

FOR IMMEDIATE RELEASE

Seventeen Destination Marketing Organizations Attain Accreditation
Largest Group, Second European DMO Accredited

WASHINGTON, DC (March 31, 2009) —Seventeen destination marketing organizations (DMOs) have achieved accreditation from the Destination Marketing Accreditation Program (DMAP).

Developed by Destination Marketing Association International (DMAI), the industry-wide accreditation program is designed to recognize organizations that meet or exceed industry standards. DMAP distinguishes official destination marketing organizations committed to industry excellence.



In the application cycle ending December 31, 2008, the following DMOs attained accreditation status for 2009-2013:

- **Baton Rouge Area Convention & Visitors Bureau (Louisiana USA)**
- **Butler County Visitors Bureau (Ohio USA)**
- **Columbus Convention & Visitors Bureau (Georgia USA)**
- **Go Wichita (Kansas USA)**
- **Greater Greenville Convention & Visitors Bureau (South Carolina USA)**
- **Greater Phoenix Convention & Visitors Bureau (Arizona USA)**
- **Harrison County Convention & Visitors Bureau (Indiana USA)**
- **Lake Placid/Essex County Convention & Visitors Bureau (New York USA)**
- **Las Cruces Convention & Visitors Bureau (New Mexico USA)**
- **Loudoun Convention & Visitors Association (Virginia USA)**
- **Meeting in Brugge - Congresbureau (Belgium)**
- **Philadelphia Convention & Visitors Bureau (Pennsylvania USA)**
- **Rockford Area Convention & Visitors Bureau (Illinois USA)**
- **San Diego Convention & Visitors Bureau (California USA)**
- **Southwest Louisiana/Lake Charles Convention & Visitors Bureau (Louisiana USA)**
- **Valley Forge Convention & Visitors Bureau, Ltd. (Pennsylvania USA)**
- **Vancouver Coast & Mountains Tourism Region (Canada)**

“We are proud to recognize these organizations for their achievement,” remarks Christine Shimasaki, CDME, board chair of DMAP and executive vice president and chief strategy officer of the San Diego CVB. “These DMOs’ operations and business practices have conformed to 16 domains ranging from governance to sales to innovation. Their accreditation underscores their dedication to providing exceptional leadership and commitment to the professionalism of DMOs across the globe.”

“This application cycle marks another set of milestones. In addition to bestowing accreditation to the largest group of DMOs in the history of the program, we also accredited a second European DMO. The growth of the program reinforces that DMAP accreditation is the global seal of excellence for DMOs, and

signifies the growing value of the program to the destination marketing industry,” remarks Michael D. Gehrisch, president and CEO of DMAI.

To become accredited a DMO must successfully complete a rigorous application process, requiring evidence of compliance with 54 mandatory standards and 33 voluntary standards. The standards set by DMAP cover a wide variety of topics including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation, and stakeholder relationships.

Currently there are a total of 85 accredited DMOs.

DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing. There are three application cycles per year; each review cycle is limited to 25 applications. The next application deadlines are August 31, 2009, December 31, 2009, and March 31, 2010. For information on DMAP, including a complete list of accredited DMOs, visit www.destinationmarketing.org, keyword: DMAP

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Destination Marketing Association International (DMAI) is the world's largest resource for official destination marketing organizations (DMOs). With offices in North America and Europe, DMAI is dedicated to improving the effectiveness of professionals from 638 destination marketing organizations in 30 countries. DMAI's membership represents more than 2000 DMO professionals, students, educators, and industry vendors and partners. Providing cutting-edge educational resources, networking opportunities and marketing benefits, the association has worked to enhance the professionalism, effectiveness and image of DMOs since 1914. www.destinationmarketing.org