



DMOs Are (Still) Navigating An Identity Journey

Tourism Funding At Risk in Some Places

Brand USA CEO: Budget Bill Means ‘Significant Recalibration of Operations’



Dennis Schaal

July 3rd, 2025 at 8:05 PM EDT

STATE

GOP split deepens over plan to gut Florida tourism funding

Most analysts acknowledge that the House’s latest tax-cut provision faces long odds.

John Kennedy Capital Bureau | USA TODAY NETWORK – FLORIDA

Updated April 24, 2025, 7:20 p.m. ET



Governor Eiaatt defends New Hampshire tourism funding amidst budget debates

April 10, 2025 | [House of Representatives](#), [Committees](#), [Legislative](#), [New Hampshire](#)



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DESTINATION FORWARD:

ADVANCING STEWARDSHIP IN U.S. TOURISM PLANNING

A National Study of How Destination Stewardship Plans Foster Sustainable Tourism



2025

International Institute
of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY

In collaboration with



CoraggioGroup.com/DestinationForward
iits.business.gwu.edu/destination-forward

What Defines Successful Destination Stewardship Strategies?



About the Study



- 35 diverse destinations: 12 mountainous, 8 urban, 6 coastal, 6 islands and 3 rural
- 89% of plans developed since 2020 → urgent response to community concerns
- Largest national study of local destination stewardship plans in the U.S.



Key Finding : Environment – More Talk Than Action

- Environmental goals often outpace concrete actions:
 - **89%** of plans mention nature resources use – but only **54%** have detailed actions
 - **40%** of plans mention climate adaptation; fewer than **15%** detail specific strategies



“...the initiatives we’re still having the greatest challenge with are those that involve entities with which we can only act as a partner. These are programs operated by entities not generally considered in the tourism ecosystem [like transportation].”

— Claudia Vecchio,
President and CEO, Sonoma County Tourism



The TOT-TBID Dollars At Work program reinvests locally generated TBID and TOT dollars into initiatives that contribute to community vitality, economic health and environmental stewardship and benefits residents, businesses, and visitors.



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HOUSING**



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STEWARDSHIP
AND HUMAN
IMPACT
MITIGATION**



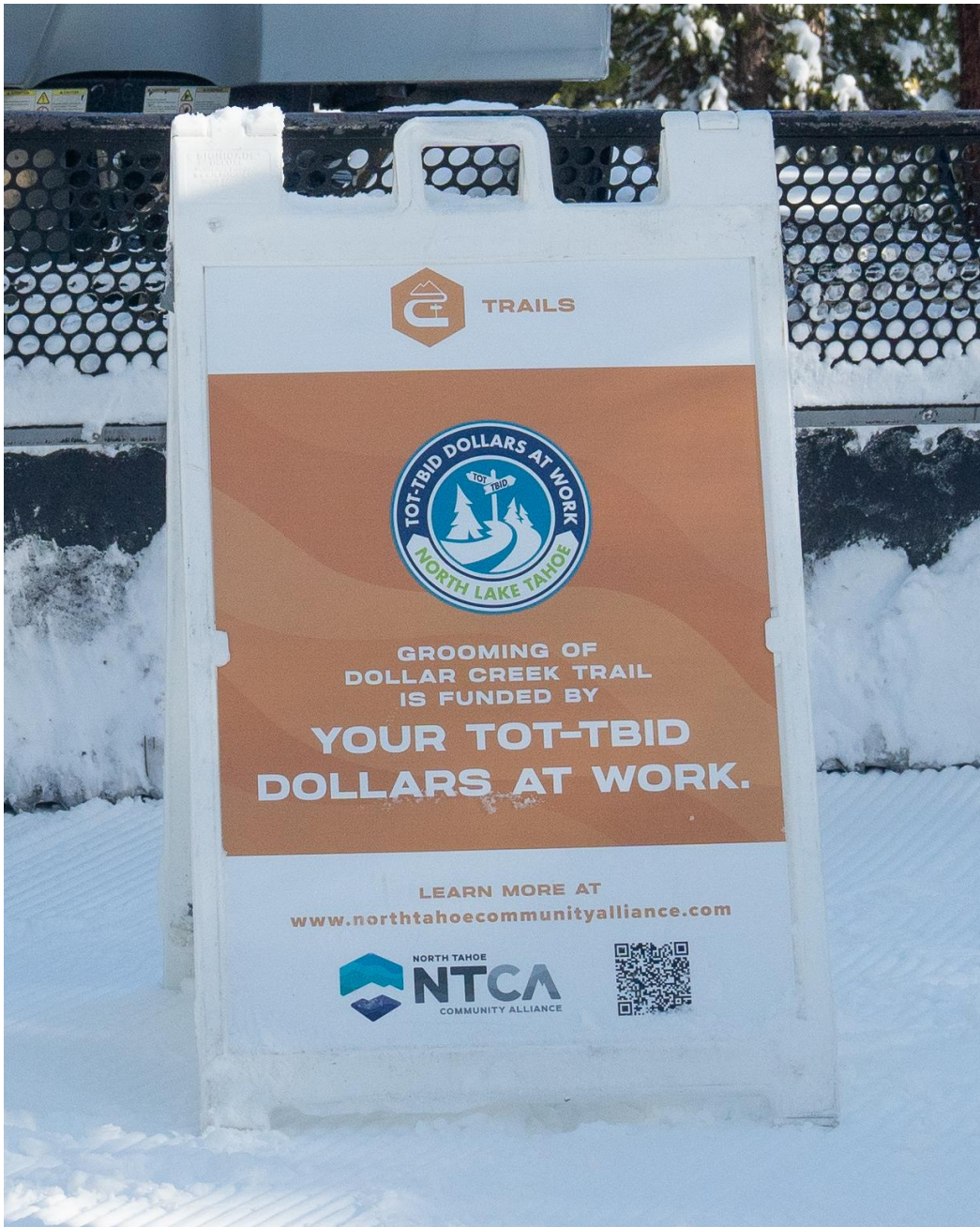
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Look Out for ME

The refreshed Look Out for ME initiative, built on the trusted Leave No Trace principles, invites visitors to explore Maine with care, respect, and awareness. From working forests to Wabanaki heritage, this effort helps protect what makes Maine special—for today and for generations to come.



MAINE.



Destination Organizations' Role in Environmental Regeneration