



GREAT LAKES BAY REGIONAL CONVENTION & VISITORS BUREAU

The Great Lakes Bay Regional CVB Receives DMAP Designation at Destinations International's Annual Convention

FOR IMMEDIATE PRESS RELEASE

The Great Lakes Bay Regional CVB was awarded with the Destination Marketing Accreditation Program (DMAP) seal by Destinations International in recognition of the organization's commitment to industry excellence and meeting the industry standard for performance and accountability of destination organizations around the world.

"By achieving DMAP accreditation, these destination organizations have demonstrated that they have developed strategies for the direction of their destination and e policies and procedures to safeguard the use of public dollars," said David Holder, CDME, DMAP Chair and Vice President – Tourism of JLL - Hospitality and Tourism Group.

"We are pleased to have the Great Lakes Bay Regional CVB join our distinguished group of professionals," said Don Welsh, President and CEO of Destinations International. "The industry distinction defines quality and performance standards for destination organizations and I look forward to welcoming them to the DMAP community."

The accreditation program requires a destination organization to successfully comply with a multitude of mandatory and voluntary standards that span a variety of performance areas to gain this momentous achievement. The standards cover nearly all aspects related to the management and marketing of destination organizations including governance, finance, human resources, sales, communications, destination development and research. The Great Lakes Bay Regional CVB joins the ranks of over 200 destination organizations who have obtained DMAP recognition.

About Destinations International:

Destinations International (formerly Destination Marketing Association International) is the world's largest resource for official destination organizations, convention and visitors bureaus (CVBs) and tourism boards. Destinations International is about serving destination marketing professionals first and foremost. Together with more than 4,700 members and partners from nearly 600 destinations in approximately 15 countries, Destinations International represents a powerful forward-thinking, collaborative association; exchanging bold ideas, connecting innovative people and elevating tourism to its highest potential. For more information, visit www.destinationsinternational.org.

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