



## **Destinations Alliance Meeting**

**2:30pm 16<sup>th</sup> December 2025**

### **Minutes**

Attendees:

In person: Vienna, NYC, Dubai, San Francisco, Abu Dhabi, Malta, Perth, France, Gibraltar, Flanders

Online: Japan, Toronto, Washington, Copenhagen, Oman

#### **1: STRUCTURE**

Hamish Reid (secretariat) gave an overview of existing structure of co-chairs and a need to recruit additional co-chairs in a transparent and Nolan Principled manner to the executive committee.

Next Step: Hamish to write and submit an update for the constitution to reflect a new co-chair nomination and voting process. For that process to be agreed beforehand offline by the group, officially ratified at the AGM in April and for co-chair nominations to be submitted beforehand for voting to be finalised at the AGM.

Keith Barron (Abu Dhabi) and Margaret Mann (NYC) (co-chairs): Set date for April AGM and Hamish to communicate to members.

#### **2: ASSOCIATION EVENT**

Feedback for the Association Event in December was positive and now an established part of the calendar. MMGY coordinated the invite process and it was stated this year it was quite a simple process. Discussion around changes to association event format for next year (e.g., canapé instead of seated starter, possible rotation, and handling dietary requirements), and review venue options. Paul Swain (Flanders) noted that some associations wanted to see America represented.

Next Step:

Katak Vargova (Dubai) and Paul Swain (Flanders) to lead on 2026 event, Vanessa Renaud (France) offered services of one of her team members.

Sub committee to agree date and communicate to secretariat for promotion to members. Price similar to 2025 at £750 for participation.

#### **3: FUTURE EVENTS**

##### **Corporate Event**

It was agreed to not to explore a corporate event. The needs of the group and the planners are too diverse. However, if members of the Alliance wish to work together on an event of their own then they can use the umbrella status of the organisation to facilitate invoicing and contracting.

### **Agency event**

It was agreed to set up a small committee to explore and organize the next agency event, including researching boat, racecourse, and other ready-made formats, and consider involving corporates in agency events.

Next step: Sub committee members: Keith Barron, (Abu Dhabi) James Ellis, (Malta) Emma Groen (San Francisco) to discuss and agree date, format and potential budget.

The group considered integrating corporate elements into an existing agency event as a more viable alternative, potentially strengthening both the agency and corporate aspects of the offerings. It was also discussed regarding the possibility of exploring alternative venues or partners to reduce costs and increase participation.

### **B2B Companies Event**

It was agreed to resurrect this event for 2026 – The group discussed plans for upcoming B2B event, with a consensus to hold another event in November similar to previous formats.

Next step: Emma Cashmore (Vienna) and Vanessa Renaud (France) to form a small committee to organize the next B2B event (restaurant networking format), including splitting recruitment among members and selecting a suitable venue.

### **Northern Event**

The group discussed challenges in organising events in the north, noting difficulties in recruitment and travel between cities like Leeds and Manchester, and again it was decided to allow members to organise their own and if working together to use the Alliance as an umbrella.

## **4: INDUSTRY EVENTS PERFORMANCE AND CHALLENGES**

The group discussed their experiences at various industry events, with most members reporting positive outcomes despite some operational challenges. One shared that their stand at IBTM saw increased diaries (5-8% more meetings than last year) and strong inquiries, while another noted a shift from mostly association meetings to more corporate clients. The group discussed issues with the IBTM scheduling system, including the limitation of cancelling only 5 meetings after the matching period, and concerns raised about multiple diary entries for the same exhibitor. The group also discussed new presentation formats, including a 360-degree immersive presentation trial, though noted the high setup costs.

There was a general discussion that C&IT since Adam Shepherd has joined has reengaged with the sector and is driving positive change.

## **5: NEXT MEETING DATES**

February 25th – in person

March 18<sup>th</sup> – virtual

April 16<sup>th</sup> – in person

May 15<sup>th</sup> - virtual

June 30<sup>th</sup> – in person

July – tbc virtual

September 7<sup>th</sup> – in person

October – tbc virtual

December 16<sup>th</sup> – in person

## **6: WEB STATS**

2024 – total visits - 2302

2025 – total visits – 5004

# SUMMARY STATS FOR SITE:

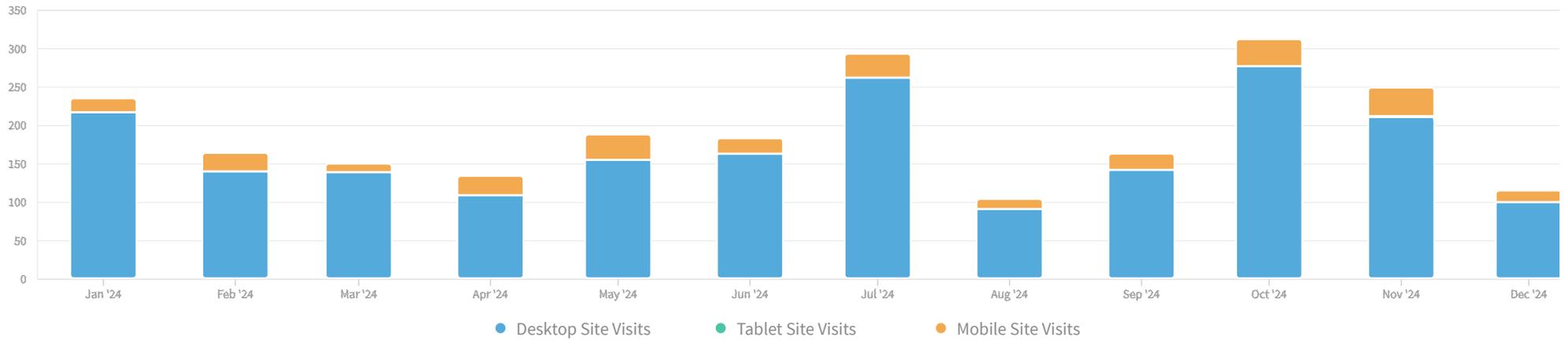
Site Url: <https://www.destinationsalliance.com> (<https://www.destinationsalliance.com>)

Dates Range: 01-Jan-2024 - 31-Dec-2024

Devices: Desktop, Tablet, Mobile

## SITE TRAFFIC

Visits Only



Total Desktop, Tablet and Mobile Site Visits: 2302(100%)

Total Desktop, Tablet and Mobile Page Views: 4930(100%)

2006(87%)

296(13%)

4471(90%)

459(10%)

# SUMMARY STATS FOR SITE:

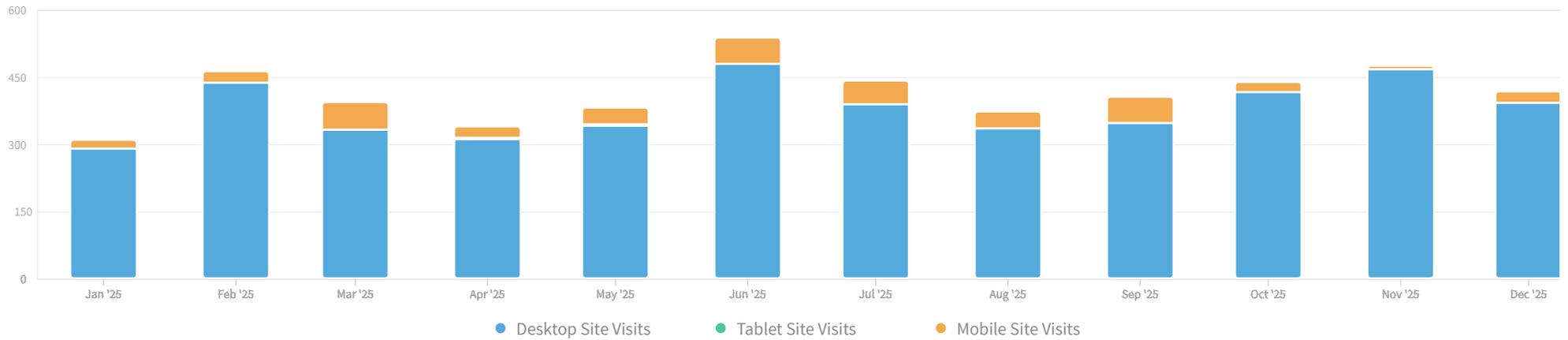
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## SITE TRAFFIC

Visits Only



Total Desktop, Tablet and Mobile **Site Visits**: 5004 (100%)

Total Desktop, Tablet and Mobile **Page Views**: 10536 (100%)

4548(90%)

456(10%)

9657(91%)

879(9%)