

FOR RELEASE – Friday, December 11, 2009



## **Tourism Saskatoon Achieves Destination Marketing Accreditation**

*(Saskatoon, SK – Canada Friday, December 11, 2009) - DMAI (Destination Marketing Association International (DMAI) announced today that Tourism Saskatoon has been awarded accreditation from the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by the Washington, DC based Destination Marketing Association International (DMAI). In earning the DMAP accreditation, destination marketing organizations (DMOs) communicate to their community, buyers and potential visitors that their DMO has attained a significant measure of excellence.*

“Tourism Saskatoon is honoured to receive the Destination Marketing Accreditation from DMAP,” said Todd Brandt, CEO and President of the Tourism Saskatoon. “We are very pleased to be recognized in the destination marketing community for providing outstanding services in accordance with international standards and benchmarks in this field.” Brandt also notes, “There are less than 101 destinations world-wide that have earned this designation, and one of only four in Canada.”

“By applying for and receiving DMAP accreditation, Tourism Saskatoon has demonstrated a commitment to quality programs and services, said Diana Lawson, FCDME, DMAP Board Chair. “We are proud to recognize these organizations for their achievement. 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.”

\*Tourism Saskatoon is a membership-based business organization with the majority of revenues coming from the private sector. It has a 15 member Board of Directors, including two city councillors, and a staff of 14 experts to help you meet just about any tourism goal. Most of their funding comes from owner groups such as the Hotels Association, investors and its 460 business members.

DMAP accreditation standards cover a wide variety of topics including governance, finance, management, human resources, technology, visitor services, group services, sales,



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communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships.

***DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing. 101 DMOs are now accredited. For additional information on DMAP visit [www.destinationmarketing.org](http://www.destinationmarketing.org).***

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\*We are Greater Saskatoon's destination management organization, expanding our economy through tourism.

Tourism Saskatoon Member Benefits Include:

- Promotion of your business through tourism publications. These include (but not limited to) the Mini Map (80, 000 copies), Visitor Guide (80, 000 copies) and Convention Planner (1, 000 copies)
- Promotion of your business on the Tourism Saskatoon website, which averages over 40, 000 unique visits per month. This includes full access to training and support.
- Distribution of brochures through Tourism Saskatoon Visitor Centres and to other members
- Access to Confidential Convention Contacts Calendar and other important information
- Industry news through regular Tourism Saskatoon (Tourism Talk) newsletters
- Networking opportunities at workshops, events, annual golf tournament and holiday reception
- Opportunity to quote on Tourism Saskatoon proposals whenever possible
- Discounted advertising rates in Tourism Saskatoon publications
- Voting privileges which allows members to provide direction to Tourism Saskatoon and elect industry professionals to the Board of Directors
- Select Saskatchewan Hotel/Motel room discounts through Tourism Saskatchewan
- Discount on STEC training programs

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