

2017 ORGANIZATIONAL & FINANCIAL PROFILE STUDY

The 2017 Organizational and Financial Profile Study is the most comprehensive benchmark study on destination organization structures and organizational practices in the destination marketing sector today.

The following content provides some key highlights at an industry-wide level. More detailed results are presented through an online platform at destinationsinternational.org.

Funding & Revenue

MEDIAN OPERATING BUDGET

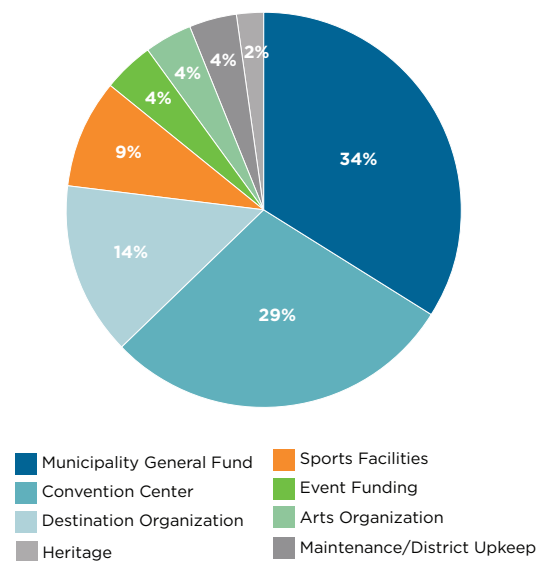


\$3,280,438

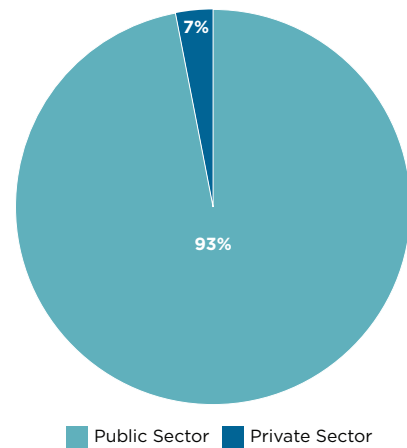
MEDIAN TAXES AND FEES ON HOTEL ROOMS



OCCUPANCY TAX ALLOCATION



PUBLIC VS. PRIVATE FUNDING SOURCES



TOP PUBLIC FUNDING SOURCES:

- 73% Occupancy Tax
- 12% Sales Tax
- 9% TID/Marketing Charge
- 3% Grants

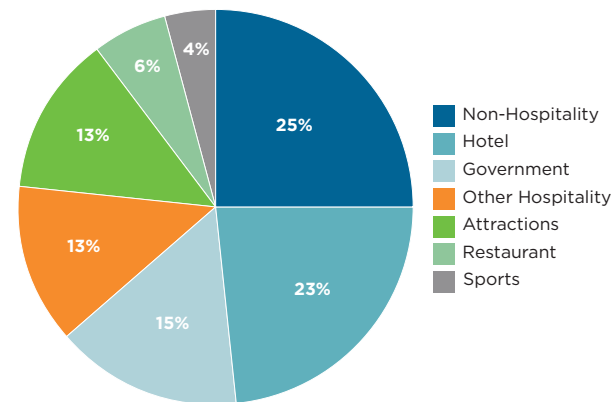
TOP PRIVATE REVENUE SOURCES

- 35% Membership/Partnership Revenue
- 31% Marketing/Publications/Promotion Revenue
- 20% Building Related Revenue (convention center revenue, registration, VIC)
- 14% Other (private grants, service fees, private donations)

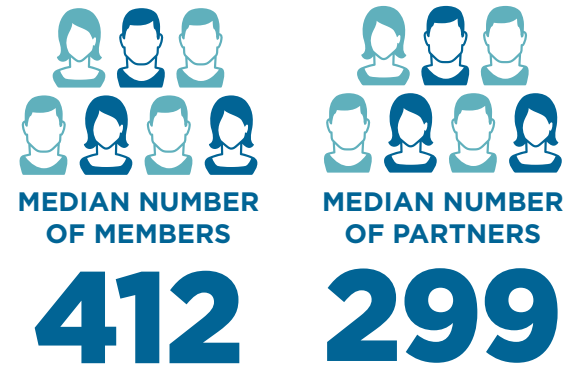
Operations



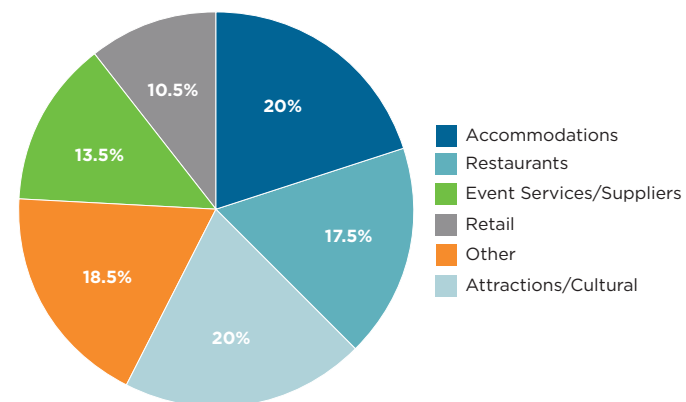
BOARD PARTICIPANTS



Membership

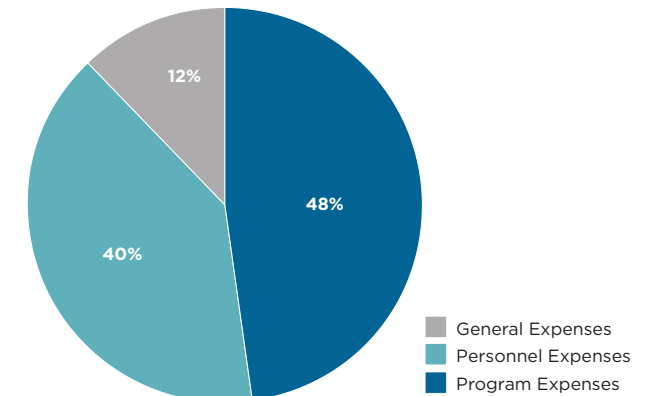


MEMBER/PARTNER BREAKDOWN

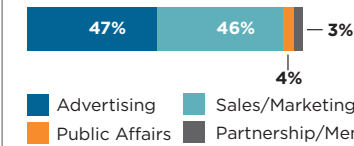


Expense Allocation

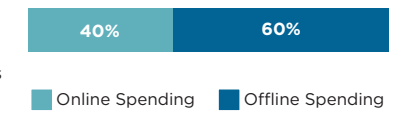
TOTAL ANNUAL EXPENSES



PROGRAM EXPENSES



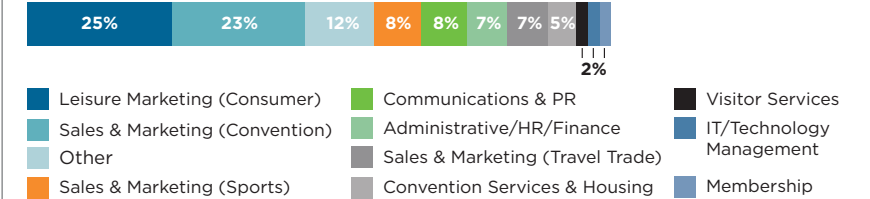
PROGRAM EXPENSE ALLOCATION



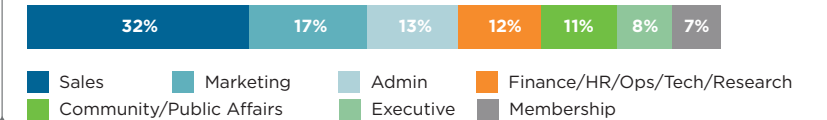
PROGRAM EXPENSE ALLOCATION



SALES & MARKETING EXPENSES



PERSONNEL EXPENSES



Visitor Economy

