



# News Release

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## Hershey Harrisburg Regional Visitors Bureau renews Destination Marketing Accreditation

DMAI Accreditation recognizes HHRVB among Destination Marketing Organizations (DMOs) worldwide for their professionalism and performance in accordance with international standards & benchmarks.



Harrisburg, PA – The Hershey Harrisburg Regional Visitors Bureau ([HHRVB](http://HHRVB)) announced the organization has renewed its Destination Marketing Accreditation with the Destination Marketing Association International ([DMAI](http://DMAI)).

DMAI is the global trade association for official destination marketing organizations (DMOs) with over 600 official DMO members representing more than 4,100 employees in over 15 countries and more than \$2 billion in annual budgets collectively. DMAI protects and advances the success of destination marketing worldwide and provides members with information, resources, research, networking opportunities, professional development, and certification programs.

“By maintaining our DMAI accreditation, we are demonstrating that our organization meets the highest professional standards in sales, marketing, and communications for a Destination Marketing Organization,” said Mary Smith, HHRVB President. “This accreditation gives us an immediate competitive advantage when we are representing this region as a premiere travel destination to meeting and event planners, group tour operators, sporting event producers, and travel media.”

DMAI 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.

“We congratulate our Partners in Tourism at the HHRVB for retaining this rare and highly coveted recognition from the tourism industry’s top internationally recognized professional association,” said Jeff Haste, Dauphin County Commissioner. “Our county’s extraordinary tourism efforts remain in very rare company with only 180 DMOs worldwide earning this official accreditation since the program began in 2007.”

“By successfully renewing their DMAP accreditation, the Hershey Harrisburg Regional Visitors Bureau has maintained their commitment to quality programs and services,” said Jack Wert, DMAP Board Chair. “DMAI accreditation communicates to the bureau’s Partners, community leaders, and industry stakeholders that HHRVB has attained a measure of excellence assuring that their trust is well placed and their business is in good hands.”

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### **About the Hershey Harrisburg Regional Visitors Bureau (HHRVB)**

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The Hershey Harrisburg Regional Visitors Bureau (HHRVB) is the official non-profit partnership-based Destination Marketing Organization (DMO) serving Pennsylvania's Dauphin and Perry counties. This Destination Marketing Association International ([DMAI](#)) accredited organization is committed to actively marketing the region locally, domestically, and internationally to leisure and business travelers; meeting & convention planners; sporting event producers; and group tour leaders. For more information go to [VisitHersheyHarrisburg.org](http://VisitHersheyHarrisburg.org), or call 877-727-8573.

### **About Destination Marketing Accreditation International (DMAI)**

DMAI is the global trade association for official destination marketing organizations (DMOs) with over 600 official DMO members representing more than 4,100 employees in over 15 countries and more than \$2 billion in annual budgets collectively. DMAI protects and advances the success of destination marketing worldwide and provides members with information, resources, research, networking opportunities, professional development, and certification programs. DMAI is open to all official DMOs recognized by their respective governments from the smallest town to the largest country, including convention and visitor bureaus, regional tourism boards, state tourism offices and provincial tourism offices and national tourism boards. DMAI is committed to the following core values: Innovation, Transparency, Responsiveness and Inclusiveness.

### **About Destination Marketing Accreditation Program (DMAP)**

DMAP's globally recognized accreditation serves as a visible industry distinction that defines quality and performance standards in destination marketing and management. Achieving DMAP accreditation positions a DMO as a valued and respected organization in your community and increases your credibility among stakeholders. To see more about this program, visit the following site:

<http://www.destinationmarketing.org/topics/destination-marketing-accreditation-program#sthash.N25lwAou.dpuf>