

FOR IMMEDIATE RELEASE
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Contact: Ryan Smith
rsmith@visitraleigh.com
(919) 645-2676

Greater Raleigh Convention and Visitors Bureau Achieves Destination Marketing Accreditation

(Raleigh, NC) – The Greater Raleigh Convention and Visitors Bureau (GRCVB) announced today that it has been awarded accreditation from the Destination Marketing Association Program (DMAP). DMAP is an international accreditation program developed by the Washington, DC based Destination Marketing Association International (DMAI). In earning the DMAP accreditation, destination marketing organizations (DMOs) communicate to their community, buyers, and potential visitors that their DMO has attained a significant measure of excellence.

“The GRCVB is honored to receive the Destination Marketing Accreditation from DMAP,” said Dennis Edwards, President and CEO of GRCVB. “We are delighted to be recognized in the destination marketing community for providing outstanding services in accordance with international standards and benchmarks in this field.”

“By applying for and receiving DMAP accreditation, the GRCVB has demonstrated a commitment to quality programs and services, said Diana Lawson, FCDME, DMAP Board Chair. “We are proud to recognize the Greater Raleigh Convention & Visitors Bureau for their achievement. The Greater Raleigh CVB’s operations and business practices have conformed to 16 domains ranging from governance to sales to innovation. Their accreditation underscores their dedication to providing exceptional leadership and commitment to the professionalism of DMOs across the globe.”

The Greater Raleigh Convention and Visitors Bureau, as the official destination and marketing organization of Raleigh and Wake County, accelerates sustainable economic growth and development by increasing visitor and convention business. Through its website www.visitRaleigh.com and other tools, the GRCVB assist local visitors in a variety of ways.

DMAP accreditation standards cover a wide variety of topics including governance, finance, management, human resources, technology, visitor 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 marketing. 115 DMOs are now accredited. For additional information on DMAP visit www.destinationmarketing.org.