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LETTER FROM THE CHAIR



As my term as chairman of the Destination & Travel Foundation comes to an end, I'd like to thank all of you whose support has made this past year one of tremendous accomplishment. I am pleased to report that our Foundation has never been stronger nor has it ever enjoyed such diverse support from the full

range of organizations that are part of the destination marketing and travel industries. In February, the Foundation hosted one of the more successful--and fun-filled--dinners we've had in years. The dinner honored Roger Dow, who joined the legendary Chubby Checker on stage for some twisting that will not soon be forgotten. This year's Foundation Dinner and Dream Auction raised more than \$200,000.

What's most important though is how these funds are being put to use. The Destination & Travel Foundation was the single largest funder of the CIC Economic Impact Study, which was released in February and clearly articulated the value of meetings. In addition, the Foundation has underwritten several smaller but no less important research projects including the Convention Sales Practices Study, Drive 85, Performance Reporting and DMAI's bi-annual Compensation & Benefits Study. Recently, the Foundation approved a grant to develop a calculator for destinations to determine the local impact of events held in their cities. In addition, during the past 12 months the Foundation funded 16 scholarships for DMO professionals pursuing continuing education, and four student-level scholarships for those pursuing careers in the fields of travel and hospitality.

As the stewards of the funds raised through the Destination Excellence capital campaign two years ago, we recognized that we needed to have a state-of-the-art process in place for the review and processing of grant requests. This past year, the board approved a new policy governing the grant-making process, which includes the appointment of a standing Grant Review Committee. I am pleased to report that I have appointed our incoming chair-elect, Craig Davis of Visit Pittsburgh, to head this important committee.

At the beginning of my term, I formed an Integration Task Force headed by Paul Serff, former chair of the U.S. Travel Foundation. Paul's charge has been to improve communications with our board members who formerly served on the U.S. Travel/TIA Foundation's board and increase their engagement in the Foundation's activities. Paul has also championed the continued funding of a program which originated with the TIA Foundation, the Junior Achievement Travel and Tourism Education Program. In the past two years, countless middle and high school students have been exposed to potential careers in travel and tourism thanks to the program. This past year, the Destination & Travel Foundation was honored for the hours of time industry supporters have devoted to the program with a President's Volunteer Service Award.

If you have been a supporter of the Destination & Travel Foundation, I thank you and ask that you continue your support. If you have not, I ask you to consider supporting this important organization and joining our community of industry professionals who are committed to the continued advancement of both the destination marketing and travel industries.

Timothy Schneider

Chair, Destination & Travel Foundation and President & CEO, Schneider Publishing Company

FOUNDATION DINNER A HUGE SUCCESS

And what a night it was! On February 23, 2011, the destination marketing and travel industries came together to celebrate and honor Roger Dow as the recipient of the Foundation's Spirit of Hospitality Award, one of the industry's highest honors for achievement. The legendary Chubby Checker was the featured entertainment, compliments of the Branson Lakes Area CVB, and the tables were literally cleared in a mad rush to the stage during Chubby's signature performance of "Twist" and "Twist Again."

In total, the Destination & Travel Foundation Dinner sold 1,000 tickets and raised more than \$200,000 that will be converted into grants for research, scholarships, education and programs that support the destination marketing and travel industries. It is with sincere gratitude that we thank all of you who came and contributed to this event. In particular, special thanks to our Platinum Table Sponsors including *American Express, Choice Hotels International, IHG InterContinental Hotels Group, Las Vegas CVA and Marriott International.*



FOUNDATION GRANT UPDATES

RESEARCH/EDUCATION

DMO Compensation & Benefits Study

The Destination & Travel Foundation's DMO Compensation & Benefits Study is the most comprehensive and up-to-date study on destination marketing organization (DMO) HR practices. *Study released in July 2010.*

CIC Economic Impact Study

CIC is conducting a study of the national economic significance of the meeting industry in the United States to promote the message that face-to-face meetings are good for the economy, jobs, and business. DTF is a managing member of this report along with MPI, PCMA and ASAE. *The report was released in February 2011.*


Standard DMO Performance Reporting: A Handbook for DMOs

An update to the 2005 "CVB Handbook", this report will provide DMOs benchmarks and a platform by which they can clearly articulate their contribution to their stakeholders and the local community. Open Comment period is closed and results are complete. *Report complete and will be released this month.*

Convention Sales

DTF and Red 7 Media are conducting a destination and convention center sales and marketing benchmark study. The goal is to provide data and information on sales, marketing and incentive best practices during these challenging economic times. *Study complete and will be released this month.*

PROJECT Drive 85

 The US travel drive market represents 85% of the one billion overnight trips taken in the nation. Destination & Travel Foundation sponsored the benchmark research study produced by Mandala Research and SolutionZ to gather actionable information on this market. The survey included (1) Americans who took one or more overnight leisure trip 50+ miles from home in the past 12 months, including at least one trip by car; and, (2) the travel and tourism industry on how they are attracting and addressing the needs of this market. *Study released in March 2011 during TravelCom.*

2011 DMO Organizational & Financial Profile

The most comprehensive study of its type produced for destination marketing organizations including DMAI member and non-member DMOs. Report includes detailed information on DMO expenses, including itemized personnel expenses, promotion expenses, program area expenses, accounting treatment and policies, visitor center information and online searchable results. *Survey is currently in the field and full report will be completed prior to DMAI's Annual Convention.*

OUTSIDE GRANTS/PROGRAMS

Junior Achievement

DTF funded a new education module on travel and tourism to bring positive exposure for the travel & tourism industry to high school students. In 2011, DTF received the distinguished President's Volunteer Service Award. *Program continues to gain traction and supplements are being used in classrooms around the country.*

FOUNDATION RECEIVES PRESIDENT'S VOLUNTEER SERVICE AWARD FOR WORK WITH JUNIOR ACHIEVEMENT



Destination & Travel Foundation received a prestigious U.S. President's Volunteer Service Bronze Award for providing more than 5,000 hours in volunteer service during 2010 to Junior Achievement. The award is a national recognition program created in 2003 by the President's Council on Service and Civic Participation for individuals and organizations who contribute a significant amount of time to volunteer activities. Junior Achievement became a certifying agency for the awards in 2006. The presentation was made at the annual Destination & Travel Foundation Dinner and Dream Auction on February 23 in Washington, DC.

The travel industry's partnership with Junior Achievement showcases travel and tourism careers and increases understanding of the industry and its economic impact in communities across America. Travel industry volunteers teach middle and high school students nationally through specially developed classroom supplements and through on-site job shadow experiences. In addition, substantial on-line resources about the industry are available on the JA Student Center.

"The President's Volunteer Service Award validates the faith our industry and countless volunteers have in travel and tourism's power as a generator of jobs and economic growth but also as a vehicle to promote understanding by experiencing other cultures and places," said Paul Serff, trustee and executive committee member of the Destination & Travel Foundation and president emeritus of the Texas Travel Industry Association.

The Junior Achievement travel industry program is funded by American Express Foundation, Destination & Travel Foundation, Shop America Alliance and Tauck-Romano Innovative Philanthropy. It is managed by Destination & Travel Foundation. For information on becoming involved in the program contact lonstott@ja.org

Other 2010 Bronze Award winners included Accenture, Bank of America, Ernst & Young, KPMG, PricewaterhouseCoopers, Ernst & Young, State Farm, UPS, U.S. Bank, Walmart and Sam's Club.

MISSION: The Destination & Travel Foundation is a combined effort between Destination Marketing Association International and U.S. Travel Association, committed to serving the interests of destination marketing professionals and highlighting the impact of travel around the world. The mission of the Destination & Travel Foundation is to enhance the destination marketing and travel professions through research, education, visioning and development of resources and partnerships for those efforts. For more information, visit www.destinationtravel.org.

Golf Tournament and Live Auction

WEDNESDAY, JULY 20, 2011

TPC LOUISIANA GOLF COURSE  NEW ORLEANS, LOUISIANA

In Conjunction With DMAI's 97th Annual Convention

Join the Destination & Travel Foundation at the award-winning TPC Louisiana golf course, home to the PGA TOUR's Zurich Classic. In addition to the Foundation's regular tournament and live auction, we are excited to be adding a new feature. The tournament's signature sponsor, M&C Magazine, is bringing back its popular #1's VS. #2's contest for DMOs as a "Tournament within a Tournament". The Foundation's traditional "low net" contests will still be in play, but now there is a second chance to win for DMOs. *Note: DMO colleagues do not have to play in the same foursome to participate in this event. Individual scores will be used to identify the winners and see who rules the office for the coming year.*



The live auction and luncheon will immediately follow play at the TPC Grill where advertising opportunities, trips, and other prizes are up for grabs.

Sign Up to Play

US \$275 for Allied Members

US \$175 for DMO's

Sponsor a Hole

US \$1500

Donate an Auction Item

**Back by
Popular Demand!
#1's VS. #2's**

**It's the
"Tournament within
a Tournament"**

Brought to you by

MEETINGS AND CONVENTIONS



Lunch Sponsor:

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Contact Peggy Marilley at 703.739.4480 or e-mail peggy@teamprecision.com for more information!