



Destinations Alliance Meeting

3:30pm 25th February 2026

Minutes

Attendees:

In person: Switzerland, Ireland, Oman, Norway, Malta, Abu Dhabi, South Korea, France

Online: San Francisco, Gibraltar

Secretary: Hamish Reid

Apologies: Australia, Flanders, NYC, Washington, Toronto, Spain

1: RECAP

Keith Barron (Abu Dhabi & Co-chair) gave a recap of the last meeting

Discussion regarding benefits of hosting an agency event outside of London, size and structure of event.

Sub committee set up of:

Keith Barron KBarron@dctabudhabi.ae

James Ellis james.ellis@visitmalta.com

Emma Groen egroen@mmgy.com;

Renaud Vanessa vanessa.renaud@atout-france.fr

Discussion regarding AIEA, potential to do a joint event. Hamish Reid (Secretariat) mentioned we would need to look at what benefits the AIEA would get from co-sharing, perhaps a donation to their Christmas charity event.

ACTION:

1. Sub committee to meet and to decide structure, location and preferred date.
2. Keith to contact AIEA to discuss potential of 'piggy-backing' on the AIEA Summer event

2: ASSOCIATION EVENT

Feedback for the Association Event in December was positive and now an established part of the calendar.

ACTION:

Paul Swain (Flanders) to lead on 2026 event, Vanessa Renaud (France) offered services of one of her team members. Other committee members to volunteer.

Preferred dates 2nd or 9th December

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

3: 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.

ACTION:

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.

4: CHANGES TO CONSTITUTION

Hamish Reid presented the changes and following discussion the below are the suggested amendments to be made to the Constitution. These will need to be ratified at the next AGM however it is the intention that these will encourage more members to stand and we will seek members to stand for election at that AGM.

Election of Executive Committee Officers

1. Officers of the Executive Committee

1.1 The Officers of the Organisation shall include:

- *Co – Chair x 3*
- *Treasurer*

In addition, an Honorary Secretary from the Secretariat Company acts as Secretary to the Committee and this is a non-voting position.

1.2 The Committee may create additional non-voting Officer roles if required.

1.3 With the exception of the Honorary Secretary, Officers must be Members in good standing, membership and any fees for the year they are standing and preceding year paid, at the time of nomination and throughout their term.

2. Eligibility

2.1 Any Member or their nominated individual that has been an active part of the Organisation for at least 6 months may stand for election.

2.2 Nominees must confirm they are willing to serve and able to fulfil the responsibilities of the role.

3. Nominations

3.1 Notice of elections will be circulated to Members at least four (4) weeks before the Annual General Meeting (AGM).

3.2 Nominations must:

- *Be proposed by one Member in good standing;*
- *Proposer must not have a financial link/work on behalf of/be from the same company as Nominee.*
- *Be submitted to the Secretary at least two (2) weeks before the AGM.*

4. Voting

4.1 Elections will take place online

4.2 Each Member is entitled to one vote for each Officer position

4.4 The candidates receiving the most votes will be elected.

4.5 One member who is not standing will assist the Secretary as Count Assistant to verify votes

5. Term of Office

5.1 Officers shall serve for a term of one (1) year and may stand for re-election.

5.2 Officer roles are encouraged to rotate periodically to promote wider Member participation. Members serving as Co-Chairs may therefore hold office for a maximum of three (3) consecutive terms. After completing the maximum number of consecutive terms, a Member must step down for one full term before being eligible for re-election to the same office, unless an insufficient number of other Members seek election.

6. Vacancies

6.1 If an Officer resigns, becomes ineligible, or is unable to serve, the Board may appoint an interim Officer to serve until the next AGM.

6.2 If appropriate, a Special General Meeting may be called to fill the vacancy.

7. Removal

7.1 An Officer may be removed by a majority vote of Members at a General Meeting.

7.2 The Officer concerned will be given the opportunity to address Members before any vote takes place.

5: NEXT MEETING DATES

April tbc – in person

May 15th - virtual

June 30th – in person

July – tbc virtual

September 7th – in person

October – tbc virtual

December 16th – in person