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FOREWARD

Welcome to a world where dreams meet destinations, where passion fuels the journey, and every experience is a tapestry of culture, adventure, and discovery. This is *Best Practices in Destination Management*, a book that isn't just a guide—it's a manifesto, a call to arms for those of us who live and breathe the art of crafting unforgettable experiences.

As the owner of a destination management company, I've seen the power of a well-orchestrated event, the magic of a perfectly planned itinerary, the thrill of an excursion, and the satisfaction of exceeding expectations. It's more than logistics; it's about creating moments that linger in the hearts of our guests, weaving memories that stand the test of time. This book, my friends, is a treasure trove of wisdom from the brightest minds in our field. It's a beacon for those who dare to innovate, to push boundaries, and to redefine what it means to manage a destination.

In these pages, you'll find more than just best practices; you'll find a blueprint for excellence. This is a book for the dreamers and doers, the visionaries who see beyond the ordinary and strive for the extraordinary. It's for those who understand that every detail matters, from the first welcome smile to the last farewell wave. Here, you will discover strategies to harness the power of meeting, event, and destination management and to leverage cutting-edge technology, tools, and tips to elevate your offerings.

But let's not shy away from the truth: the path we walk is not always smooth. Challenges arise, and there are moments when the unexpected forces us to rethink, reimagine, and reinvent. Yet, it is in these very moments that we discover our greatest strengths. We adjust, we pivot, we evolve. We transform obstacles into opportunities, not just surviving, but thriving. This resilience, this relentless pursuit of innovation, is the heartbeat of our industry. It is what allows us to create new paths, to open new doors, and to offer new, enriching experiences even in the face of adversity.

Our destination is not just about places; it's about people. It's about making destinations accessible and welcoming to all, ensuring that everyone, regardless of background or ability, can partake in the wonders of exploration. This commitment to diversity, equity, inclusion, and accessibility is not just a goal; it's a fundamental principle that enriches every experience we create.

This is our calling, our purpose, our passion. It's about connecting people with places in ways that are meaningful, impactful, and sustainable. It's about preserving the essence of a destination while sharing its beauty with the world. In an era where attendees seek authenticity and deeper connections, our role has never been more crucial or more exciting.

So, as you delve into *Best Practices in Destination Management*, I urge you to let your imagination soar. Let these insights ignite your creativity and empower you to craft experiences that are not just memorable, but transformational. Let's embrace this journey together, with passion in our hearts and a commitment to excellence in our craft. We are the stewards of stories, the architects of adventures, and the guardians of this immersive industry. This book is our guide, our muse, and our challenge to rise above and beyond. Let's make every destination not just a place on a map, but a piece of magic in the minds of those we serve.

Factoring in the difference,

Brian Ferrell, DMCP, CMP
Oklahoma City, Oklahoma, USA

INTRODUCTION

Since the most recent *Best Practices in Destination Management* book was authored in 2008, the destination management industry has survived and thrived amongst numerous changes and challenges to the global hospitality industry. Destination Management Companies (DMCs) continue to evolve from our inception as simple “ground operators” over a half-century ago, to trusted partners offering a wide array of meeting and event related services and the logistical expertise to execute them in our respective destinations.

This publication delves into the extensive range of services a DMC offers its clients, covering a variety of topics that highlight the depth and breadth of these services. Additionally, several subjects recur throughout multiple chapters, reflecting the reality that a DMC’s capabilities extend far beyond a single type of program or event.

The Association of Destination Management Executives International (ADMEI) vision of “Defining the DMC Profession” holds true as we release the updated version to accurately reflect current and future industry practices. Best practices for engaging with clients are updated in this publication, as is the evolution of common pricing models. The intricacies of food and beverage, as well as transportation and meeting services have been expanded for further comprehension of the readers. New chapters include Incentive Programs; Sustainability; and Diversity, Equity, Inclusion & Accessibility. These additional sections demonstrate our commitment to remain at the forefront of educating our industry and beyond. Lastly, as ADMEI’s presence has expanded to be a global organization, we have incorporated international content throughout the book, making it a comprehensive resource for industry professionals worldwide.

The Destination Management Certification Program (DMCP®) will use this updated book as the core publication for individuals working towards their DMCP® certification. Once one or more staff has earned this designation, DMCs can then focus on becoming an Accredited Destination Management Company (ADMC®). DMC clients value the benefits of these exclusive programs and understand that a professional with the DMCP® designation comprehends this important information and that companies with the ADMC® accreditation have met the highest standards regarding their staff and company practices.

This book will be useful to any individual interested in learning about all aspects of the destination management profession, whether or not they will participate in the DMCP® program. It is essential for the continued growth of the profession to share this standard Body of Knowledge. Much of the content for the *Best Practices in Destination Management* update stems from the original but has been revised to reflect current best practices and expected industry knowledge. Additional resources included the *Event Industry Council (EIC) Manual 9th Edition* and several online resources as cited accordingly. Our thanks to all of the destination management professionals who devoted hours to organizing and sharing their expertise. The destination management profession is richer for these significant contributions.

About the Association of Destination Management Executives International

As the pre-eminent global organization for the industry, ADMEI’s mission is to: Define the DMC industry, uphold the highest level of professionalism, establish standard business and ethical practices, and promote the value of local destination management through member and industry education. The *Best Practices in Destination Management* book is one of several resources and programs used to accomplish that mission.

About the Destination Management Certified Professional (DMCP®) Program

Within many professions and industries, certification is the outward sign of achieving a knowledge level demonstrating a commitment to excellence in the chosen field. A higher quality of service or product can be attained if there is identification of a core body of knowledge, and testing on that knowledge, to assure the best possible communication between certificate-holder and client. The members of ADMEI have determined it is incumbent on those who are truly committed to higher standards of excellence to become certified.

The DMCP® program increases the professionalism within the destination management industry and the value of practitioners to their employers; recognizing and raising industry standards and practices and thereby, ethics; and maximizing the value of the products and services that certified destination management professionals can provide.

About the Accredited Destination Management Company (ADMC®) Program

ADMEI's accreditation program is designed to elevate professional standards and designate firms that demonstrate advanced knowledge and experience essential to the practice of destination management. The ADMC® designation assists the meeting planning community by identifying and qualifying standards and criteria that are indicative of the highest quality destination management service providers. This program recognizes DMCs that meet and adhere to these 17 ADMC® standards.

Furthermore, the program assesses the procedures and practices of individual DMCs and encourages quality and ethical service to clients by DMCs. The program then formally recognizes those DMCs that meet these requirements as set forth by the ADMC Commission.

About the Authors

A true collaborative effort, this publication is the work of many DMC professionals. Nearly all of the authors have earned their DMCP certifications and are the owners or leadership of some of the most experienced, respected, and long-standing DMCs worldwide. These individuals are listed on the following page.

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Nicole Marsh, DMCP, CMP
Imprint Events Group

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