



NEWS RELEASE

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Greater Lansing Convention & Visitors Bureau Achieves Re-Accreditation in Destination Management & Marketing

LANSING, Mich. – The Greater Lansing Convention and Visitors Bureau (GLCVB) is pleased to announce that it has been awarded re-accreditation from the Destination Marketing Accreditation Program (DMAP). **The GLCVB is the first CVB in Michigan to successfully renew this esteemed designation.** DMAP is an international accreditation program developed by the Washington, D.C. based Destination Marketing Association International (DMAI). In retaining the DMAP accreditation, destination marketing organizations (DMOs) communicate to their community, buyers and potential visitors that their DMO has attained the highest possible measure of excellence.

“The GLCVB is honored to receive re-accreditation from DMAI,” said Jack Schripsema, President and CEO 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.”

“DMAP accreditation requires DMOs like the Greater Lansing Michigan CVB to truly evaluate and define not only their policies and procedures, but also determine their guiding principles with the ultimate goal of building a sense of pride in within the community when a DMO meets the highest standards in the industry,” said Virginia J. Haley, CDME, DMAP Board Chair.

The GLCVB joins the ranks of over 200 DMOs who have obtained DMAP recognition that demonstrate compliance across 16 disciplines, composed of 53 mandatory standards and is globally recognized by the destination marketing industry as the highest achievement in destination excellence. For additional information on DMAP visit www.destinationmarketing.org.

The GLCVB has been a driving force for tourism for over 50 years and is committed to marketing the Greater Lansing area as a destination for leisure travelers and convention business of all kinds. For more information about the GLCVB visit www.lansing.org.

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