



Media Contact:

Tracie McPherson
Visit Omaha
Director of Communications
(402) 444-3607
tmcpherson@visitomaha.com

Visit Omaha Earns Tourism Badge of Honor

OMAHA, NE. July 17, 2017 – Visit Omaha makes the grade and joins a prestigious group honored in Canada at the Destinations International Conference. Visit Omaha was honored for earning its official accreditation by the Destination Marketing Accreditation Program (DMAP). The process is a comprehensive review of a Destination Marketing Organization's (DMO) business procedures and accountability.

“The DMAP accreditation is one more way that Visit Omaha can confidently convey to meeting planners and potential visitors a commitment to quality practices,” said Keith Backsen, Executive Director for Visit Omaha. “Receiving this endorsement means Visit Omaha’s policies, procedures and practices meet the highest standards in the industry.”

Becoming accredited is a rigorous process that includes a panel of experts judging the organization on 93 different aspects of how it conducts business. According to Destinations International, the industry organization for DMOs across the world, “Accreditation is not just a piece of paper. The accreditation seal illustrates that a destination marketing organization is committed to industry excellence and to raising the performance and accountability of DMOs around the world.”

During the Destinations International conference in Canada, Visit Omaha was one of eight DMOs to receive the DMAP accreditation. Currently there are total 4,700 Destination International members and partners in approximately 15 countries, 200 have their DMAP accreditation.

See photos attached.

Visit Omaha, also known as the Omaha Convention & Visitors Bureau, is the official tourism authority for the City of Omaha.

###