

ORGANIZATION AND FINANCIAL PROFILE

How to Read the “Results: By Question” Features

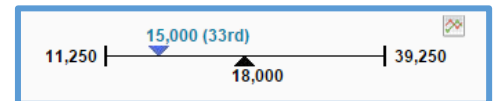
Multiple Choice Questions:

All answer options are displayed with the percentage of survey participants that selected each option. The choices uploaded (or entered by you) are noted in **blue**.

(70%) Individual
(10%) Company
(20%) Both
(0%) Other

Numeric Questions:

Numeric results are displayed in a line chart, showing the 25th percentile (far left), median (center), and 75th percentile (far right). Your response and your percentile are in **blue** above the line.



Every question has a pop-up chart that can be viewed by clicking the icon to the right of the results. This pop-up chart can then be saved as either a pdf or PowerPoint file.



Filter Your Results!

Filters allow you to select an appropriate comparison set of peers. You can use just one filter or a combination of filters, but we recommend that you start with one then experiment with adding on more to find the perfect combination.

To get started, click “Change” to activate the filters.

- Filter by Category:
 - Select from the drop-down menu
 - Click “Add” and select a range to set a numeric filter
- Filter using Peer Cluster:
 - Click “New” and then name your peer cluster
 - Select Destination Organizations that you want to compare against
 - You must select at least 5 Destination Organizations
 - We recommend using peer cluster filtering without category filtering
- Click “Apply” to view your results
- Select “Save As Favorite” if you would like to re-use the selected filter settings

| Filter | Value | Apply | Clear | Cancel | ? |
|-------------------------------|-------|-------|-------|--------|--------|
| Country | Any | | | | |
| Region | Any | | | | |
| State of Province | Any | | | | |
| DMO Scope | Any | | | | |
| Organizational Structure | Any | | | | |
| Non-Profit Status | Any | | | | |
| Year Established | 1900 | | 2017 | X | |
| Start of Fiscal Year | Any | | | | |
| Total Operating Budget | 0 | | 50M | X | |
| Number of Full-Time Employees | 1 | | 500 | X | |
| NCAA Sports | Any | | | | |
| Peer Cluster | Any | | | | New... |

If your filter selection returns too few results, you will see this message:

**Your filter settings are not active because not enough organizations match your filter criteria.
Results are currently displayed without filter settings.**

This protects data anonymity. If this happens, simply go back and update your filters by selecting a different multiple choice option or turning off a filter by returning the selection to “Any” or clicking the “X” for a numeric filter.

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.

The screenshot displays three overlapping windows from a software application:

- About Peer Clusters:** Explains that a 'Peer Cluster' is a list of institutions for comparison and instructs the user to choose a name and press OK.
- Create A New Peer Cluster...:** A form with a 'Name:' input field and 'OK' and 'Cancel' buttons.
- Select and Set Filters...:** A dialog box with a table of filters and their current values. The 'Peer Cluster' filter is circled in red.

| Filter | Value | Change... |
|-------------------------------|-------|-----------|
| Country | Any | |
| Region | Any | |
| State of Province | Any | |
| DMO Scope | Any | |
| Organizational Structure | Any | |
| Non-Profit Status | Any | |
| Year Established | Any | |
| Start of Fiscal Year | Any | |
| Total Operating Budget | Any | |
| Number of Full-Time Employees | Any | |
| Peer Cluster | Any | |

Below the filter table, a list of entries is visible:

| Add... | Company | State |
|--------|-----------|---------------|
| Add... | Company 5 | California |
| Add... | Company 6 | Oregon |
| Add... | Company 7 | Massachusetts |
| Add... | Company 8 | New Hampshire |

Contact the Destinations International team at research@destinationsinternational.org with questions or for additional support with filtering and reporting.