

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## RACVB Receives Destination Marketing Accreditation

**FOR IMMEDIATE RELEASE**

**April 7, 2009**

**ROCKFORD, IL** — The Rockford Area Convention & Visitors Bureau 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). That's the world's largest association of destination marketing organizations. In earning the accreditation, the RACVB communicates to the community and potential visitors that it has attained a significant measure of excellence and that it meets the DMAI's Organizational Code of Ethics. There are only about 85 accredited destination marketing organizations world-wide, and only three others in Illinois. It puts the RACVB in the same league as the Atlanta CVB, Las Vegas and Orlando.

"The RACVB is honored to receive the Destination Marketing Accreditation from DMAP," said Amy Trimble, Interim CEO and Chief Operations Officer. "This designation will allow the RACVB to be more competitive in attracting meetings and conferences to the area."

DMAP accreditation standards cover a wide variety of topics, including governance, visitor services, sales, communications, destination development, and innovation. Organizations are required to present copies of strategic plans, examples of market research and intelligence, and proof of brand management.

"By applying for and receiving DMAP accreditation, the RACVB has demonstrated a commitment to quality programs and services," said Christine Shimasaki, CDME, DMAP Board Chair. "Earning DMAP accreditation tells the Rockford Region and potential visitors that your destination marketing organization has attained a measure of excellence, assuring that their trust is well-placed and their business in good hands."

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).

RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. The RACVB adds wealth to the region's economy by investing in marketing programs that grow tourism.

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### **FOR MORE INFORMATION:**

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