

# COMPENSATION AND BENEFITS STUDY



## User's Guide

### Welcome to the Compensation and Benefits Study

For questions or support, email [research@destinationsinternational.org](mailto:research@destinationsinternational.org)

# Getting Started

## ▶ Overview

- This guide describes how to get started with your survey.

## ▶ Logging in

- All users will access the benchmarking platform from the Destinations International website, using your existing username and password. The link to the login page is: <https://destinationsinternational.org/compensation-and-benefits-study>
- Log in/out of the platform account as often as desired, enter your data, and save your responses on each page. Each time you select “Save,” you are **submitting your organization’s data to the system** and may access it again at any time for editing or benchmarking purposes.

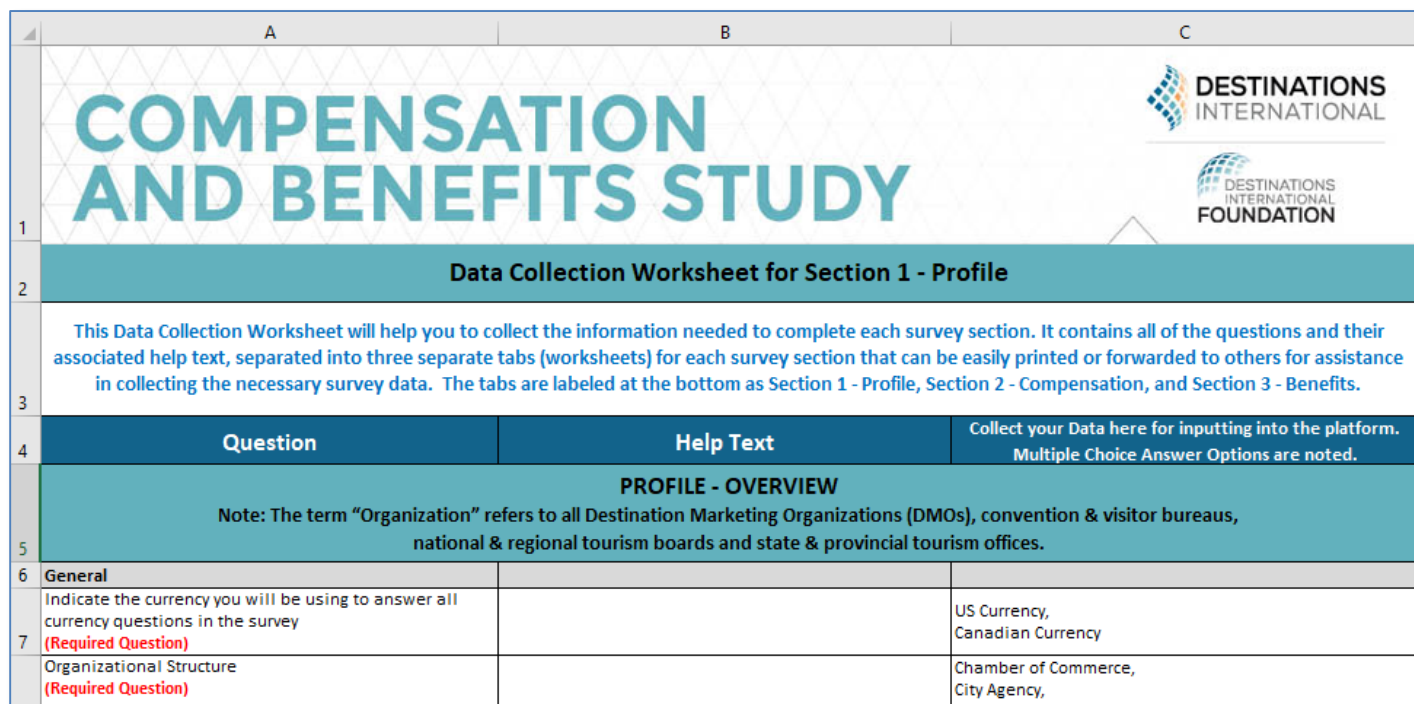
## ▶ Support

- Once you have logged in, click on the **Support** link in the top right corner of the platform to access support documentation and contact information.

# Begin By Collecting Your Data

## Download the Data Collection Worksheet

- The Data Collection Worksheet is a downloadable Excel document that will help you to collect all the information needed ahead of time. It contains all the survey questions and associated help text that can be easily printed and shared.
- Download the Data Collection Worksheet from the *Welcome Message* or from the *Support* page.



The screenshot shows an Excel spreadsheet with the following content:

Question	Help Text	Collect your Data here for inputting into the platform. Multiple Choice Answer Options are noted.
<b>PROFILE - OVERVIEW</b>		
Note: The term "Organization" refers to all Destination Marketing Organizations (DMOs), convention & visitor bureaus, national & regional tourism boards and state & provincial tourism offices.		
<b>General</b>		
Indicate the currency you will be using to answer all currency questions in the survey <i>(Required Question)</i>		US Currency, Canadian Currency
Organizational Structure <i>(Required Question)</i>		Chamber of Commerce, City Agency,

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# Home Page

## Toolbar and menu navigation

- ▶ **Home** – This tab returns you to the Survey Home page or use the dropdown menu to select another Survey Section
- ▶ **Enter Data** – Use this tab for answering all of the questions, in the selected survey section.
- ▶ **Results: By Question** – Use this tab for comparing data on a question-by-question basis, in the selected survey section.
- ▶ **Results: All Reports** – Select this tab for downloading dynamic reports containing statistical charts and graphs, in the selected survey section.

★Welcome Message★ | My Account | **Support** | Logout

DESTINATIONS INTERNATIONAL DESTINATIONS INTERNATIONAL FOUNDATION

# COMPENSATION AND BENEFITS STUDY

You are signed in as: Test User  
Organization: Test Account

Home ▾ Enter Data ▾ Results: By Question ▾ Results: All Reports Year: 2018 Collection Period ▾

Home: Section 1 Profile

Enter Data Results: By Question Results: All Reports

To enter your data, click the category name below.  
Select the "Compare by Question" tab or "Personalized Reports" tab to access results for this section.

Profile  
✓ Overview  
17 of 17 questions answered

Profile Feedback  
○ Survey Feedback  
0 of 6 questions answered

The **Support** link on the top right-hand corner of the platform contains helpful documentation and support contact information.

For questions or support, email [research@destinationsinternational.org](mailto:research@destinationsinternational.org)

# Tracking Your Progress by Question Group

Under each question group, question tallies indicate the number of questions you have answered in that section.

Also, status icons displayed next to each question group indicate your progress.

 Indicates all questions have been answered.

- *No further action needed.*

 Indicates no questions have been answered.


- *Begin answering the questions in this question group.*

 Indicates some questions have been answered.


- *Click on this link to continue / finish answering questions in this question group.*

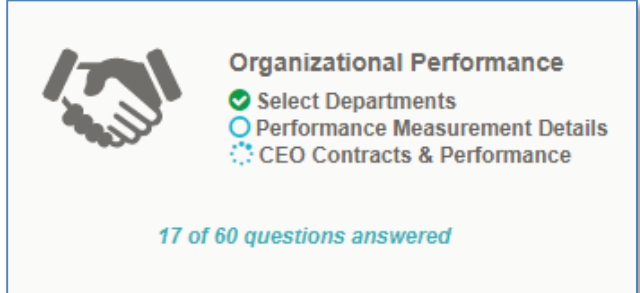
 Indicates there are unanswered “**required**” questions. Mouse over the red triangle for the “tool tip” statement with more information.

- *Click on this link to return to this question group and answer the required questions. Required questions are indicated by the red asterisk ( \* ). If unanswered, access to comparisons and reports will be denied.*




 Indicates there is a numeric question with an answer outside of a defined range. Mouse over the yellow triangle for the “tool tip” help statement.

- *Click on this link to return to this question group to review (and edit if necessary) your entries for the questions flagged.*

 Indicates a section that requires no data entry, but has pre-populated or calculated data for your review.



Organizational Performance

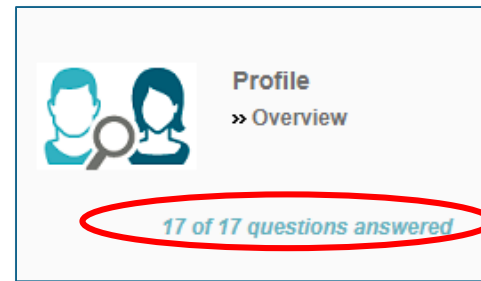
-  Select Departments
-  Performance Measurement Details
-  CEO Contracts & Performance

17 of 60 questions answered

For questions or support, email [research@destinationsinternational.org](mailto:research@destinationsinternational.org)

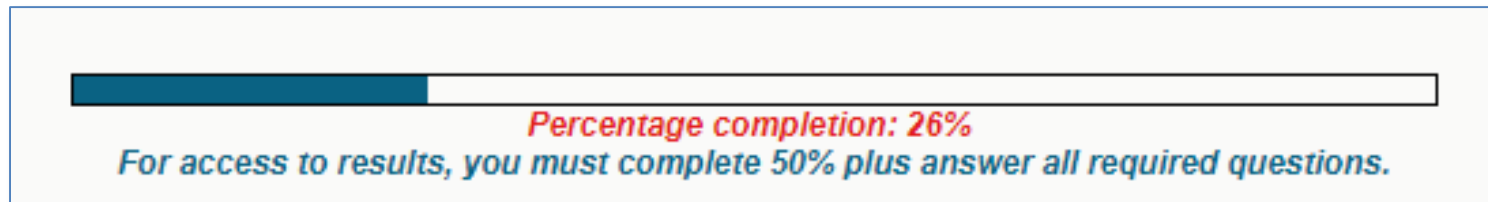
# Tracking your Overall Progress

Track your progress by viewing the number of questions that you have answered for each question group.



Track your overall progress by viewing the progress bar at the bottom of the gateway page.

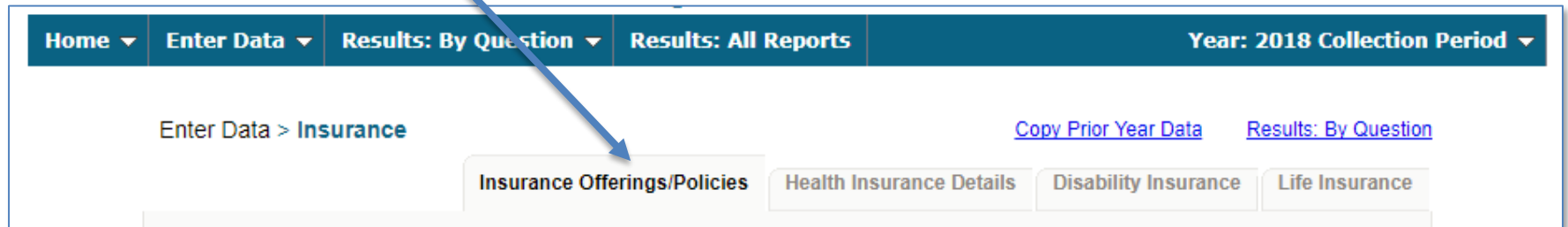
- ▶ Your progress statement will indicate the minimum percentage completion for accessing comparison and reporting.
- ▶ It is necessary to answer all required questions and complete a minimum of **50%** of the questions to gain access to results when available.



# Question Organization

Questions are carefully organized into major categories.

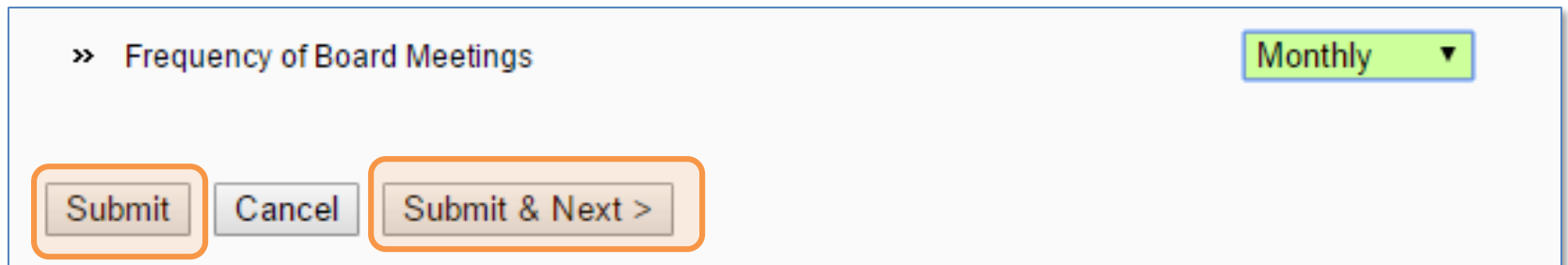
- ▶ Each category has sub-categories called question groups.
- ▶ Question groups can be selected and questions can be answered in any order.
- ▶ Within the major categories, use the convenient tabs to move between the different question groups.



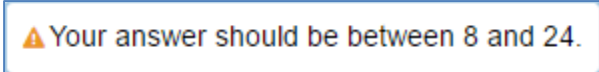
The screenshot displays a web application interface with a dark teal navigation bar at the top. The navigation bar contains the following items from left to right: 'Home' with a dropdown arrow, 'Enter Data' with a dropdown arrow, 'Results: By Question' with a dropdown arrow, 'Results: All Reports', and 'Year: 2018 Collection Period' with a dropdown arrow. Below the navigation bar, the breadcrumb path 'Enter Data > Insurance' is visible. To the right of the breadcrumb, there are two blue links: 'Copy Prior Year Data' and 'Results: By Question'. Below these links, there are four tabs: 'Insurance Offerings/Policies', 'Health Insurance Details', 'Disability Insurance', and 'Life Insurance'. A blue arrow points from the top of the slide down to the 'Insurance Offerings/Policies' tab.

# Entering Data and Saving Your Answers

- As you enter data, the entry box turns **GREEN**, indicating that new data has been provided and must be saved by clicking the **Submit** or the **Submit & Next** button at the bottom of every page.
- Click **Cancel** to abandon data.



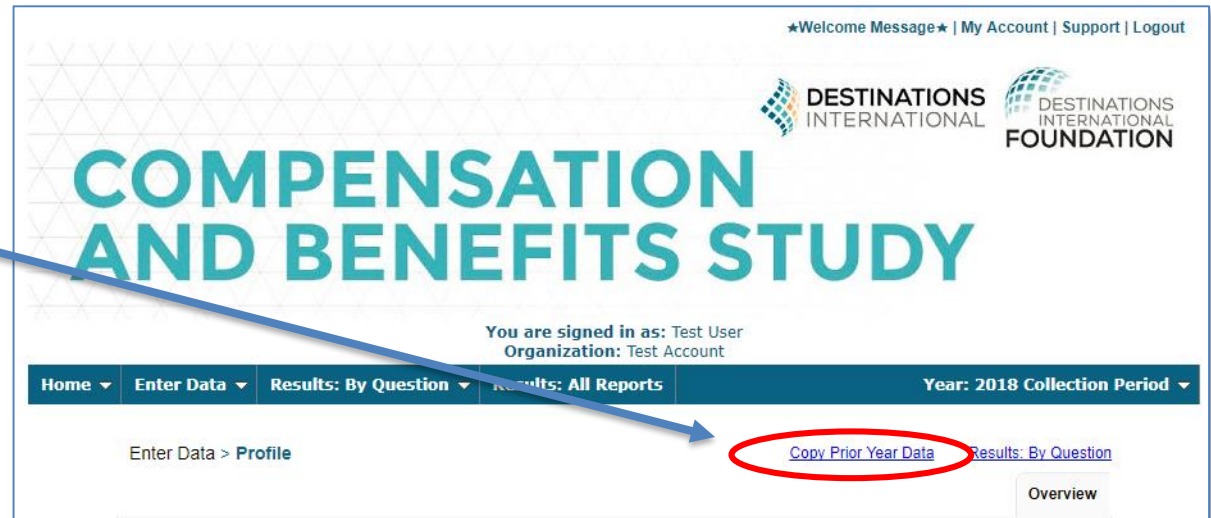
The screenshot shows a survey question titled "Frequency of Board Meetings" with a dropdown menu set to "Monthly". Below the question are three buttons: "Submit", "Cancel", and "Submit & Next >". The "Submit" and "Submit & Next >" buttons are highlighted with orange boxes, and the "Monthly" dropdown is highlighted with a green box.

- Required questions are noted with a large, red asterisk. \*
- Some numeric questions are set with expected answer ranges. If you should enter a value outside of the defined range, you will see a warning message appear.  
 Example
- For survey questions asking for data that does not apply to your Destination Organization, enter "0" or "n/a" where applicable to increase the percentage of questions answered. The more data you input into the system, the more useful your benchmarking results will be.



# Past Survey Participants – Save time by using “Copy Prior Year Data”

- If you entered data for the previous survey year, you have the option to copy the answers from the previous year into the current year on a page-by-page basis.
- If you are on a page that you'd like to copy the previous year's answers into the current year, simply click on the link for “Copy Prior Year Data” and then click “Save.”
- Note: If you've already answered questions for the current year, the previous year's data will not overwrite your current answers. You can still edit and update your answers anytime.



# Entering Compensation Data

The Compensation question group is “templated.” This makes answering the same series of questions very easy.

For every category of positions, select the positions your organization employs.

Then, click **Save & Next** to enter data for each position selected.

**EXECUTIVE POSITIONS**  
Select the positions that your organization employs

» **Select Executive Positions**  
Select all of the Executive positions (top positions) that your organization employs.  
For a detailed list of Executive position descriptions, click [here](#).  
For instructions on how to enter compensation information, click [here](#).  
Click **Save & Next** to advance to the next tab for entering salary details for selected positions.

- President/CEO/Executive Director
- Chief Operating Officer/Deputy Director
- Chief Financial Officer/VP Finance
- Chief Sales Officer
- Chief Marketing Officer
- Executive Vice President, Sales & Marketing

# Entering Compensation Data (continued)

1. The dropdown box displays the positions you selected on the previous page.
2. Answer the questions for the position displayed.
3. Click **Save & Next** at the bottom of the page to answer the questions for the next position.
4. Continue in this manner until you have answered all the questions for every position in the dropdown box.
5. Review your answers for any option by selecting it in the dropdown list at any time.
6. When you have answered all the questions, click **Save & Next** to continue with the survey.

**EXECUTIVE POSITIONS - SALARY DETAILS**  
Enter the salary information for each position selected on the *Select Positions* tab.  
Click **Save & Next** to advance to the next set of questions.

» Choose which item you would like to edit...  
Select each option from this list to fill in the answers for that option.

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**Salary Details**

» Fixed Salary for this position \$

» Maximum Variable Cash Compensation Incentive Budgeted for this position \$

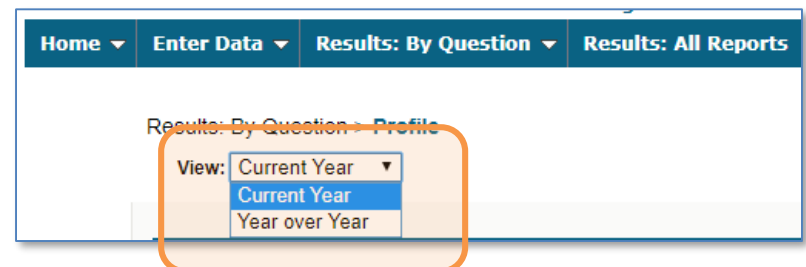
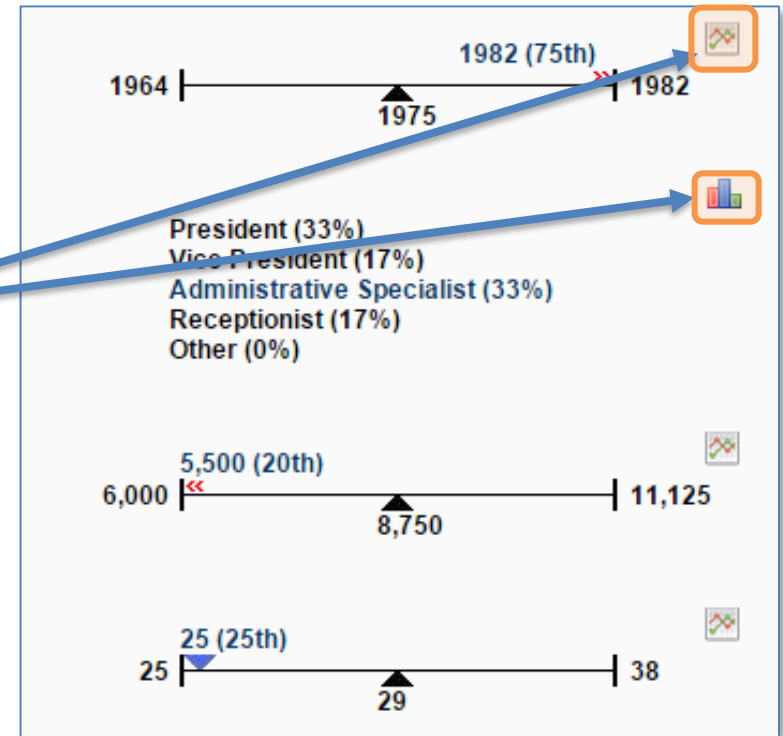
» **Total Maximum Compensation Budgeted for this position**  
This is automatically calculated using the data entered above. Click "Save" at the bottom of the page to see the calculation.

» **Total Actual Compensation paid for this position** \$   
Enter the total compensation that was paid for this position including all cash incentives.

» Is this position retained by a contract?

# Comparing Yourself to Your Peers

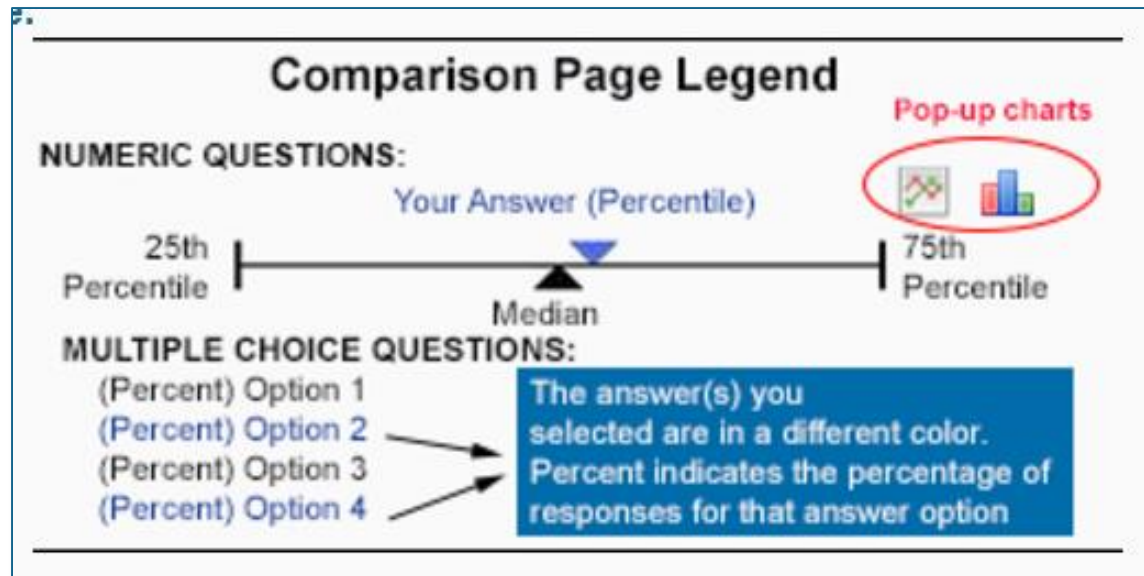
- Enter your data before using the question-by-question comparison features.
- Click on the **Results: By Question** tab or menu bar to access comparison data for all questions.
- Select any gray question group to access questions for comparison.
- View on-demand popup charts by clicking on the icon.
- If you entered data for the previous survey year, you have the option to change the view from “**Current Year**” to “**Year Over Year**” to view the percentage change of the data from the previous year to the current year.



# Line Chart Legend

Understanding comparison results:

- ▶ **Multiple choice questions:** View all answer options with their associated percentages. Your answers are indicated in **blue**.
- ▶ **Numeric questions:** View a line chart displaying the 25th, median and 75th percentiles with your answer shown as a **blue** arrow above the line.



# Using Filters

We have created filters to allow you to drill down into the data.

- ▶ Select any filter or combination of filters to compare yourself to a subset of data.
- ▶ If your filter selection returns too few accounts, you will see this informational message:


***Your filter settings are not currently active because not enough accounts match the selection. Results are currently displayed without filter settings.***


## Anonymity:

- ▶ By limiting the number of accounts returned, it is impossible for account identity to be determined and anonymity of data is always protected.
- ▶ If your filters do not return enough accounts, simply change your filter settings by:
  - Widening the range of a numeric filter
  - Turning off a filter by clicking on the X
  - Selecting a different filter option

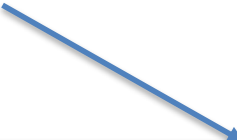
# Using Filters (continued)






Click “Change” to activate the filters:

Filter	Value	<a href="#">Change...</a> 
Total Operating Budget	Any	
Number of Full Time Employees	Any	
Region	Any	
Organizational Structure	Any	

Filter	Value	<a href="#">Apply</a> <a href="#">Clear</a> <a href="#">Cancel</a> 
Total Operating Budget	<a href="#">Add...</a>	
Number of Full Time Employees	<a href="#">Add...</a>	
Region	Any	
Organizational Structure	Any	

- ▶ **Numeric filters:** Click *Add* to activate sliders then use slide bar to set a numeric range by moving the blue squares or enter a number in boxes.
- ▶ **Multiple choice filters:** Choose from the drop down menus.
- ▶ **Help:** Click on the blue question mark icon to view a downloadable help document.



Filter	Value	<a href="#">Apply</a> <a href="#">Clear</a> <a href="#">Cancel</a> 
Total Operating Budget	0  250M 	
Number of Full Time Employees	0  550 	
Region	Any	
Organizational Structure	Any	

# Peer Cluster Filtering

Peer clusters allow you to select a group of Destination Organizations by name for comparison.

- You select the Destination Organization by name, but will not see individual data for any Destination Organization.
- All data is presented in the aggregate, percentile format with a minimum of 5 Destination Organizations reporting on any given data point.
- **Recommendation:** Deactivate filters before using peer clusters.

## About Peer Clusters

A 'Peer Cluster' is a list of institutions you may select to compare yourself against.

Choose a name for your 'Peer Cluster' and then press OK. On the next screen, you will be able to select which institutions to include in this new cluster.

## Create A New Peer Cluster...

Name:

Peer Cluster

Showing 14 of 14 metric(s) on this tab, v  er metric.

## Edit Peer Cluster...

The following stores are included with you in this Peer Cluster... Search

Name	State
No data available in table	

Showing 0 to 0 of 0 entries

Search

State
South Carolina
New Jersey
California
Oregon
Massachusetts
New Hampshire

Showing 1 to 22 of 22 entries

Filter	Value	Change...	?
State	Any		
Region	Any		
Total Operating Budget	Any		
Number of Full Time Employees	Any		
Organizational Structure	Any		
Peer Cluster	Any		



# Reports

Enter your data before using the Reports features.

Click the *Results: All Reports* tab from the Main Menu.





- Choose from a list of downloadable reports that contain dynamically-generated benchmarking charts and graphs.
- You will be able to generate personalized reports.
- You will be able to compare yourself against the entire set of data or select subsets based on demographic criteria.
- Filter settings from *Results: By Question* will carry over, however, they can easily be modified if desired.

After you have entered your data, click on any report in the list below to generate personalized reports. Be sure to use the filters for true comparative insight.

Select and Set Filters...

Filter	Value	Change...	?
Favorite	-- Choose a Favorite --		
State	Any		
Region	Any		
Total Operating Budget	Any		
Number of Full Time Employees	Any		
Organizational Structure	Any		
Peer Cluster	Any		

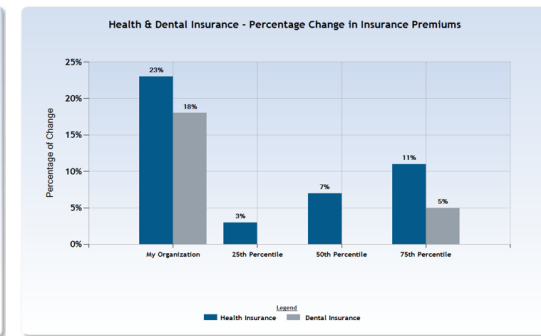
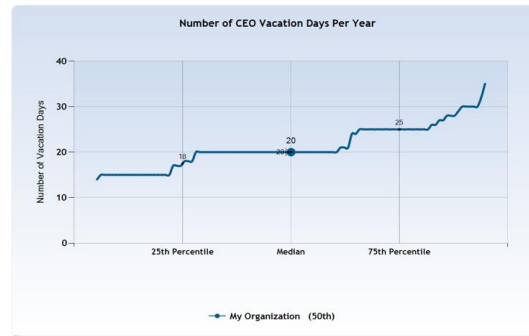
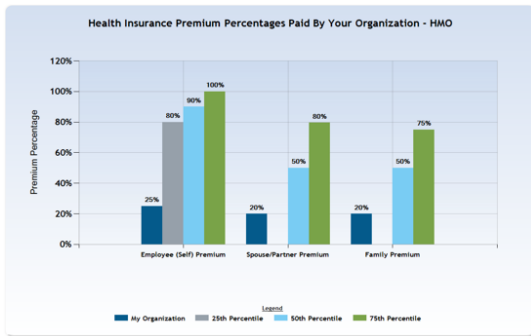
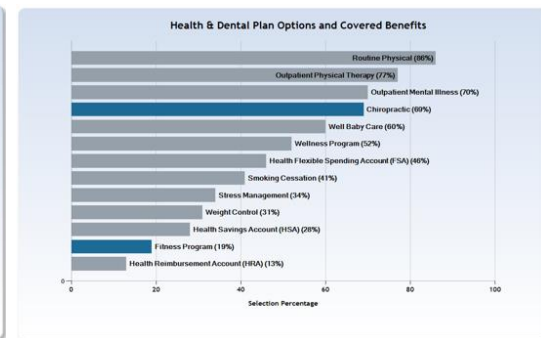
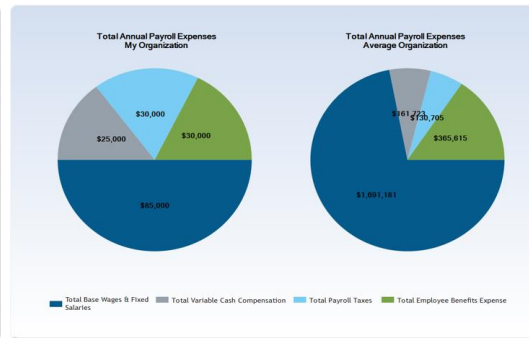
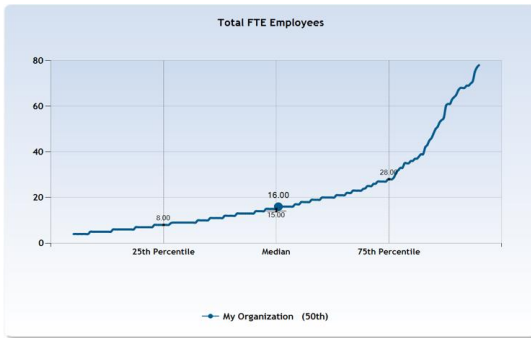
Dynamic Reports

-  » Compensation Report - All Positions  
This personalized Excel report includes your responses and comparisons for every position. Each position category is on its own tab for easy reading.
-  » CEO Contracts & Performance Report  
This report provides an overview of *CEO Contracts & Performance Report* data displayed in personalized charts and graphs.
-  » Compensation Policies Report  
This personalized report provides an charts with an overview of *Compensation Policies* data and positions employed by category.
-  » Insurance & Benefits Report  
This personalized report provides an overview of *Insurance & Benefits* data displayed in personalized charts and graphs, including types of benefits offered, and details for health care and retirement plans.

Reports can be used to prepare for meetings, capture historical snapshots, and communicate with others.

# Sample Report Pages

(note that all data displayed is sample data and not reflective of actual survey results)



**Thank you for viewing this  
User's Guide.**

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