



FOR IMMEDIATE RELEASE

AUGUST 5, 2019

Rhaneé Palma Receives Destination Management Executive Designation

(Oakland, CA) – Rhaneé Palma, CDME, VP of Sales and Services of Visit Oakland has earned the Certified Destination Management Executive (CDME) designation, the only integrated executive program specifically designed for the destination management industry. The focus of the program is on vision, leadership, productivity and the implementation of business strategies.

The CDME designation is the tourism industry's highest individual educational achievement. The program is designed to better prepare senior destination organization professionals to become more effective organizational and community leaders and to identify and respond to the constant change and increasing competition in the industry.

"Congratulations to those who have earned their CDME credential, the tourism industry's highest individual achievement." said Don Welsh, President and CEO of Destinations International. "These leaders are now equipped with the knowledge needed to adapt to and manage the increasing change and competition facing our industry."

"The communities that we serve can't afford to stand still, and neither can we as destination leaders," said Maura Gast, Executive Director of the Irving Convention and Visitors Bureau and the CDME Board Chair. "The CDME program pushes us to 'think beyond our mandate and act beyond our tenure' and to see our roles in our communities' viability as something much bigger, and something much more integral to the community fabric."

"Rhaneé Palma is an integral leader of Visit Oakland, and we are very proud of her CDME accomplishment," says Mark Everton, CEO of Visit Oakland. "With this credential, Rhaneé will bring new skills to our organization and continue making a positive economic impact to the Oakland community."

For more information about CDME or Destinations International, visit www.destinationsinternational.org.

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About Destinations International

Destinations 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.

ABOUT VISIT OAKLAND

Visit Oakland is a private, not-for-profit, 501(c)(6) organization, with an elected board of directors and full time staff whose goal is to increase tourism's economic impact to Oakland through destination development and brand management. For more information, visit visitoakland.com.

CONTACT

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