



# NEWS RELEASE

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## **Greater Lansing Convention & Visitors Bureau First in State to Achieve Destination Marketing Accreditation**

**LANSING, Mich.** – The Greater Lansing Convention and Visitors Bureau (GLCVB) is pleased to announce that it has been awarded accreditation from the Destination Marketing Accreditation Program (DMAP). The GLCVB is the first CVB in the State to receive this esteemed designation. DMAP is an international accreditation program developed by the Washington, D.C. 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 the highest measure of excellence.

“The GLCVB is honored to receive the Destination Marketing Accreditation from DMAI,” said W. Lee Hladki, President of the GLCVB. “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.”

“By applying for and receiving DMAP accreditation, the GLCVB has demonstrated a commitment to quality programs and services, said Barry Biggar, CDME, DMAP Board Chair. “Earning DMAP accreditation tells the Greater Lansing community and potential visitors that your DMO has attained a measure of excellence assuring that their trust is well placed and their business in good hands.”

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## **GLCVB Achieves Destination Marketing Accreditation CONT.**

The GLCVB has been a driving force for tourism for nearly 50 years and is committed to marketing the Greater Lansing area as a destination for leisure travelers and convention business of all kinds.

DMAP's 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. For additional information on DMAP visit [www.destinationmarketing.org](http://www.destinationmarketing.org).

*The Greater Lansing Convention & Visitors Bureau seeks to positively impact the economic well being of the Greater Lansing area by marketing the entire region as a desirable convention and tourism destination.*

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