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Tuesday, July 29, 2008

Newsline

News Money Sports Life

DMAI benefits reach new DMOs

DMAI launched a new program extending a complimentary six-month membership to destinations forming a DMO. The complimentary membership stems from interest expressed by numerous city officials seeking resources on how to form DMOs.

The trial membership benefits include access to best practices geared for the destination marketing industry, including member discussion lists, resource center materials, discounted rates on professional development and publications, and more.

"The trial membership truly helps us get our arms around many things we must consider in moving forward with a DMO," said Patrick J. Surrena, CBC, chief experience officer, principal of the Hanson Group, who is looking to form a DMO for the city of Aurora, Colorado. "Having a resource to answer questions while still in the decision process is invaluable."

Seven DMOs in the process of being established have signed on as trial members since the program's inception. An official letter from the town, city or county administration indicating the DMO will be the principal DMO for its town, city or county must accompany the application.

Foundation funds CDME scholarships

This year, nearly fifteen destination marketing professionals enrolled in education events they otherwise would not have taken. The DMAI Foundation has launched a needs-based scholarship fund for Certified Destination Management Executives (CDME) courses.

The scholarship fund assists DMO executives seeking professional development who are in need of financial assistance.

"I was worried, being a small CVB and not having a huge budget, that I would not be able to start CDME courses this year," said Kathleen Young, executive director of the Greene County CVB in Ohio. "I was thrilled to be awarded the scholarship. The course content was extremely relevant and I am eager to start putting it to work for our CVB!"

"Budgetary restrictions are a great concern for many of our DMO members. Our commitment to providing education – as well as providing access to it – will help to further our DMO executives in the industry," comments Jim Duda, DMAI Foundation executive director.

DMO textbook reaches colleges

The ground-breaking book, *The Fundamentals of Destination Management & Marketing*, is making its way into many university classrooms across the United States. Published by DMAI and edited by Rich Harrill, Ph.D., director of the International Tourism Research Institute at the University of South Carolina, the book contains essential insights into the industry for tourism professionals and academic programs.

Many DMAI educator members are using the *Fundamentals* book as a basis for destination marketing course curriculum.

The book provides an overview of the industry with eighteen chapters written by industry professionals, covering topics including alliances, board governance, finance management, member care, performance measurement, sales and more.

DMAI established the student and educator membership categories in 2006. DMOs are encouraged to connect with their local colleges and university to encourage students and educators to join DMAI.

MINT redesign empowers sales forces

The Meeting Information Network (MINT), DMAI's online database of conventions and meetings, is undergoing a major redesign. The last MINT upgrade took place more than four years ago.

Labeled *empowerMINT*, the three-stage initiative empowers the DMO industry's sales forces, bringing together 2,500 sales professionals to leverage the value of market intelligence, and raises visibility among meeting professionals.

The first stage is currently underway, and targets the meetings history database. The upgrade provides powerful online tools for subscribers and their clients, as well as improved navigation, convention reports, search logic, demographics and APEX compliancy.

Future stages focus on adding a *Dates, Rates & Space* function to the MINT web site through a partnership with DMAI Alliance Partner, CVBHotRates.com, which allows meeting professionals to access room availability and convention center information, submit RFPs automatically and view destination profiles. The third component involves a lead-generation feature.

Jointly spearheaded by DMAI's MINT Committee and the Sales and Marketing Advisory Council, *empowerMINT* is scheduled for completion by April 2009. The MINT database currently houses more than 40,000 meetings from 20,000 organizations.

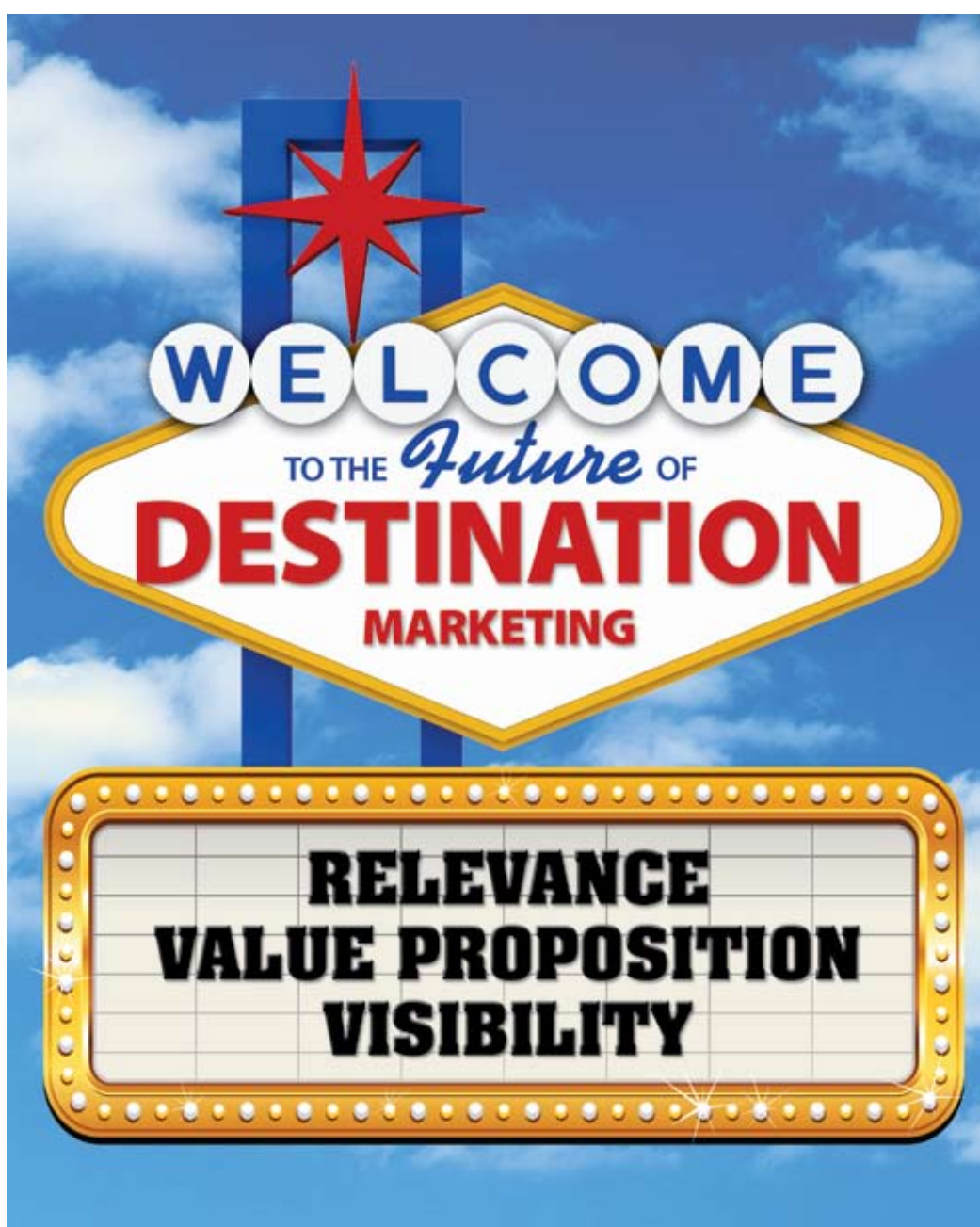
USA TODAY Snapshot®

Web 2.0 & the Meeting Planner

500 meeting professionals at Destinations Showcase (Feb. 2008) identified webinars as the most widely used of the emerging technologies indicated below.

	Current Users
Webinars	58%
Text Messaging	34
Wikis	31
Blogs	27
Podcasts	22
RSS Feeds	21

Source: "DMAI Focuses on the Tech Habits of Meeting Planners," MeetingNews 5 May 2008: 6.



Strategic map, global trends headline industry Futures Study

Relevance, visibility and value propositions are three key strategic themes emerging from *The Future of Destination Marketing: Tradition, Transition, and Transformation*, a major study conducted by the DMAI Foundation over the past 18 months. The study identifies the most important trends, events and developments as perceived by destination marketing experts and provides a strategic framework for all DMOs, their staffs and stakeholders to plan for the future of their destinations.

In addition to the three key themes, eight globally-focused "super-trends" surfaced. These overarching summary statements capture the essence of more than 200 detailed trends that were identified in the environmental scan. The eight super-trends are:

Proliferating Preferences. Within the customer sector, travel consumers are seeking and responding to an ever growing range of choices in the travel products and experiences they buy. DMOs and their stakeholders will have to develop ever more targeted and responsive value packages to capture and retain their business.

The Battle for Attention. In the competitor sector, DMOs will have to work even harder to be heard through the noise of an increasingly crowded and complex market place, particularly as the travel-buying experience continues its migration to the Internet.

Dodging Asteroids. The travel, tourism, hospitality, and meetings sector is increasingly vulnerable to various economic shocks such as energy prices, political unrest, terrorism and threats of cataclysmic effects such as health pandemics. DMOs now have to account for potential "economic asteroids" in their plans.

Smart and Friendly Websites. In the technological sector, web site design is becoming ever more sophisticated. In knowledge-intensive business environments such as travel, the most successful competitors tend to be those that continue to exploit the latest technologies and information

strategies. DMOs must stay abreast of the many potential competitors that offer information and advice.

The Electronic Society. Socially, the traditional localized, physically-based human community is increasingly being extended – and in some cases, replaced – by virtual, electronically mediated relationships. Social networking and user-generated web content will be increasingly important as competitive strengths.

The Quest for Relevance. Politically, tax revenues and other sources traditionally allocated for destination marketing are increasingly subject to claims by non-industry stakeholders. DMOs must participate in the strategic conversation that drives important decisions about the development of their community and continue to clarify the value of their contributions to their stakeholders.

Mixed Signals From Government. In the legal sector, the travel industry is being strongly affected by the policies, practices, legislative agendas, and economic strategies of governments across the globe, many of which are contradictory or conflicting. DMOs must promote synergistic solutions that combine a rewarding travel experience with sustainable economic development.

Going Green. In the geophysical sector, public consciousness and political activism have made the issue of ecological sustainability ever more real. DMOs, and the stakeholders they serve, will experience increasing pressure to be "seen as green," and will need to develop realistic strategies and plans for sustainable development and management of their travel products.

The most significant outcome of the study is a reconceptualization – or at least a clarification – of the role and contribution a DMO provides to the destination it serves. This is illuminated in a new "strategic map" that portrays the DMO fulfilling four key roles.

Continued on page 3

Social media portal extends member interaction

DMAI has launched myDMAI, an online social media outlet, to foster dialogue and the exchange of resources among destination marketing professionals. Similar to social media programs on the web like MySpace and Facebook, myDMAI allows users to build personal profiles, view profiles of colleagues and participate in online discussions. The new tool has added functions that allow users to connect to special interest communities – including convention sales, communications, finance, membership, visitor services and education – to upload and share documents, post news, participate in surveys and more. DMAI staff will also be engaged and provide up-to-date resources for users to download.

"It's the epicenter of destination marketing information exchange," says Michael Gehrisch, president and CEO of DMAI about the new tool. "It's where destination marketers will ultimately go to connect with one another to get the resources they need to successfully market their destinations."

Organizations across the globe are embracing Web 2.0 technologies to extend member interaction beyond the meeting room. "Our social media program actually augments the face-to-face interaction that members receive at our educational events," says Karen Gonzales, CMP, DMAI vice president of membership. "Members will be able to continue to dialogue at their leisure long after an event has taken place."

The myDMAI tool will evolve as Web 2.0 technologies develop. "We're already looking into RSS feeds, blogs, wikis, streaming video and other enhancements in the near future. Stay tuned to myDMAI for updates," remarks Gehrisch.

DMAI grows globally

DMAI's European office has been engaged in growing the association's brand and education since opening just eighteen months ago.

The European office team, headed by Titta Rosvall-Puplett as managing director, is focused on expanding DMAI's presence by providing professional development education programs, participating in conferences and trade shows and encouraging membership in DMAI. "2008 is the year of education throughout Europe," says Rosvall-Puplett. "We are introducing DMAI certification, accreditation and training to ensure high DMO industry standards around the world. Our active European Advisory Council has been instrumental in guiding DMAI to achieve our association and industry goals."

Expanding education

DMAI hosted a successful *2007 CEO Forum – Europe* in Brussels in October, welcoming more than 30 destination marketing professionals to discuss "hot" topics affecting the global DMO community. The second CEO Forum – Europe is in Stockholm, Sweden, October 16-18, 2008. It is preceded on October 15 by the *Best Practices and Professional Standards Forum*, also in Stockholm. Using case studies, this forum provides a comprehensive overview of DMO operating standards including DMO performance reporting recommendations.

In March, DMAI's Sales Academy™ I was successfully launched in the UK through a partnership with the British Association of Conference Destinations. Sales Academy I & II courses will be presented in September in Brussels. Instructors for these courses include professional European trainers.

DMAI also welcomed its first European candidate Heike Mahmoud, CMP of the Berlin Convention Bureau to the Certified Destination Management Executive (CDME) program.

Industry participation

DMAI was represented at several international conferences, including IMEX 2008 in Frankfurt, Germany, where it hosted a record-breaking 70 destination marketing professionals at the breakfast session, *DMOs & PCOs: Competitors or Collaborators?* The discussion included speakers Nicolas Le Brun, president of European Federation of the Associations of Professional Congress Organizers and managing director of Destree Organization, and Scott Taylor, director of the Glasgow Convention Bureau.

In April, DMAI delivered education to 50 students and 14 educators, highlighting the importance of destination marketing within business tourism at the International Tourism Students Conference in Krems, Austria.

DMAI Europe is speaking at these upcoming conferences: 4th Annual International Meeting Industry & Business Travel Exhibition and Conference in Moscow, and the 3rd Annual AssociationsWorld Congress in Salzburg, Austria.

Looking ahead

European destinations are encouraged to apply for accreditation through DMAI.

DMAI European membership is increasing in each professional category, and a European Student & Educators Advisory Council is being created.

In addition, market studies in the Asia Pacific and Latin America are underway in preparation for opening offices in Singapore and South America. "We are learning a great deal about the market needs and best methods of approach in these areas," said Sandi Talley, CMP, senior vice president of business development and membership at DMAI. "Following our successful efforts in Europe, we anticipate that DMAI's presence in these parts of the world will be instrumental in developing a truly global DMO industry."



UPCOMING EVENTS

September 15-17 Sales Academy™ Parts I & II Tucson, Arizona	November 9-12 CDME Courses Providence, Rhode Island
September 23-26 Sales Academy™ Parts I & II Brussels, Belgium	November 10-12 Sales Academy™ Parts I & II Providence, Rhode Island
October 14-17 Membership Shirtsleeves San Francisco, California	November 12-14 Destination Management & Marketing Institute Providence, Rhode Island
October 15-16 Best Practices & Professional Standards Forum Stockholm, Sweden	December 15 Convention Sales Shirtsleeves Chicago, Illinois
October 16-18 CEO Forum - Europe Stockholm, Sweden	Future Annual Conventions
October 26-28 DMO Technology Professionals Forum Colorado Springs, Colorado	July 29-31, 2009 95th Annual Convention Atlanta, Georgia
October 27-29 COO/CFO Forum Colorado Springs, Colorado	July 21-23, 2010 96th Annual Convention Hollywood, Florida
	July 20-22, 2011 97th Annual Convention New Orleans, Louisiana

Go Travel Like A Local: Industry awareness campaign launched

Travel Channel, USA TODAY among first ads

DMAI has launched **Go Travel Like A Local** – a powerful and fresh industry awareness campaign – to raise the visibility of DMOs, show travelers the value of their services, and drive consumers directly to their web sites. The campaign takes the DMO brand to customers in the leisure, corporate and group segments, and drives home the fact that DMOs are the official, trusted, unbiased and local source of travel information.

“DMAI is leading the charge with this integrated campaign to raise the visibility of DMOs and show travelers the benefits of seeking out DMOs,” said Michael Gehrisch, DMAI’s president and CEO. “We will be able to deliver consumers directly to DMO web sites through the Go Travel Like A Local campaign and the OfficialTravelGuide.com portals.”

This integrated industry campaign includes print, cable, online and media channels, and is truly a combined industry effort. The guidance of TURKEL Advertising and the strong support of the Travel Channel, USDAM.net, and many of the best online and print media partners in the industry – are instrumental in this industry-wide initiative.

The print campaign kicked off with a soft launch June 15. The first consumer ad appeared in Visit Florida’s summer newspaper insert co-op program. The insert was included in 16 Floridian newspapers, with a total circulation of nearly 1.5 million.

The first trade ad debuted in the July issues of *Association News* and *SportsTravel*, published by Schneider Publishing Company, reaching more than 56,000 decision makers in the association and sports industries.

Online activity began June 24 with a cooperative online media campaign organized by USDAM.net in partnership with DMAI. This specific campaign ran in late June and included a combination of email and viral marketing components, search and banner placement on industry search engines (Google, Yahoo, etc.), and banner placements on top brand web sites. Consumers were encouraged to enroll in a drawing for US\$2,500 Visa Gift card. Additional cooperative opportunities are planned, for which DMAI members can be featured at a substantial discount.

In late July, the campaign jumped into high gear. A national ad appeared in USA TODAY, reaching a 2.6 million circulation, and a commercial produced by the Travel Channel began airing on its cable channel. The 15-second commercial corresponds with the *Go Travel Like A Local* print and online ads and encourages the traveling public to seek destination information from DMOs.

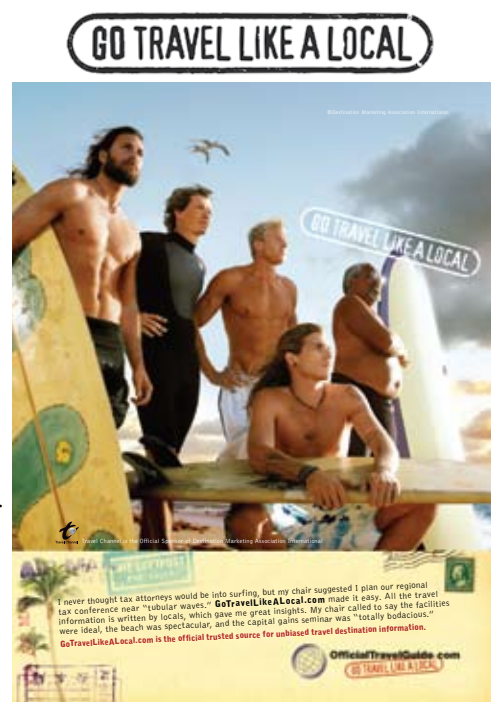
The Travel Channel is the exclusive sponsor of the industry awareness campaign, and produced the commercial as part of a partnership package. The commercial can also be viewed online at www.travelchannel.com.

Ad placements will appear throughout the coming year in publications and on web sites associated with *Association Meetings*, *Association News*, *CONVENE*, *Corporate Meetings & Incentives*, *FamilyFun*, *Golf Digest*, *Good Housekeeping*, *Group Tour*, *The Meeting Professional*, *Meetings & Conventions*, *MeetingNews*, *Rejuvenate!*, *SportsTravel*, *Successful Meetings* and *Weekend Magazine*.

In addition, DMAI has asked each of its member DMOs to place the ad in their visitors guides and on their web sites. “If every member DMO places a Go Travel Like A Local ad in their guide or web site, the campaign has immediate presence and a built-in audience of travelers,” said Kristen Clemens, DMAI’s vice president of marketing and communications.

Consumers that visit GoTravelLikeALocal.com land on OfficialTravelGuide.com which is co-branded through the campaign ads. Once on the site, consumers have direct access to more than 1,200 official destination marketing organization web sites. The Go Travel Like A Local campaign and OfficialTravelGuide.com work in tandem to drive travelers directly to the DMO web site.

On the site, travel consumers choose to type in key words or drill down to places through map navigation. The web site also educates travel consumers with basic information on or regarding how a DMO can be useful to them.



Destination professionals embrace education

Visitor Services Shirtsleeves attendance breaks records



Mark Kruzan, mayor Bloomington, Indiana

DMAI hosted a record-breaking 97 professionals at the Visitor Services Shirtsleeves in Bloomington, Indiana, April 6-8, 2008. This annual meeting, which had a 66% increase in attendance from the previous year, is devoted to visitor services professionals. Key visitor center issues were discussed through lectures and interactive sessions.

Of the 74 DMOs represented at the meeting, more than a dozen were from the state of Indiana. A remarkable 43% of individuals were first-time attendees. “There is no doubt in my mind that every CVB visitor center should be represented at the conference,” said Frank Riggio, director of visitor center operations at the Baltimore Area CVA.

Bloomington mayor, Mark Kruzan, joined the enthusiastic crowd for a welcome message at the start of the meeting.

DMO CEOs tackle hot topics in Naples, preview major study

This April, more than 75 member CEOs traveled to Naples, Florida and attended the annual CEO Forum. The group included fifteen first-time attendees and members from 17 DMAP accredited DMOs.

This is the annual meeting is devoted to DMAI member DMO chief executives to discuss the industry’s most pressing issues. The group received an exclusive preview of the *Futures Study*, which was released in late June. They also discussed trends, external leadership, management, direct sales, online marketing, and leisure and niche marketing. Change management expert, Dr. Terry Paulson, discussed leadership issues in his keynote session.

The forum, sponsored by simpleview, inc., TIG Global and USA Today, brought industry executives together to exchange and discuss ideas during roundtable, interactive discussions and networking sessions. “This is the meeting I look forward to the most to recharge my battery and get new ideas from my peers,” said Allyson Twigg, director of the Fayetteville CVB (Arkansas).

DMMI provides industry fundamentals, targeted insight

More than 125 aspiring and seasoned DMO professionals gathered for the second annual Destination Management & Marketing Institute (DMMI) in October 2007 in St. Louis.

DMMI is the educational cornerstone for professionals new to the destination marketing industry. Entry- to mid-level DMO professionals, as well as senior level executives new to the DMO industry, benefit from its educational focus. In 2007, 83% of the attendees had been in the DMO industry for five years or less.

DMMI offers exposure to fundamental knowledge and insight in skills-based breakout sessions and in-depth discussions regarding every aspect of the visitors’ total experience. Attendees get to know colleagues during networking receptions, breakfast chats, interactive discussions as well as traditional education sessions.

The next Destination Management & Marketing Institute will be held November 12-14, 2008 in Providence, Rhode Island. A new addition to DMMI will be the 5th annual e-Marketing Insight Conference co-sponsored by Gammet Interactive & DMAI. CDME and Sales Academy courses will also be offered in conjunction with DMMI in Providence.

Membership professionals meet, give back to New Orleans

A record-breaking 95 attendees met at the Membership Shirtsleeves in New Orleans on October 2-5, 2007.

More than 20 first-time attendees participated in this annual event that—for 25 years—has encouraged membership professionals to share ideas, programs and methodology. Participants discussed regional partnerships, training frontline hospitality staff, non-dues revenue and Restaurant Week programs.



The group donated US\$1,500 to the New Orleans City Park, after their outing to replant trees and flowers was rained out. The 150 year old park, and one of the ten largest urban parks in the United States, suffered major damage during Hurricane Katrina. Attendees also donated 333 destination shirts to Catholic Charities for youth and adults in need throughout the city.

The next Membership Shirtsleeves will be October 14-17, 2008 in San Francisco, California.

THE TOTAL EXPERIENCE
Destination Management & Marketing Institute

November 12-14, 2008
Providence, Rhode Island

Industry, stakeholders see value in accreditation

DMAI is getting the word out about the importance of industry accreditation. Launched in 2007, the Destination Marketing Accreditation Program, or DMAP, has already accredited 58 DMOs, and as many as 100 will earn the seal by year’s end.

Developed by DMAI, the accreditation program is designed to recognize organizations that meet or exceed industry standards, distinguishing those official destination marketing organizations that are committed to industry excellence.

“Being accredited assures members of the local DMO, local government officials, visitors and business partners that their trust is well-placed in the DMO,” remarked Michael D. Gehrisch, president and CEO of DMAI. “It assures these groups that the city’s tourism business is in good hands.”

DMOs applying must complete 54 mandatory standards and 33 voluntary standards to show evidence of compliance. The application process can take upwards of 80 hours to complete, before it’s assessed by an independent board. And both DMO professionals and community stakeholders are taking note – becoming accredited is no easy feat.

“[Being accredited] means our meeting planners and visitors can have

confidence that we operate our [facilities] in a professional, ethical and conscientious manner to provide them with the best experience possible,” said Jeff Vasser, executive director of the Atlantic City CVA. “To receive the designation means we maintain very high standards.”

Accreditation programs – popular within the fields of higher education and healthcare – elevate an organization’s professional credentials. “The accreditation gives Greater Des Moines more credibility when meeting with local municipalities and business leaders, as well as igniting a deeper conversation with these leaders on the future of destination marketing,” said City of Clive mayor Les Aasheim, and chairman of the Greater Des Moines CVB Board.

The success of the year-old program is optimistic. “DMO stakeholders – local stakeholders, as well as meeting planners and leisure travelers – will recognize the seal and know that it means they can expect consistent, high-quality products and services,” says Gehrisch.

DMAP applications are accepted three times per year through an online application process. Up to 75 applications are accepted per year.



Accredited DMOs. Since 2007, 58 DMOs have earned accreditation. By the end of 2008, this number will near 100.

58 Outstanding DMOs have received DMAP accreditation (as of June 10, 2008)

Alabama Gulf Coast CVB (AL)	Greater Lansing CVB (MI)	Orlando/Orange County CVB (FL)
Albuquerque CVB (NM)	Greater Madison CVB (WI)	Packer Country Regional Tourism Office (WI)
Alexandria CVA (VA)	Greater Miami CVB (FL)	Paducah CVB (KY)
Atlantic City CVA (NJ)	Hampton CVB (VA)	Pennsylvania Dutch CVB (PA)
Augusta CVB (GA)	Hot Springs CVB (AR)	Pocono Mountains Visitors Bureau (PA)
Austin CVB (TX)	Indianapolis CVA (IN)	Positively Cleveland (OH)
The Beaches of Fort Myers & Sanibel (FL)	Kansas City CVA (MO)	Puerto Rico Convention Bureau (PR)
Beaches of South Walton, Walton County TDC (FL)	Knoxville Tourism & Sports Corp. (TN)	Quad Cities CVB (IL)
Bloomington/Monroe County CVB (IN)	Lafayette CVC (LA)	Richmond Metropolitan CVB (VA)
Boise CVB (ID)	Lake County, IN CVB (IN)	Tourism Montreal (QC, Canada)
Brown County CVB (IN)	LaPorte County CVB (IN)	Tourism Richmond (BC, Canada)
Chicago Southland CVB (IL)	Las Vegas CVA (NV)	Tourism Victoria (BC, Canada)
Cobb County CVB (GA)	Lexington CVB (KY)	Virginia Beach CVB (VA)
Destination D.C. (DC)	Louisville CVB (KY)	Visit Charlotte (NC)
Dublin CVB (OH)	Lynchburg Regional CVB (VA)	Visit Milwaukee (WI)
Durham CVB (NC)	Memphis CVB (TN)	VisitPittsburgh (PA)
Fayetteville Area CVB (NC)	Naples, Marco Island, Everglades CVB (FL)	Visit Rochester (NY)
Greater Des Moines CVB (IA)	Newport Beach CVB (CA)	Visit St. Petersburg/Clearwater Area (FL)
Greater Hartford CVB (CT)	Norfolk CVB (VA)	Woodfield Chicago Northwest Convention Bureau (IL)

Allied members continue industry commitment

Since late 2006, DMAI’s membership and business development department has been recruiting destination marketing industry suppliers and vendors to join DMAI.

The first membership category aimed at organizations serving the DMO community, Allied Members have been a successful addition to DMAI’s growing membership base. In 2008, there was an 83% renewal rate, after the first year of membership, and a 27% increase in organization membership over 2007.

“The Allied Member category provides businesses that are committed to the destination marketing indus-

try an opportunity for increased involvement and recognition,” said Sandi Talley, CMP, senior vice president of business development and membership at DMAI. “We are proud to see these dedicated organizations continue to invest in the industry year after year.”

Allied memberships are available in three levels, distinguished by commitment to customers and involvement with DMAI. The three levels are Alliance Partner, Business Partner and Business Member. Allied Members are also eligible to participate in DMAI educational programming and association governance.

Travel Channel aligns with DMOs

DMAI welcomed its newest Alliance Partner this year, Travel Channel Media, which operates the Travel Channel. It is the only U.S. television network devoted exclusively to travel entertainment, reaching 91 million Americans.

The multiyear partnership provides DMOs an opportunity to engage affluent travelers that want to experience the world through the power of television and the web. “No medium brings a destination to life like television,” said Michael Gehrisch, president & CEO of DMAI. “This new partnership will reveal some truly exceptional opportunities for DMOs to promote their destinations to avid travelers.”

The Travel Channel is also the exclusive sponsor of DMAI’s industry awareness campaign, using broad-

cast, print and online media outlets to elevate travelers’ consciousness of DMOs. Commercials aired on the Travel Channel, and placed on www.travelchannel.com, encourage the traveling public to seek destination information from DMOs.

“As the Travel Channel continues to take a more active role in supporting global travel and tourism, this partnership brings enormous benefit to the industry as a whole,” said Patrick Younge, president and general manager, Travel Channel Media. “Travel Channel’s aligned businesses are the ideal outlets for DMAI members eager to showcase their destinations and travel services.”

Alliance Partner status is reserved for a select group of service and product providers that are valuable resources for DMOs.

DMAI by the Numbers

Top 5 DMAI Initiatives for 2008

1. 2008 Futures Study
2. myDMAI social networking portal
3. empowerMINT
4. Global Expansion
5. Industry Consumer Awareness Campaign

Revenues*	Total: US \$6,242,900
DMAI	US \$5,144,200
Foundation	US \$1,098,700

Net Income*	Total: US \$71,300
DMAI	US \$14,900
Foundation	US \$56,400

Operating Reserves*	Total: US \$3,388,400
DMAI	US \$1,063,700
Foundation	US \$2,324,700

Membership (as of June 20, 2008)	
Total DMOs	658
Total DMO individuals	1433
State/Regional Association of DMOs	13
Students	23
Educators	27
Allied Member Organizations	122
Alliance Partners	8
Business Partners	11
Business Members	99
Industry Partners	4

Boards & Committees	
Boards	3
Advisory Councils	4
Committees	5

Business Statistics	
Total number of full- & part-time employees and interns	29
Total number of meetings in 2008	25
Current Offices	Washington, DC; Brussels, Belgium
Global offices planned for 2009	Singapore, Latin America

*as of Dec. 31, 2007

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keyword: Connections.

Foundation reaches historical heights

The Foundation and DMO community continue to support industry excellence and research

From Richard Green



Richard B. Green: 2007-2008 Chair, Foundation Board of Trustees and Vice President, Association Sales & Industry Relations, Marriott International

It has been another prosperous year for the Foundation. In February we held our 15th Annual Dinner and Dream Auction in Washington, D.C. and once again exceeded expectations. The evening honored Arthur Frommer, who has had a significant impact on consumer travel and spoke about the “unfinished business of travel.” The evening raised funds for the Foundation, with the Dream Auction raising more than US \$150,000, and the event provided a net profit of over US \$220,000. To all who helped make this evening so successful, thank you.

Through additional partnerships and fundraisers, the DMAI Foundation will realize net income, before grants and scholarships of US\$275,000 for the year. As the only foundation exclusively dedicated to destination marketing, all of the money raised stays in the industry to aid in the development of industry programs, including research, education, industry initiatives and scholarships. This year, these total US \$235,000.

This past year the Foundation proudly aided the Destination Marketing Accreditation Program (DMAP) which just completed its first full year of operations. With the help of a multi-year pledge from the Foundation, DMAP plans to have nearly 100 accredited DMOs by year’s end.

Additional funds went to fund the 2008 DMO Compensation & Benefits Survey which will be released in the third quarter 2008. This report includes aggregated survey information from 243 participating DMOs.

We also supported destination marketing professionals seeking educational scholarships to participate in CDME programs.

Finally, the Foundation developed and launched the Futures Study. *The Future of Destination Marketing: Tradition, Transition, and Transformation* is a culmination of work from Karl Albrecht and Associates over the past eighteen months, examining trends related to the destination marketing industry. This study is just the first step in an ongoing evolution of strategic thinking from our industry leaders. (See page 1 for more information.)

As I look ahead, I see challenges affecting travel and meetings such as soaring energy costs, individual and corporate social responsibility, and concerns for the environment and downturns in the global economy. Now more than ever, it is clear to me the importance of the work being done by the DMAI Foundation to ensure our industry has the best information possible to help weather these storms. New this year, we have created a research review committee headed by one of our Foundation trustees, Karen Williams. The committee will analyze the multitude of research opportunities presented to us and will identify those with the highest value to our industry.

We couldn’t do these things without your support. It is through the closeness of this industry and generosity of the individuals who work in it that the DMAI Foundation exists. My thanks to all who helped make this another great year.

Foundation announces new trustees board



Steve Moore
Chair



Karen S. Williams
Chair-Elect



Timothy M. Schneider
Secretary/Treasurer

Both the incoming and outgoing DMAI Foundation Board of Trustees will be recognized at the 94th Annual Convention on July 29, 2008.

Trustees, who serve a three-year term, are dedicated to fulfilling the mission of the Foundation: to enhance and complement the destination management profession through research, education, visioning and developing resources and partnerships for those efforts.

Incoming DMAI Foundation Officers:

- Steve Moore, Greater Phoenix CVB, AZ USA (Chair)
- Karen S. Williams, Louisville CVB, KY USA (Chair-Elect)
- Timothy M. Schneider, Schneider Publishing Company, Inc., CA USA (Secretary/Treasurer)
- Richard B. Green, Marriott International, DC USA (Immediate Past-Chair)

Incoming DMAI Foundation Trustees:

- Barry Biggar, CDME, Bryan-College Station CVB, TX USA
- Daniel Fenton, San Jose CVB, CA USA (DMAI Chair-Elect)
- Patrick B. Moscaritolo, Greater Boston CVB, MA USA
- Gary C. Sain, CTC, CHME, Orlando/Orange County CVB Inc., FL USA
- Richard W. Scharf, Denver Metro CVB, CO USA
- Gary C. Sherwin, Newport Beach CVB, CA USA

Continuing Trustees:

- Roy T. Benear, Austin CVB, TX USA
- Robert V. Canton, PricewaterhouseCoopers, FL USA
- Doug Neilson, Visit Milwaukee, WI USA
- David G. Peckinpugh, CMP, San Diego CVB, CA USA

Thank you to those completing their terms:

- Dale Lockett, Albuquerque CVB, Inc., NM USA (Immediate Past-Chair)
- Linda H. DiMario, DiMario & Associates, TX USA
- Dennis Edwards, Greater Raleigh CVB, NC USA
- Stephen Powell, Destination Services LLC, MO USA
- Jonathan Walker, CDME, Metro Tucson CVB, AZ USA

Futures Study

Continued from Page 1

From a visitor-centric point of view, these four key roles are:

Informing, Educating, and Advising the Visitor. The DMO’s key contribution in this dimension is “message integrity” – serving as the “official face and voice” of the destination.

Advising and Supporting Marketers. For this, the DMO’s key contribution is “matchmaking” – finding opportunities for those who buy and sell visitor-related services to do business with one another.

Advocating the Total Visitor Experience. The DMO is responsible for drawing the attention of all stakeholders to the challenge of delivering a high-value visitor experience from end to end.

Supporting Destination Development. The DMO provides strategic perspective, advocating a planned approach to development that recognizes the value of the visitor, and provides policy leadership for key initiatives.

“This strategic map is truly a core element of destination marketing,” said Michael Gehrisch, president and CEO of DMAI. “In answer to the concerns about relevance, visibility and value proposition, properly, the map clearly conveys the four key roles that a DMO fulfills for a community competing for visitors.”

“The 2008 *Futures Study* provides a foundation that we can use to redefine our relevance in the eyes of our stakeholders,” said Maura Allen Gast, FCDME, president and CEO of the Irving Texas CVB and chair of DMAI’s Futures Study Taskforce. “The

trends and themes discussed in the report may be global, but the opportunities are mostly local. I encourage every DMO executive to read the report and apply the findings at their own level.”

More detail on these eight super-trends, three key themes, the strategic DMO map, as well as the top twenty DMO-related trends are included in the 84-page report. A hard copy was distributed to all DMAI member CEOs in late June. It was accompanied by a CD, which included an electronic copy of the study, separate executive summary, a series of PowerPoint presentations and other research materials that can be downloaded and modified for individual DMO use.

“Our strategic intent is to assist to DMOs in maintaining and – in some cases – reclaiming the leadership role associated with serving as the official ‘face and voice’ of the destination,” said Gehrisch. “DMAI is providing the tools, and helping members capitalize on natural opportunities to assert their leadership. For most DMOs, these opportunities are abundant.”

The full report and all supporting resources are available for any DMAI member to download from the association’s web site.

DMAI members and staff will continuously update the designated Futures Study web page with the latest information and trends related to the 2008 Futures Study. A complete repository of knowledge and an online community of common interests (based on the main themes of the Futures Study) will be built over time.

Top 5 DMO-Related Trends

The 2008 Futures Study identifies twenty top DMO-Related trends.

1. Hotel tax revenue is increasingly vulnerable to alternative politically based projects
2. Website design and implementation will be increasingly critical to the success of DMOs, particularly in the leisure travel segment.
3. The massive shift of “content” to the Internet continues at an accelerating pace.
4. Consumers are becoming increasingly comfortable with ordering products online.
5. The perceived barriers to entering the US (e.g., visa requirements, security) are inhibiting foreign travel.

More information on *The Future of Destination Marketing: Tradition, Transition, and Transformation* is available at www.destinationmarketing.org

Los Angeles grad receives fifth Kirkland award



Pictured l-r: Diane Krueger, Los Angeles Travel & Tourism Education Foundation; Noemi Lemus; Rebekah Kim, LA INC. The Los Angeles CVB

Noemi Lemus, a high school graduate from Miguel Contreras Learning Complex in Los Angeles, is the fifth recipient of the George D. Kirkland Memorial Fund scholarship. This permanent endowment was established in the memory of the late George Kirkland, CAE. Kirkland served as president & CEO of LA INC. The Los Angeles CVB for more than a decade. His service to DMAI and the entire travel and hospitality community is regarded as legendary. In Kirkland’s honor, the DMAI Foundation and the Los Angeles Travel & Tourism Education Foundation assist L.A. area students pursuing careers in the fields of travel and hospitality.



Travel industry legend Arthur Frommer honored at Foundation Dinner

More than 850 leaders and colleagues gathered for the 15th Annual Foundation Dinner & Dream Auction on February 6, 2008 in Washington, D.C. Richard B. Green (l) presents Arthur Frommer (r) with the Spirit of Hospitality Award. Photo: Eddie Arossi

Record participation in the 2008 DMO Compensation & Benefits Survey

Early this year, DMAI sought member and non-member DMO participation in the 2008 DMO Compensation & Benefits Survey, the most comprehensive study on DMO human resources practices.

A record 243 organizations participated in the study, which is conducted every two years. The survey gathers information on critical topics, including salary and performance-based compensation, retirement plans, healthcare and insurance policies, reimbursable expenses. It is invaluable for DMOs that are reviewing their personnel practices and

justifying staff investment to stakeholders. The study included 230 DMOs in the USA, and 13 from Canada.

The report will be available in PDF format during the third quarter of this year. Survey participants receive deep discounts when purchasing the study, as well as a free respondent report. An optional online searchable results program is also available, offering a wider range of search criteria for comparison. Purchasing information is available on DMAI’s website (www.destinationmarketing.org).

Destinations Showcase extends education online



Destinations Showcase attracted 1200 attendees on Feb. 7, 2008 in Washington, D.C., connecting with 200 DMO exhibitors. Photo: Eddie Arossi

Destinations Showcase, the conference exclusively showcasing DMOs from around the globe, has extended its top-notch education on the web.

Destinations Showcase webinars debuted in April 2008 to 680 meeting, convention and trade show professionals. The hour-long session featured Barbara F. Dunn, Esq., an attorney and partner at Howe & Hutton, presenting a session titled *Hotel Contracts: Balancing the Legal Issues with your Business Considerations*.

An extension of the live events in Washington, D.C. and Chicago, the webinar series increases year-round engagement. “We have seen growth in our live shows for the past few years – even standing room only in some education sessions,” said Jim

Duda, managing director of Destinations Showcase. “It was the next logical step to offer online education for meeting professionals to participate, right from the comfort of their own computers.”

Webinar attendees earn credit towards Certified Meeting Professional (CMP) certification through the Convention Industry Council, as they do at live Showcase events.

Destinations Showcase Conference & Expos are the nation’s largest single-day events exclusively bringing qualified meeting professionals face-to-face with exhibiting destination from around the globe. The next live event is scheduled for February 26, 2009 in D.C. at the Walter E. Washington Convention Center.

Voices: When you were a child, what did you want to be when you grew up?

DMAI members share their childhood memories.

My earliest recollection was to be an architect and create exciting buildings. This was probably influenced by the fact that my grandfather and father were civil and mechanical engineers and being a designer would be a natural extension of their legacies. Little did I know that I would become a builder...of relationships...to entice people to meet in and visit a destination.

John Cychol, FCDME, Vice President of Convention Sales, Fort Worth CVB (TX)



I kept changing the list of things I wanted to be when I grew up. I wanted to be a police officer back when I thought guns were cool, an accountant because I liked to play with numbers, and a teacher, who were my childhood role models. Keep in mind computers and the internet weren't publicly available then. Obviously, I never fulfilled my lifelong dream!

Kenneth Chen, Director Electronic Marketing, Valley Forge CVB (PA)



Around the age of 10 or 11, I discovered a series of books about an independent, intelligent, woman who was a flight attendant. For a long time I told people that is what I wanted to be. That dream never materialized but I believe it stayed with me and is what eventually led me to work as a destination professional

Pam Engelland, Director, Corn Palace CVB (SD)



A defense attorney. I've always had a natural interest in people, hearing everyone's side of the story and a strong commitment to fairness. These qualities continue to guide me in my professional life to this day.

Lucy Mungiovi, CMP, Convention Services Director, Tourisme Montréal



I wanted to follow my dad's path and be an architect. After finding out in college I'd be required to take math, I changed my major to Hotel Management! Now as a convention bureau representative, I guess you could say I create memories instead of buildings.

Mark W. Barnes, Director of Northeast Sales, Louisville CVB (KY)



Association Leadership

Meet the next Board Chair, Maura Allen Gast!



Maura Allen Gast, FCDME 2008-2009 Chair, Board of Directors, and Executive Director, Irving CVB

If we can immerse ourselves in a little of our association's history, and understand the dynamics and nature of the leaders who first saw the overall community benefit, need and opportunity presented by destination marketing, then I think it really gives us the right orientation for how we should position our agencies for success – both inside and outside of our backyards.

Describe the DMO of the future: Customer-centric, both internally and externally. Adaptable and malleable as trends, lifestyles, buying preferences and business priorities change. The DMO's leadership is actively engaged in the community's development, with a seat at the table for every discussion of community significance. Rather than being threatened by "disintermediation," harnessing every resource available to broaden the traveler's experience. Stakeholders at all levels will see contributions beyond room nights, clicks or readers. They will recognize that without the DMO, there would be a tangible, economic, long-term void in the destination's success.

What will be the Gast legacy? Wow – "legacy" is a hefty one. I'm not sure I'm ready to deliver a legacy, but my focus will be in using the stepping stones of the Futures Study. We'll redefine our relevance in the eyes of our ultimate stakeholders. We'll understand the language that resonates and the metrics that matter, and how to wield them.

Describe the greatest value you believe DMAI holds for its members. Our ongoing commitment to learning and the self-challenge opportunities that this represents. The

Hometown: San Angelo, Texas, USA

Family: Husband Marty Gast

Alma mater: St. Mary's University, San Antonio, Texas

First job: Sales clerk at a record store; Professional/Post-College: area sales manager at Joske's of Texas

Favorite getaway: Anywhere there's a beach

Personal motto: Live Out Loud

Proudest accomplishment: I really have to say that it is the honor of being elected to this role as DMAI Chair

Greatest disappointment: Not being tall enough to be a Rockette

amazing collection of professional brethren with whom we can interact. The camaraderie that exists by sheer nature among our peers, that friendly spirit of "co-opetition" that allows us to learn from each other. There are a lot of really good, smart, wonderful people in this business.

New board of directors looks ahead

The association ratified the new 2008-09 Board of Directors during the 94th Annual Convention in Las Vegas, Nevada at the Annual Business Meeting on July 27, 2008. This group of leaders will work with association staff this fall to move forward with initiatives arising from the Futures Study.

"I'm thrilled with the opportunity to work so closely with such an energetic, committed group of volunteers," said Maura Allen Gast, FCDME, 2008-09 Board Chair. "The leadership and perspectives they bring to our table will make for an outstanding year as we work to move the industry and our association into the future."

Both the incoming and outgoing Board of Directors will be recognized at the General Session in Las Vegas on July 30, 2008.

The following officers of the DMAI Board of Directors were previously elected and are up for ratification:



Daniel Fenton
Chair-Elect



J. Stephen Perry
Secretary/Treasurer



William A. Hanbury
Immediate Past-Chair

Continuing Directors:

- Reyn Bowman, Durham CVB, NC USA
- Eduardo Chaillo, CMP, CMM, Mexico Tourism Board, DC USA
- Joe D'Alessandro, San Francisco CVB, CA USA
- Gregory M. Edwards, Greater Des Moines CVB, IA USA
- Phillip J. Jones, Dallas CVB, TX USA
- Mark S. Liberman, LA INC. The Los Angeles CVB, CA USA
- Caleb K. Miles, CVB of Pinehurst, Southern Pines, Aberdeen Area, NC USA
- Gina Speckman, Chicago's North Shore CVB, IL USA
- Paul Vallee, Tourism Vancouver, BC Canada
- Newton B. Collinson, III, Collinson Publishing, GA USA (Chair, Allied Member Advisory Council)
- David Hornby, Visit London, UK (Chair, European Advisory Council)

Thank you to those completing their terms:

- William D. Talbert, III, CDME, Greater Miami CVB, FL USA (Immediate Past-Chair)
- Deborah T. Archer, CDME Greater Madison CVB, WI USA
- Richard L. Hughes, CDME, Kansas City CVA, MO USA
- Terry Jicinsky, CDME, Las Vegas CVA, NV USA
- Ana Maria Viscasillas, Puerto Rico Convention Bureau, PR USA

Incoming Officers:

- Maura Allen Gast, FCDME, Irving CVB, TX USA (Chair)
- Daniel Fenton, San Jose CVB, CA USA (Chair-Elect)
- J. Stephen Perry, New Orleans Metropolitan CVB, LA USA (Secretary/Treasurer)
- William A. Hanbury, Destination D.C., DC USA (Immediate Past-Chair)

Incoming Directors:

- Fran Bolson, CDME, Woodfield Chicago NW Convention Bureau, IL USA
- Mike Butts, CDME, Visit Charlotte, NC USA
- Thomas P. Caradonio, Northern Kentucky CVB, KY USA
- David DuBois, CMP, CAE, Fort Worth CVB, TX USA
- Al Hutchinson, Virginia Beach CVB, VA USA
- Kevin Kane, Memphis CVB, TN USA
- Pamela Laite, Tourism Toronto, ON Canada
- Ellen Oppenheim, Reno-Sparks CVA, NV USA
- Martha Sheridan, CMP, Providence Warwick CVB, RI USA
- Karen S. Williams, Louisville CVB, KY USA (Foundation Chair-Elect)



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Destination Marketing Association International represents 1500+ professional members from more than 625 destination marketing organizations throughout 30 countries. With offices in Washington, D.C. and Brussels, Belgium, DMAI works to enhance the professionalism, effectiveness and image of DMOs and tourist boards worldwide. Visit www.destinationmarketing.org for more information.

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