

Large-scale merger paves the way for transformation of destination management sector

DEAL FLASH | TMT, BUSINESS SUPPORT SERVICES | APRIL 2025

DEAL SNAPSHOT

In a landmark move for the destination management industry, **CSI DMC**, a premier destination event management company, and **360 Destination Group (360DG)**, a leading national, full-service destination management company (DMC), are merging to create one of the largest DMCs in the USA. The merger was facilitated through a strategic investment by **H.I.G. Capital**.

Since 1987, CSI DMC has been a leader in crafting memorable destination experiences. Its strength lies in blending detailed event planning with outside-the-box thinking. By taking the time to understand each client's unique vision, its dedicated team creates personalized events that leave a lasting impression. Whether it's infusing an experience with local culture or bringing immersive concepts to life, CSI DMC's people turn ideas into reality.

360DG has delivered unforgettable events and experiences for its enterprise clients since 1978, specializing in large corporate events, incentive trips and conferences. As a one-stop shop for corporations, 360DG provides end-to-end event services including decor design, food & beverage management, entertainment and activity coordination, and transportation.

H.I.G. is a leading global alternative investment firm with US\$67 billion in capital under management. Based in Miami, and with offices across the USA and multiple international affiliate offices on four continents, H.I.G. specializes in providing both debt and equity capital to middle-market companies, employing a flexible and operationally focused, value-added approach. Since its founding in 1993, H.I.G. has invested in and managed more than 400 companies worldwide. Its The firm's current portfolio includes over 100 companies with combined sales exceeding US\$53 billion.

"After interviewing over eight possible firms, it was an easy decision to select Oaklins DeSilva+Phillips.

The team guided us through each step of the process, providing invaluable insights and strategies that helped us navigate the deal's complexities. They maintained a proactive approach in anticipating potential challenges, and always ensured we were well-prepared.

What stood out the most was their hands-on approach and transparent communication. The whole team took the time to truly understand our goals, and their tailored solutions aligned perfectly with our objectives. I would highly recommend Oaklins DeSilva+Phillips to anyone ready to sell!"

HOPE VALENTINE
PRESIDENT
CSI DMC

OAKLINS PLAYED A PIVOTAL ROLE IN ARRANGING THIS DEAL

Oaklins DeSilva+Phillips, based in New York, served as the exclusive financial advisor to CSI DMC for this transaction, highlighting the team's deep sector expertise in advising marketing services businesses, particularly those within the destination and event management industry.

MARKET TRENDS & DEAL DRIVERS

The global corporate event market is worth US\$850 billion and growing. Approximately 14% of marketing budgets go toward event marketing.

The destination management segment sits within the global events industry, and DMCs leverage local market knowledge to make corporate meetings a risk-free and memorable experience. Unlike larger events and trade shows, the meetings that DMCs manage are generally limited to employees. DMCs offer a range of services such as meeting venues, transportation, gala dinners and excursions. Growth is forecast for DMCs as corporations realize the value of bringing employees together to build relationships and enhance company cultures, particularly as many employees continue to work remotely.

The destination management segment is characterized by many small local market companies. The acquisition of CSI DMC by H.I.G. and its subsequent merger with 360DG, resulting in two of the largest DMCs in the USA coming together, is likely to be a turning point in the industry that will spark further consolidation.

M&A VALUATION ASPECTS

The valuation achieved for CSI DMC was a high single-digit multiple of EBITDA, and a low double-digit multiple when considering deferred consideration. The multiple is high relative to what other DMCs have traded for, in part due to the perceived value of the merger with 360DG.

TALK TO OUR ADVISORS



✉ JOHN KAISER

Partner
USA
T: +1 212 651 2567

John has extensive experience in advertising and marketing, having served in senior-level operational roles in the industry and through M&A transactions at Oaklins DeSilva+Phillips. Applying his industry knowledge and relationships since joining the firm, he has facilitated transactions across an array of companies, including digital agencies, advertising agencies, design firms, production studios, consultancies and project management firms. Notable transactions include the sales of Purpose, a social impact agency, to Capgemini, and Archer, a digital UX agency, to Bounteous.



✉ REED PHILLIPS

Managing Partner
USA
T: +1 212 651 2606

Reed specializes in sell-side M&A in a number of industry sectors, including consumer & B2B media, advertising, market research, consulting, events, information, social media, marketing services and subscriptions. He leads Oaklins' teams in B2B media, consumer media and events. Recent transactions include the sale of Advertising Week, the leading events company for the advertising industry, to Emerald; the sale of TechMedia, a conference business, to RLJ Equity Partners; and the sale of three divisions of Bonnier Corporation. He also acquired the B2B media company Kiplinger for Dennis Publishing.

“We are delighted with the outcome of our collaboration with CSI DMC. H.I.G. Capital provided the strategic investment and facilitated the merger of CSI DMC with 360DG. The combined entity is now the most formidable company in the destination management industry. Going forward, the scale and innovative services of CSI DMC and 360DG, coupled with the support of H.I.G., is likely to transform the sector.”

JOHN KAISER

PARTNER, OAKLINS DESILVA+PHILLIPS

OAKLINS HAS CLOSED 1,294 DEALS IN TMT, AND 730 DEALS IN BUSINESS SUPPORT SERVICES

United by a strong belief that we can achieve the extraordinary. Oaklins is a global team of 850+ financial advisory professionals in 40 countries providing M&A, growth equity, ECM, debt advisory and corporate finance services to support entrepreneurs, corporates and investors in reaching their goals.

Oaklins

© 2025 Oaklins. All rights reserved.

Oaklins is the collective trade name of independent member firms affiliated with Oaklins International Inc. For details of the nature of affiliation, please refer to www.oaklins.com/legal.