



NEWS RELEASE

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Greater Lansing Convention & Visitors Bureau Retains Exclusive DMAI Accreditation

LANSING, Mich. -- The Greater Lansing Convention and Visitors Bureau (GLCVB) is pleased to announce that it has successfully achieved re-accreditation from the Destination Marketing Accreditation Program (DMAP). The GLCVB was the first CVB in the State to receive this esteemed designation back in 2007. DMAP is an international accreditation program developed by the Washington, D.C. based Destination Marketing Association International (DMAI). By holding 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.

“It was very important for the GLCVB to retain the Destination Marketing Accreditation from DMAI,” said Jack Schripsema, President of the GLCVB. “We are honored to be recognized in the destination marketing community for providing outstanding services in accordance with international standards and benchmarks in this field.”

“By successfully completing the reaccreditation process, the GLCVB has demonstrated a commitment to quality programs and services,” said Michael D. Gehrisch, President & CEO of DMAI. “DMAP accreditation tells the Greater Lansing community and potential visitors that your DMO has attained an exclusive and well-respected measure of excellence.”

For questions about DMAI, DMAP or the GLCVB accreditation please contact Michael Zumbaugh at 517-377-1403 or mzumbaugh@lansing.org.

The mission of the Greater Lansing Convention & Visitors Bureau is to positively impact the area's economy by marketing the region as a travel destination.

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