

FOR IMMEDIATE RELEASE

Industry Accreditation Program Surpasses 100 DMO Milestone

9 Destination Marketing Organizations Attain Accreditation

WASHINGTON, DC (10 December 2009) - The Destination Marketing Accreditation Program (DMAP) has reached a major milestone and now has more than 100 destination marketing organizations (DMOs) that have earned accreditation.

Developed by Destination Marketing Association International (DMAI), this industry-wide accreditation program is designed to recognize DMOs that meet or exceed industry standards.

"DMAP distinguishes official destination marketing organizations committed to industry excellence," remarks Diana Lawson, FCDME, the board chair of DMAP and executive director of the Elkhart County CVB in Indiana. "This latest group of approved applications gives us 101 accredited DMOs, a milestone for which we have anticipated and are extremely proud."

"This milestone is an industry achievement," said Michael D. Gehrisch, president and CEO of DMAI. "DMAP continues to expand its brand to destinations around the world, strengthening the industry's commitment to excellence."

"We feel strongly that with 101 DMOs out there beating the drum, the DMAP brand - and the accreditation seal that our accredited DMOs display - has achieved critical mass," added Lawson. "We know that the seal of accreditation is a brand that DMO customers and stakeholders are seeking."

This week, nine DMOs achieved DMAP accreditation for the application cycle ending 31 August 2009. Those destinations, which attained accreditation status for 2009-2013, are:

- **Albany County Convention & Visitors Bureau (New York, USA)**
- **Greater Green Bay Convention & Visitors Bureau (Wisconsin, USA)**
- **LA Inc., The Convention & Visitors Bureau (California, USA)**
- **Lisle Convention & Visitors Bureau (Illinois, USA)**
- **Mobile Bay Convention & Visitors Corporation (Alabama, USA)**
- **New Orleans Metropolitan Convention & Visitors Bureau (Louisiana, USA)**
- **Porter County Convention, Recreation & Visitors Commission (Indiana, USA)**
- **Syracuse Convention & Visitors Bureau (New York, USA)**
- **Tourism Saskatoon (Saskatchewan, Canada)**

**Renewed accreditation*

"It is a great honor to recognize these organizations for their achievement," remarks Lawson. "These DMOs have demonstrated exceptional leadership in destination marketing. Their accreditation underscores their dedication and commitment to providing outstanding destination marketing services in accordance with international standards and benchmarks in this field."

DMAP has accredited DMOs throughout the United States (35 states, the District of Columbia and Puerto Rico), Canada, and Europe.

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.

About DMAP: 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, 31 March 2010, 31 August 2010 and December 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 nearly 650 destination marketing organizations in over 30 countries. DMAI's membership represents more than 2,500 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