the year planning our future, we launched a three-year investment campaign to fund that future at the 2019 Annual Convention. In just six short months, we raised critically needed funds to make the 2019 portion of the plan a reality. We had a goal of raising $1.3 million dollars in 2019 and we are proud to say we did it, with your help – our investors.

As we ended 2019, we are pleased to report the foundation is in a stronger financial position now than it has been in for several years. We pledge to continue that progress in 2020 and beyond. Doing so will ensure the foundation continues to serve as a viable source of incubation and innovation for our industry for years to come.

Thank you to everyone who helped make this year a success, especially our Board of Trustees, committee members, staff and of course you, our investors.
GUIDING PRINCIPLES

RESEARCH

Together we will create new knowledge.

The foundation is one of the largest funders of research to develop a better understanding of our industry and the environment we operate in. We set industry standards through the Compensation and Benefits Study, identify trends and opportunities through our standard performance reporting and DestinationNEXT Futures Study, and track current threats through reports like our Weaponization of Travel Study.

EDUCATION

Together we will foster a passion for learning.

The foundation invests in building industry knowledge by funding educational programming for destination professionals throughout the year. We fund the development of new CDME, FCDME and PDM curricula, and provide scholarship opportunities for professionals to participate in industry conferences and certification programs. We created governance training programs for destination organizations and their board of directors, and we created an Advocacy Summit to help industry professionals become more effective advocates for their destination organizations.

ADVOCACY

Together we will raise the voice of the industry.

The foundation works diligently to help destination organizations better advocate for the outcome of their efforts. We monitor political conversations and track legislation that impacts our industry, utilizing the world’s most comprehensive database of legislative information. We develop policy briefs and threat analysis reports to help destination organizations mitigate current threats and get ahead of future issues on the horizon. We assembled a team of industry leaders and crisis management experts to help destination organizations assess crisis situations and set them on the path to creating an effective response strategy.
LEADERSHIP DEVELOPMENT

Together we will develop the leaders of tomorrow.

The foundation invests in preparing the leaders of tomorrow through professional development and mentorship opportunities. Through programs like 30 Under 30 and the Apprenticeship Program, we are developing future industry leaders that represent a diverse set of backgrounds and perspectives.

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.
The 30 Under 30 Program invests in the future of our industry by bringing together 30 destination organization rising stars from around the globe to gain valuable networking opportunities and increased thought leadership throughout the year. The 2019 class convened for the first time in St. Louis, MO during the 2019 Annual Convention. The 30 Under 30 Program is supported by the Destinations International Foundation.
As the fastest growing summit and with record attendance in 2019, the Destinations International Foundation team shared the latest threats and trends to the industry. They also shared updates on the community shared value strategy and updates on the tourism lexicon.
Both the Destination Organization Performance Reporting and Compensation and Benefits platforms were refreshed this year to continue their evolution for providing real-time data to our destination organization members. Notables additions and changes included:

- Transition to “always-on” participation-based access to the results
- Diversity and Inclusion sections added
- Metrics, KPIs and Performance measurements added

RESEARCH:

2019 RESIDENT SENTIMENT STUDY

We again partnered with Longwoods International to release their findings on American resident sentiment of tourism in their communities. We released our first white paper on this topic in May and released updated findings at our 2019 Advocacy Summit in Madison, Wisconsin.

More information on this can be found at: destinationsinternational.org/industry-reports/american-resident-sentiment-towards-tourism.
We released the 2019 DestinationNEXT Futures Study, a deep dive into the threats and trends that provide a road map for destination organizations going into the future.

**TOP FIVE TRENDS:**

1. Customers increasingly seeking a unique, authentic travel experience.
2. Content creation and dissemination by the public across all platforms drives the destination brand and experience.
3. Social media’s increasing prominence in reaching the travel market.
4. Video becomes the new currency of destination marketing and storytelling.
5. Harvesting data and developing business analytics differentiate successful tourism enterprises and destinations.

Read the full report at: destinationsinternational.org/reports/destinationnext-futures-study.
REVENUE
$1,323,754*

EXPENSES
$1,308,349*

*Un-audited numbers
ANNUAL INVESTMENT CAMPAIGN

That’s already more than 50% of our 3-year, $5 million fundraising goal!

THANK YOU to all of our Destinations International Foundation investors!

You made a real impact this year!
You may find a list of all donors at desintationsinternational.org/foundationdonors.
Members of the Destinations International Foundation team spoke at the following events:

- Destinations International CEO Summit, Asheville, NC
- Destinations International CMO Summit, Houston, TX
- Indiana Tourism Association, Carmel, IN
- Educational Summit, Virginia Association of DMOs, Lynchburg, VA
- Upper Midwest Convention & Visitor Bureaus, Fargo, ND
- DMA West Fall Conference, Sacramento, CA
- Destinations International Membership Summit St. Petersburg/Clearwater, FL
- City Nation Place Americas 2019, West Hollywood, CA
- Tempest Tourism Academy, Pittsburgh, PA
- Miles Partnership Senior Staff Retreat, Golden, CO
- Visit Anaheim Board of Directors Meeting, Anaheim, CA
- Visit Baltimore Senior Staff Meeting, Baltimore, MD
- Destinations International Annual Convention, St. Louis, MO
- Visit Napa Valley Annual Meeting, Napa Valley, CA
- Destinations International Visitor Services Summit, Kansas City, MO
- Destinations International Foundation Advocacy Summit, Madison, WI
- Destinations International Convention Sales & Services Leadership Forum, Chicago, IL
- CalTravel Board Meeting, Santa Barbara, CA
- Pennsylvania Restaurant and Lodging Association, New Bedford, PA
- Visit Fredrick Annual Meeting, Frederick, MD
- Winter CDME Courses, Washington, D.C.
- Cincinnati USA CVB Advocacy Day, Cincinnati, OH
- Sports ETA (NASC) Annual Symposium, Knoxville, TN
- Simpleview Summit, Phoenix, AZ
- Louisiana Lt. Governor’s Travel Summit, Baton Rouge, LA
- LGBTQ Tourism Forum, Las Vegas, NV
- VA 1 Tourism, Arlington, VA