



FROM THE DESK OF MICHAEL GEHRISCH

Dear DMAI Member,

A big thank you to everyone who joined us in our nation's capital for Destinations Week in Washington.

It was an incredibly successful week for our organizations and industry. We raised over \$118,000 for resources and education during the Destination & Travel Foundation Dinner and Dream Auction, and welcomed 140 destinations to Destinations Showcase to network and conduct business with DC's valuable meeting planner market. We also had over 120 DMAI member DMOs attend Destination Capitol Hill and visit their representatives on the Hill to advocate for travel and tourism. Thanks to U.S. Travel for their organization of the speakers and Hill visits.

Advocacy efforts are futile without the tools and resources to effectively measure the impact DMOs have on local communities. This underlying premise led to the funding of the [Destination Promotion: An Engine of Economic Development](#) study, whose message was carried by many of our DMO members during their visits on the Hill.

We continue to engage our business members and partners who are developing new research and means of measuring the impacts of destination promotion & marketing. Longwoods International have been tracking the performance of the advertising campaigns of countries, states and cities for over 25 years. Recently they asked the question, are there other benefits in boosting the community's overall image with the same audience?

Their invaluable research led to the publication of an article in Forbes titled "[Why Tourism Advertising is More Powerful Than You Think](#)", authored by DMAI member Andrew Levine with Development Counsellors International. I am happy to announce that DMAI has commissioned Longwoods International to develop a white paper to further explore research on the "halo effect" of tourism advertising and what it means for our industry.

We are committed to continuing our efforts to measure and demonstrate the enormous value that DMOs provide to our communities. Thanks for your continued support of the industry and DMAI.

Michael Gehrisch
President & CEO