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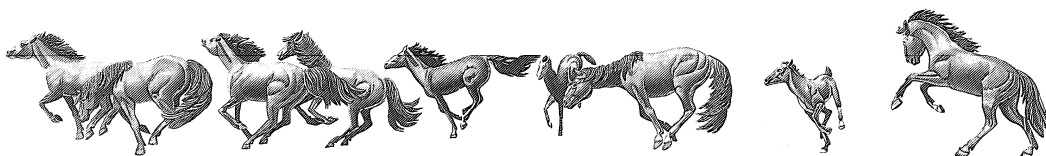
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Irving Convention and Visitors Bureau Achieves Destination Marketing Accreditation

IRVING, Texas (July 20, 2012) – The Irving Convention and Visitors Bureau (CVB) was recognized on July 18 at its industry's annual convention in Seattle as having been awarded accreditation from the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by the industry's international trade association, Destination Marketing Association International (DMAI). The DMAP accreditation validates for the community, its industry stakeholders, clients and potential visitors that the Convention and Visitors Bureau has attained a significant measure of excellence in its organizational practices.

"By applying for and receiving DMAP accreditation, the Irving CVB has demonstrated a commitment to quality programs and services," said Shelly Green, DMAP Board Chair and President/CEO of the Durham NC Convention & Visitors Bureau. "Earning DMAP accreditation tells the Irving community and potential visitors that your CVB has attained a measure of excellence, assuring that their trust is well placed and their business in good hands."

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DMAP accreditation standards 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. DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing.

"This was a high priority for us, and we are honored to receive the Destination Marketing Accreditation from DMAP," said Maura Allen Gast, executive director of the Irving Convention and Visitors Bureau. "Jane Kilburn on our staff led the application process, which was both complex and arduous, and did an excellent job in putting together what ultimately became our successful application. I am delighted to see our initiatives recognized by a jury of our peers for providing outstanding services in accordance with international standards and benchmarks in this field."

Gast is a former chair of DMAI, an almost 100-year-old organization with a membership of over 3,500 hospitality professionals in more than 20 countries. She also served on the independent board that developed the DMAP program, which includes documentation of 58 mandatory and 30 voluntary standards required for accreditation. To avoid a perceived conflict of interest, the Irving CVB waited to submit its accreditation application until Gast's terms on both the DMAI and DMAP boards had been completed.

For additional information on DMAI or DMAP, visit destinationmarketing.org.

About Irving, Texas

Located immediately adjacent to Dallas/Fort Worth International Airport and between Dallas and Fort Worth, Irving, Texas, boasts more than 75 hotels and nearly 12,000 rooms. Las Colinas, a 12,000-acre master-planned community within the city of Irving, is known worldwide for its quality and uniqueness. The city is home to 10,000+ companies, 50 Fortune 500 companies, and the world headquarters of six Fortune 500 companies. For more information, visit irvingtexas.com.

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