ORGANIZATION AND FINANCIAL PROFILE

DESTINATIONS INTERNATIONAL

DESTINATIONS INTERNATIONAL FOUNDATION

User’s Guide

- Section 1: Your Destination Organization
- Section 2: Destination Taxes & Fees
- Section 3: Destination Finances
- Key Performance Indicators

For questions or support, email research@destinationsinternational.org

Executive Summary

Unlock value and insight from the information you hold.

- The **Destinations International Organization and Financial Profile** offers exclusive access to comparison data and results that show how your Destination Organization stacks up against your peers, assists in making important business decisions, and supports you in meeting your overall goals.

- We help you determine where improvements are needed, and how other Destination Organizations achieve their high-performance levels so that you can improve your performance levels.

- Get immediate access to key performance indicators based on the data you enter. Easily share this pertinent information with your Board or staff by exporting spreadsheets, charts and graphs. For a more in-depth analysis, apply filters to select subsets of data.

For questions or support, email research@destinationsinternational.org

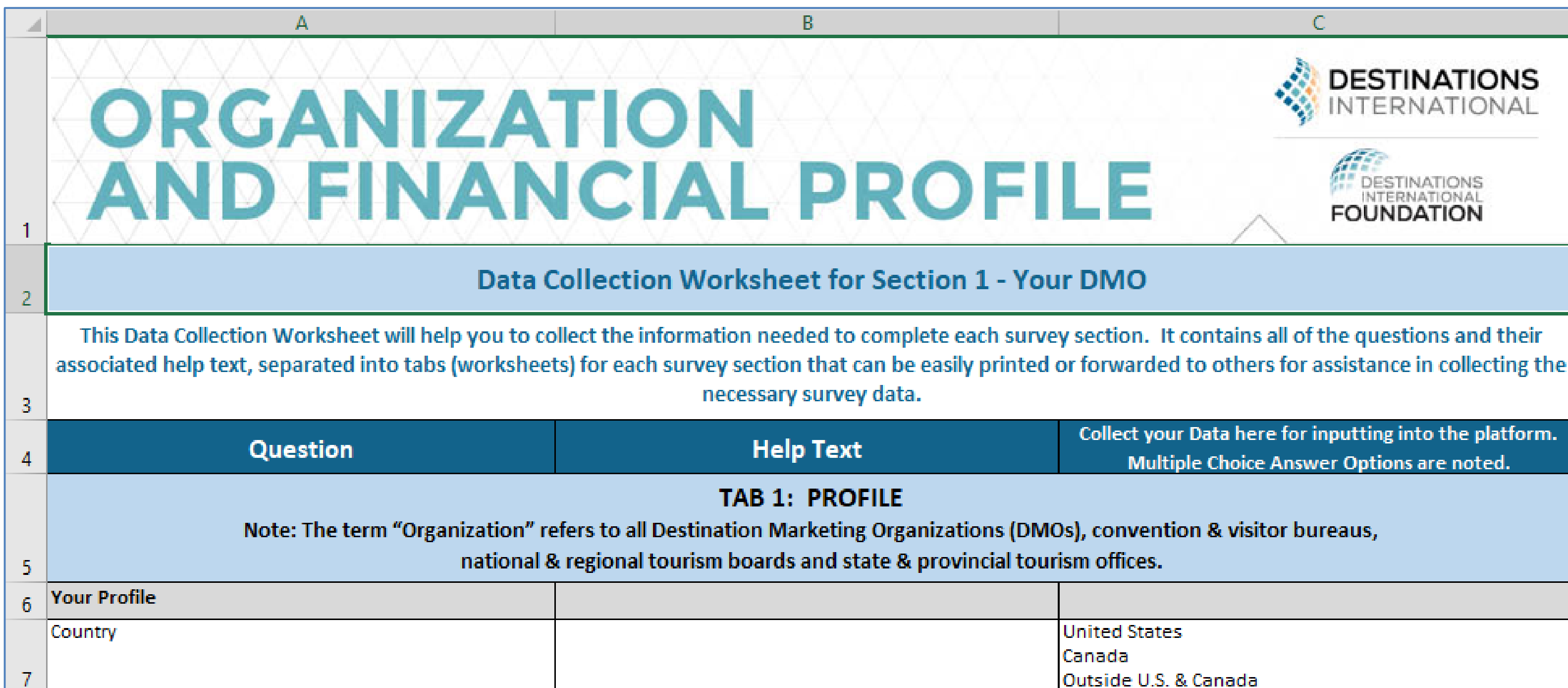
Getting Started

- **Overview**
  - This guide describes how to get started with the Destinations International Organization and Financial Profile platform.
  - View the following pages for illustrated descriptions of how to enter data, view comparisons and run reports.
- **Logging in**
  - All users can access the benchmarking platform from the Destinations International website using your existing username and password.
  - Log in/out of the platform account as often as desired. Each time you click the ***Submit*** button, you are submitting your 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.


ORGANIZATION AND FINANCIAL PROFILE

DESTINATIONS INTERNATIONAL

DESTINATIONS INTERNATIONAL FOUNDATION

Data Collection Worksheet for Section 1 - Your DMO

This Data Collection Worksheet will help you to collect the information needed to complete each survey section. It contains all of the questions and their associated help text, separated into tabs (worksheets) for each survey section that can be easily printed or forwarded to others for assistance in collecting the necessary survey data.

Question	Help Text	Collect your Data here for inputting into the platform. Multiple Choice Answer Options are noted.
TAB 1: PROFILE Note: The term "Organization" refers to all Destination Marketing Organizations (DMOs), convention & visitor bureaus, national & regional tourism boards and state & provincial tourism offices.		
Your Profile		
Country		United States Canada Outside U.S. & Canada

For questions or support, email research@destinationsinternational.org

Main Menu

The Main Menu is the access point to navigate through all the areas of the site.

Toolbar and menu navigation:

- **Home** returns you to the survey home page, or use the dropdown menu to select another survey section.
- **Enter Data** is the tab for answering all of the survey questions. Click on the question groups to begin entering data for your Destination Organization. Questions can be answered in any order.
- **Results: By Question** is the tab for comparing your answers to other participants on a question-by-question basis after you have entered your data.
- **Results: All Reports** is the tab for downloading dynamic reports containing statistical charts, graphs, and tables.

Survey Home Page

Click on Section 1: Your Destination Organization to get started

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. * Answer is required.

- *Click on this link to return to this question group and answer the required questions. Required questions are indicated by the red asterisk (*). If left 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.

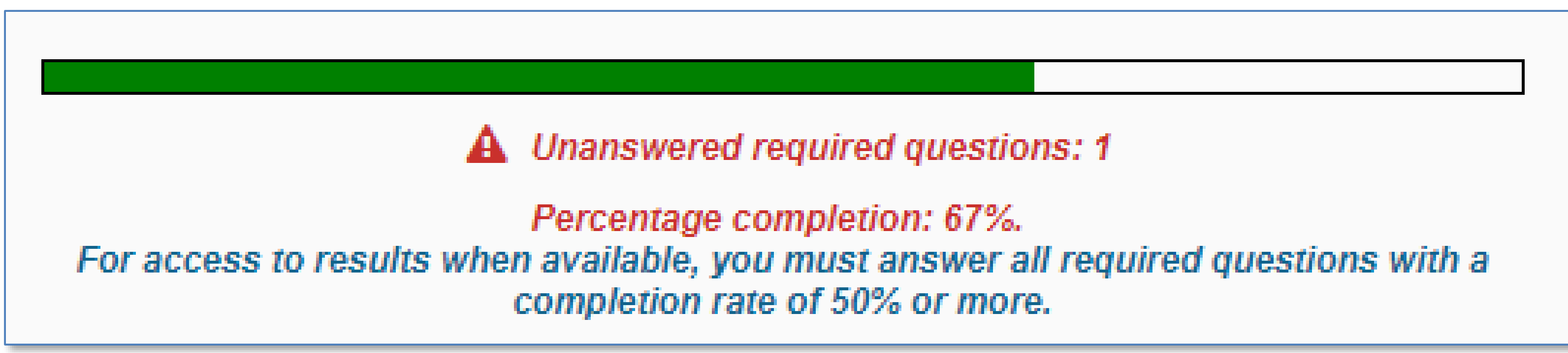
- *Click on this link to return to this question group to review (and edit if necessary) your entries for the questions flagged.*

For questions or support, email research@destinationsinternational.org

Tracking Your Overall Progress

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

- It is necessary to answer all required questions and complete a minimum of **50%** of the questions to gain access to results when available.
- Your progress statement will indicate the minimum percentage completion for accessing comparisons and reporting.
- You may not be able to achieve 100% as not all questions may apply.

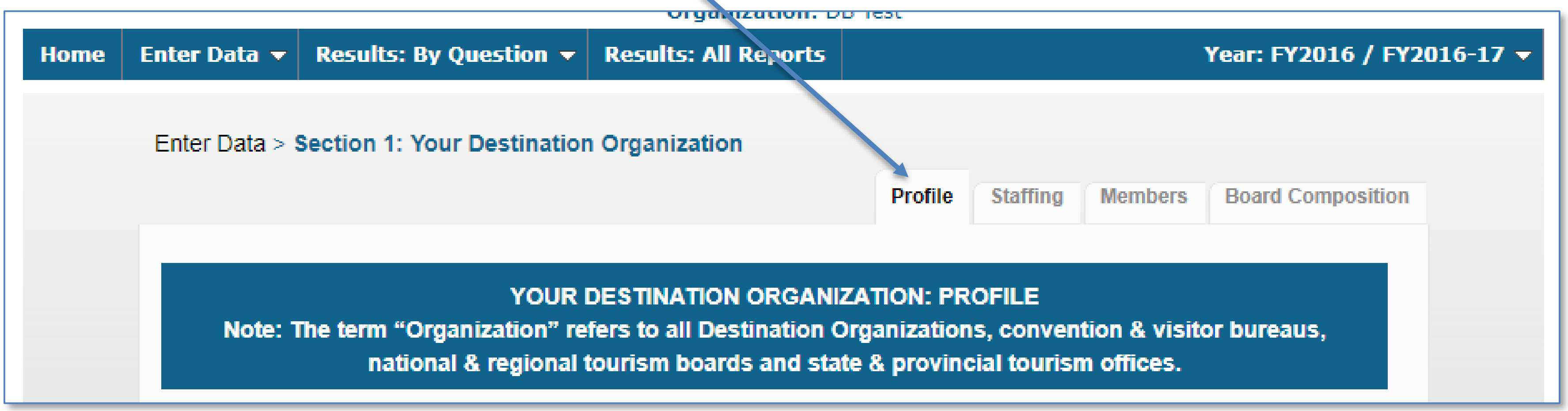


For questions or support, email research@destinationsinternational.org

Question Organization

Questions are carefully organized into major categories.

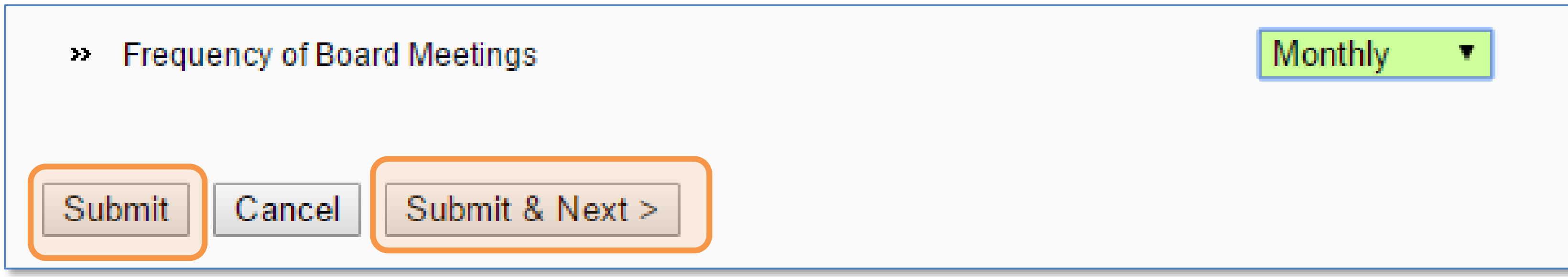
- Each category has sub-categories called question groups.
- Question groups can be selected and questions can be answered in any order.
- Within the major categories, use the convenient tabs to move between the different question groups.



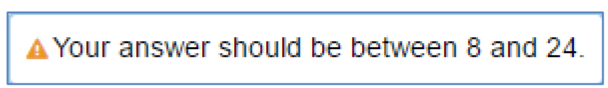
For questions or support, email research@destinationsinternational.org

Entering Data

- 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.



- 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.



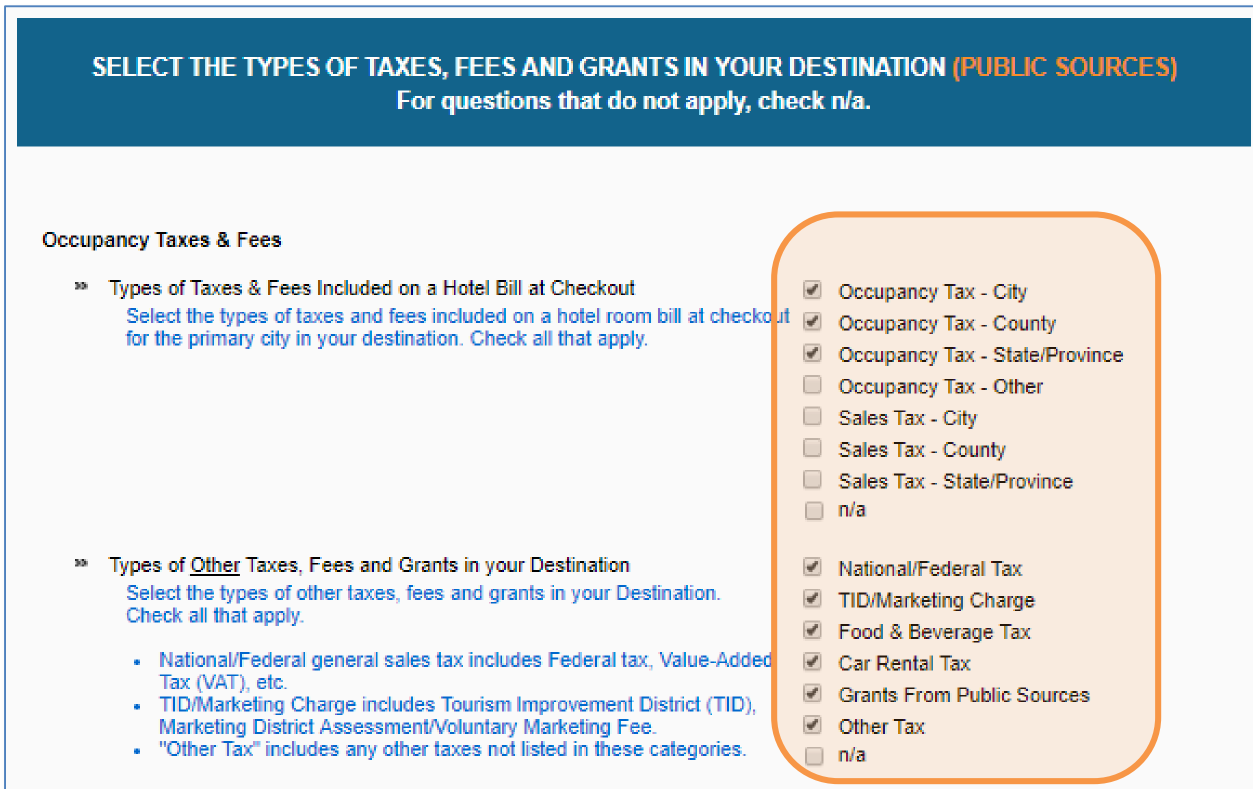
Example

- 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.

For questions or support, email research@destinationsinternational.org

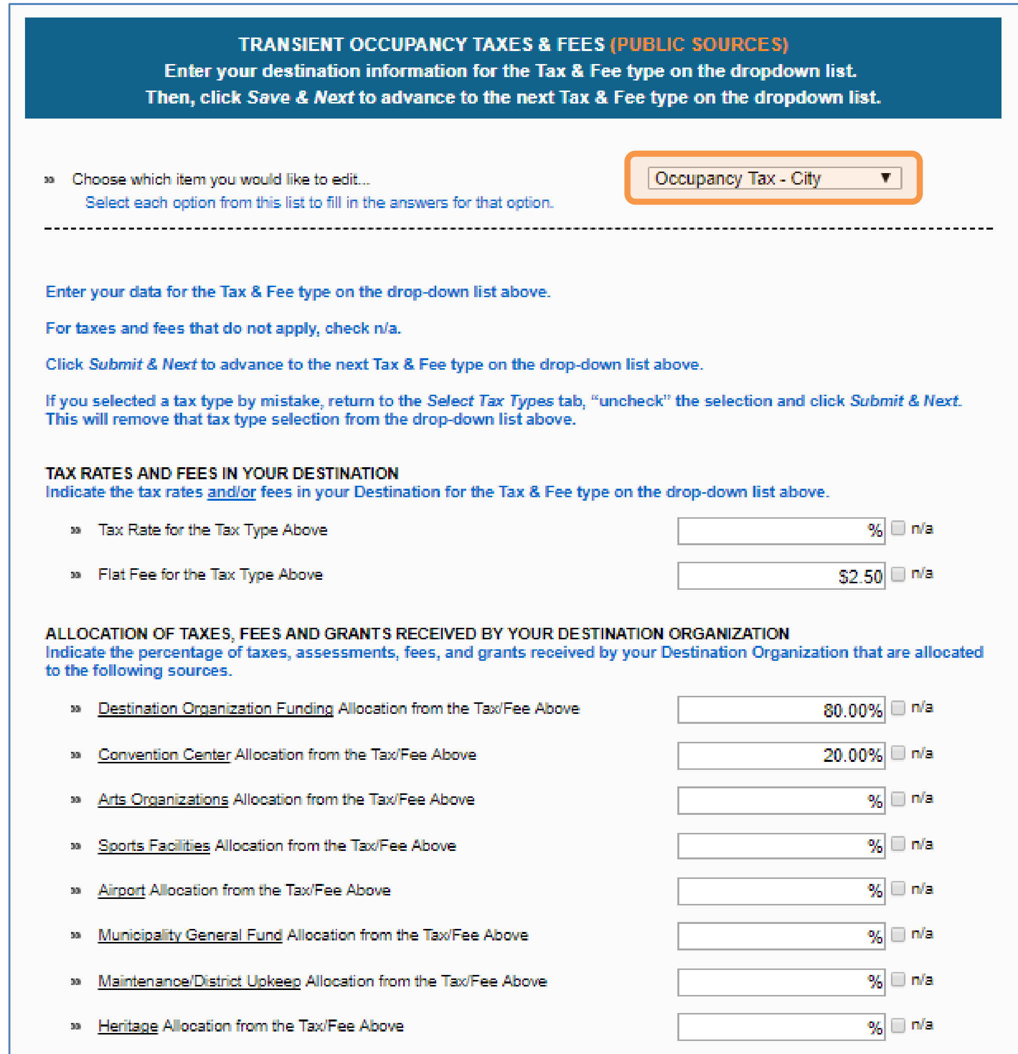
Entering Taxes & Fees

- The Allocation of Taxes & Fees question group in Section 2 is “templated.” This makes answering the same series of questions very easy.
- Select the types of taxes and fees received by your Destination Organization.
- Then, click ***Submit & Next*** to enter data for each tax type selected on tabs 3 and 4.



Entering Taxes & Fees (continued)

1. The dropdown box displays the allocation sources you selected on tab two. Answer the questions for the allocation source displayed.
2. Click ***Submit & Next*** at the bottom of the page to answer the questions for the next allocation source.
3. Continue in this manner until you have answered all the questions for every allocation source in the dropdown box.
4. Review your answers by selecting it in the dropdown list at any time.
5. When you have answered all the questions, click ***Submit & Next*** to continue with the survey.
6. If you checked a tax type by mistake, return to the ***Select Types*** tab, "uncheck" the selection and click ***Submit & Next*** . This will remove that selection from the dropdown list.



TRANSIENT OCCUPANCY TAXES & FEES (PUBLIC SOURCES)
Enter your destination information for the Tax & Fee type on the dropdown list.
Then, click *Save & Next* to advance to the next Tax & Fee type on the dropdown list.

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

Occupancy Tax - City

Enter your data for the Tax & Fee type on the drop-down list above.

For taxes and fees that do not apply, check n/a.

Click *Submit & Next* to advance to the next Tax & Fee type on the drop-down list above.

If you selected a tax type by mistake, return to the *Select Tax Types* tab, "uncheck" the selection and click *Submit & Next*. This will remove that tax type selection from the drop-down list above.

TAX RATES AND FEES IN YOUR DESTINATION
Indicate the tax rates and/or fees in your Destination for the Tax & Fee type on the drop-down list above.

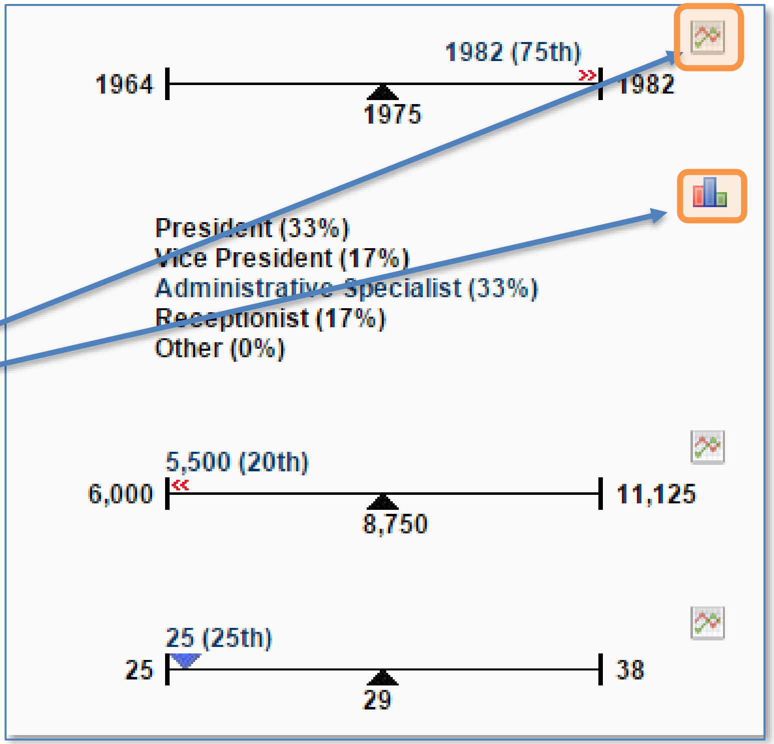
» Tax Rate for the Tax Type Above	%	n/a
» Flat Fee for the Tax Type Above	$2.50	n/a

ALLOCATION OF TAXES, FEES AND GRANTS RECEIVED BY YOUR DESTINATION ORGANIZATION
Indicate the percentage of taxes, assessments, fees, and grants received by your Destination Organization that are allocated to the following sources.

» Destination Organization Funding Allocation from the Tax/Fee Above	80.00%	n/a
» Convention Center Allocation from the Tax/Fee Above	20.00%	n/a
» Arts Organizations Allocation from the Tax/Fee Above	%	n/a
» Sports Facilities Allocation from the Tax/Fee Above	%	n/a
» Airport Allocation from the Tax/Fee Above	%	n/a
» Municipality General Fund Allocation from the Tax/Fee Above	%	n/a
» Maintenance/District Upkeep Allocation from the Tax/Fee Above	%	n/a
» Heritage Allocation from the Tax/Fee Above	%	n/a

Comparing Your Destination Organization 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 question group to access questions for comparison.
- View on-demand popup charts by clicking on the icon.

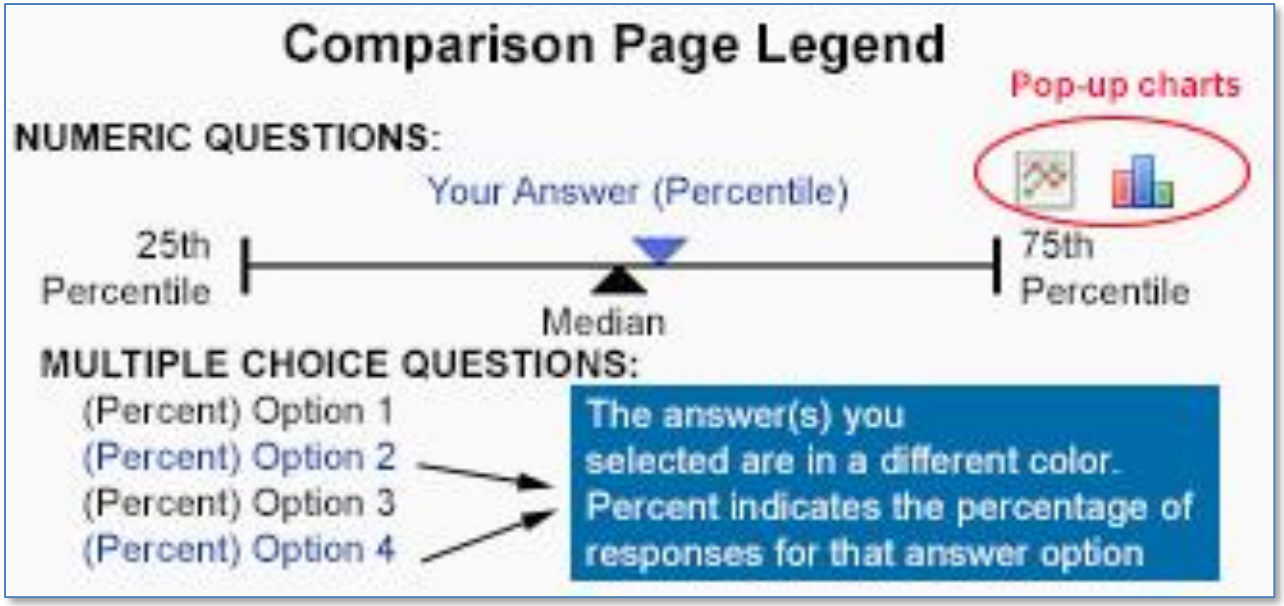


For questions or support, email research@destinationsinternational.org

Comparison Page 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 your Destination Organization to a subset of data.
- ➢ If your filter selection returns too few accounts, you will see this message:

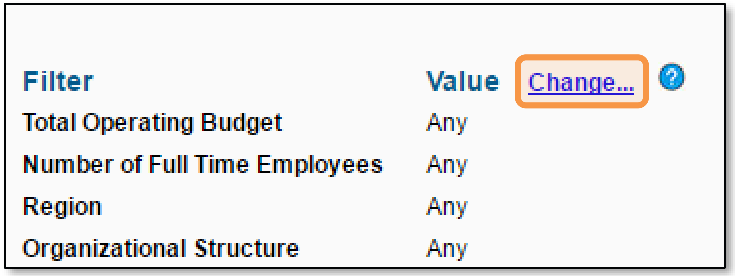
Your filter settings are not currently active because not enough accounts match the selection. Results are currently displayed without filter settings.

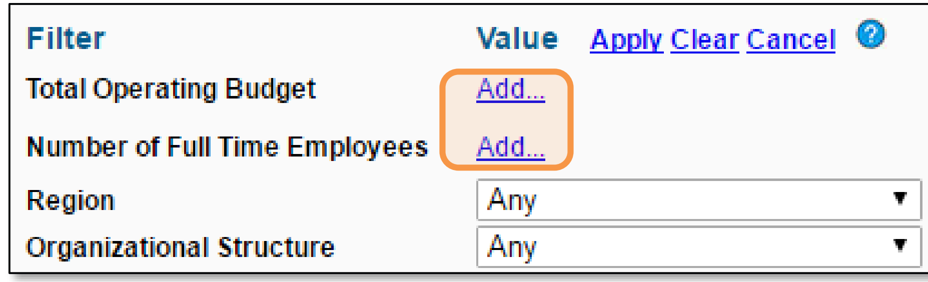
Anonymity:

- ➢ 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

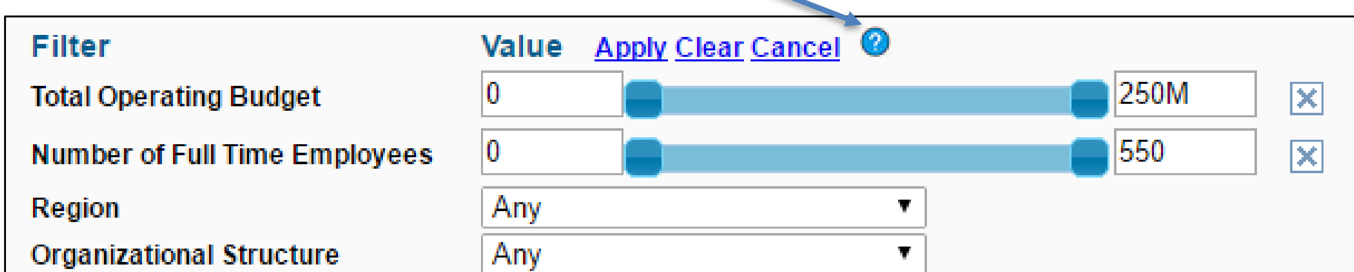
Using Filters (continued)

Click "Change" to activate the filters:





- **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.

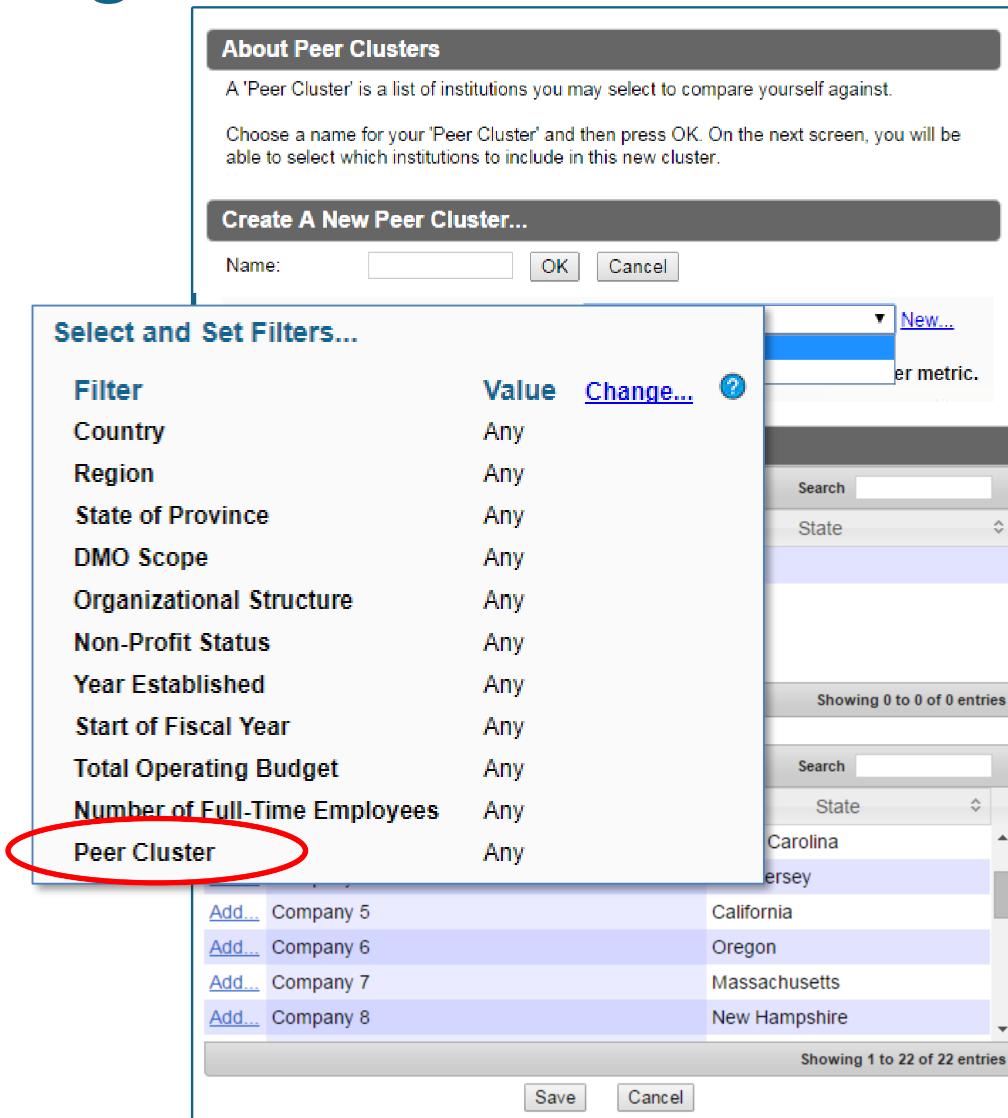


For questions or support, email research@destinationsinternational.org

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.

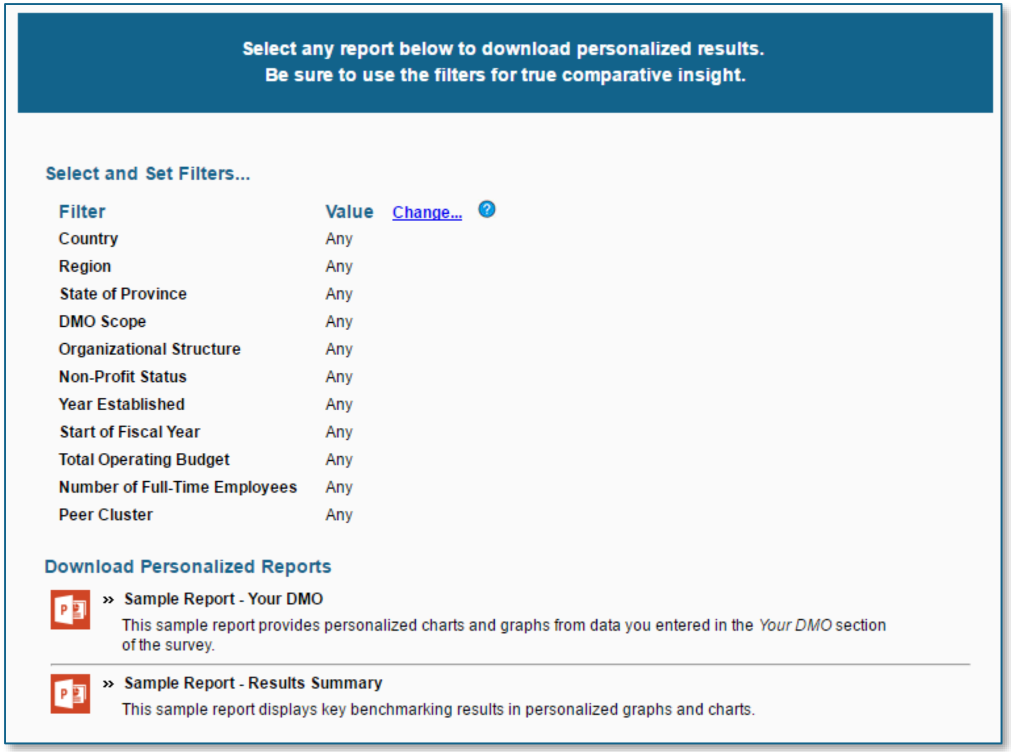


Reports

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.



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

For questions or support, email research@destinationsinternational.org

Thank you for viewing this User's Guide.

For questions or support, email *research@destinationsinternational.org*