

ABOUT THE FOUNDATION

WHO WE ARE

The Destinations International Foundation is a nonprofit organization dedicated to empowering destinations globally to excel through innovation and resource incubation.

WHAT WE DO

The Destinations International Foundation incubates developmental programs, resources and tools to help destinations excel. Take a look at many of the innovative pilot programs launched by the Foundation that have now become critical resources for hundreds of destinations around the globe.

INVEST IN OUR MISSION

With every dollar raised, the Foundation takes aim at and helps ensure the continued growth of our industry worldwide. Investment in the Foundation directly supports innovation and incubation. We ensure that people working at destination organizations are supported with knowledge and programs. With your investment, together we will create new knowledge, foster a passion for learning, raise the voice of the industry and develop the leaders of tomorrow.



**CONTINUED GROWTH
OF OUR INDUSTRY
WORLDWIDE**



**SUPPORTING
INNOVATION AND
INCUBATION**



**DEVELOPING LEADERS
OF TOMORROW
THROUGH EDUCATION**



Because of member support, Destinations International has been able to bring CDME courses to Canadian destinations, developed the Canadian Tourism Lexicon, conducted annual resident sentiment studies, completed the Canadian Visitor Based Assessment Study, launched the Canadian Destinations Leadership Council, and established successful partnerships with the **Tourism Industry Association of Canada** and the **Indigenous Tourism Association of Canada**.

With nearly 70 destination organization members in Canada, our community of destination professionals is stronger than ever.

Each year, we invite our members to make a voluntary contribution of one-tenth of one percent of their budget to the Destinations International Foundation in support of this important work.

This year, for the first time, we are investing 100% of the contributions from our Canadian destination members back into programs, tools and resources that specifically benefit our Canadian members through the **DI Foundation Canadian Fund**. Your dues will go towards research, tools, and programs for Canadian destination organizations recommended by the **Canadian Destination Leadership Council**.

32

Canadian Destination Organizations using the Event Impact Calculator (EIC)

25+

Canadian Members Honored in the 30 Under 30 Program



**Tourism Lexicon Canada
English Edition**



**Tourism Lexicon Canada
French Edition**



**Canadian Visitor Based
Assessment Study**



**Longwoods Sentiment
Study Canada**