

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Earns Prestigious Industry Accreditation *One of Only 180 in Nation to Receive Designation*

FOR IMMEDIATE RELEASE

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ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau has been re-accredited as meeting the highest standards in destination marketing and management, as determined by the Destination Marketing Accreditation Program. RACVB was first accredited by DMAP in 2009.

In maintaining accreditation, destination marketing organizations (DMOs) communicate to their community, buyers and potential visitors that their DMO demonstrates a significant measure of excellence in destination management and marketing. DMAP is an international accreditation program developed by the Washington, DC based Destination Marketing Association International.

“RACVB is honored to receive the Destination Marketing Accreditation renewal from DMAP,” said John Groh, RACVB President/CEO. “We are very pleased to continue to be recognized as providing outstanding services in accordance with international standards and benchmarks set by the destination marketing community.”

RACVB was first accredited in 2009 because of its proven innovative practices and commitment to growing economic development through tourism. RACVB is one of only 180 Convention and Visitor Bureaus that have met these standards, out of more than 1,500 CVBs in the US alone.

“By successfully renewing their DMAP accreditation, RACVB has maintained its commitment to quality programs and services. DMAP accreditation communicates to community stakeholders and potential visitors that RACVB has attained a measure of excellence assuring that their trust is well placed and their business is in good hands,” said Jack Wert, DMAP Board Chair.

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 management and marketing. For additional information on DMAP visit www.destinationmarketing.org.

The Rockford Area Convention & Visitors Bureau is a private, non-profit organization that champions efforts to promote and further develop the Rockford Region as an overnight visitor destination. RACVB generates positive economic impact for the community through investments in tourism marketing, sales, promotion and advocacy. www.gorockford.com

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FOR MORE INFORMATION:

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