

## DMAI at a glance

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**Mission:** DMAI advocates for the professionalism, effectiveness and significance of destination marketing organizations (DMOs) worldwide.

**Brand Promise:** DMAI is the passionate advocate and definitive resource for official DMOs and professionals worldwide.

**Core Values:** Innovative ~ Transparent ~ Responsive ~ Inclusive

- World's largest and most reliable resource for official DMOs
- Provides cutting-edge educational resources, networking opportunities, and marketing benefits.
- Represents 600 DMOs and 3,500 DMO professionals with combined spending budgets of over \$1.2 billion annually.

## Allied Membership

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- Allied Membership category launched in 2006
- Membership Cycle: January 1 – December 31
- Includes three distinct levels of participation: Alliance Partner, Business Partner, Business Member

## Value and Benefits

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Investment in destination marketing builds a two-way street — helping businesses meet client needs while bringing expert companies and organizations to our members.

Our **Allied Members** are valued vendors, service providers and industry organizations that continue to invest in the DMO industry year after year. In return, our Allied Members get direct access and exposure to destination marketing organizations (convention & visitor bureaus and tourist boards) from around the world.

- Connect with key DMO decision-makers and senior leaders in the industry.
- Increase visibility and create unparalleled business relationships to enhance your bottom line.
- Build trust and credibility as a supporter of the industry.
- Maintain a competitive edge in the market through access to industry resources.
- Experience numerous opportunities for exposure and face-to-face interaction.
- Collaborate with destination professionals and effect change for the entire tourism industry.

Members can take advantage of the following benefits:

- Listing in [DMAI Online Industry Buyers Guide](#)
- Access to [DMAI Membership Directory](#)
- Increased visibility through [Sponsor and Exhibitor](#) opportunities
- Participation in [DMAI Meetings and Activities](#)
- Access to DMAI's [Product Store](#) & [Resource Center](#)
- Professional Development – [PDM Certification](#) & [CDME Designation](#)
- [myDMAI](#) (DMAI's Web 2.0/Social Networking Resource)
- E-Newsletter Publications including [DMAI NewsBrief](#) & [Destination Marketing Monthly](#)
- Discounted Rates on [Publications](#) and [Membership Mailing List](#)
- Eligibility for a Seat on the [DMAI Board of Directors](#) and on the [Allied Member Advisory Council](#)
- Marketing opportunities
- Industry advocacy

## Make the most of your Allied Membership!

1. **[Industry Buyers Guide](#)** – Please consider your listing in DMAI's online Industry Buyers Guide as a 24-7 promotional space for you to highlight your services and products to destination marketing professionals. If you would like to modify your listing to include information on your published book, I will be happy to work with you on getting this updated.
2. **[myDMAI – Online Social Networking Portal & Web 2.0 Resource](#)** - Interact and engage with DMO professionals directly from your desktop through **myDMAI**. Post news about your company, exchange knowledge within forums and participate in timely, solution-oriented conversations. As an Allied Member, **myDMAI** offers you another way to build networks, demonstrate expertise and strengthen credibility with your customers. myDMAI banner advertising opportunities are also available, providing additional channels for exposure.
3. **[Year-Round Sponsorship Opportunities](#)**: In addition Annual Convention and Business Exchange sponsorships, DMAI also offers numerous partnerships opportunities to increase exposure throughout the year. Allied Members can choose other events, education programs and services in order to continuously increase awareness and reinforce their brand to destination marketing professionals.
4. **[Participate/Exhibit at DMAI's Annual Convention and Business Exchange](#)**: Through participation as an exhibitor and attendee, you are given one of the best opportunities for face-to-face interaction with DMO executives in a business, learning, and social settings.
5. **[Destination Marketing Monthly](#)**: DMAI invites Allied Members to submit columns for DMAI's exclusive member-only e-newsletter, Destination Marketing (DM) Monthly. This is distributed to over 3,000 members and strives to provide substantive, insightful content to destination marketing professionals to help them do their jobs better. It is a great communications vehicle for DMO professionals, allied members and industry experts to share information. The byline provides exposure for you and your company.
6. **[DMAI Product Store and Research Center](#)** – DMAI's Resource Center contains research, templates, tools, best practices etc. Gain insight and share your expertise! DMAI is happy to include relevant and timely information that would serve as resources for members. Have you published industry research and studies? Let us know so DMAI can include your book and ordering details within DMAI's online Bookstore.
7. **[DMAI's Mailing List](#)** – If you would like to independently promote your products and services to DMAI members, contact DMAI to order our membership mailing list. As an Allied Member, you receive a 50% discount on the purchase of this one-time use list as part of your membership benefits. From here, you can target specific bureaus and communicate your message directly.
8. **[Promote your company as a DMAI Allied Member](#)** – Show your support of the industry by recognizing your affiliation with DMAI. DMAI is pleased to share a DMAI member logo with you for these purposes.