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## DUPAGE CONVENTION & VISITORS BUREAU RECEIVES PREMIER INDUSTRY DESIGNATION

*Beth Marchetti Accepts Official Recognition at Destinations International's Annual Convention*

**OAK BROOK, IL** — The DuPage Convention & Visitors Bureau (DCVB) was awarded with the Destination Marketing Accreditation Program (DMAP) certification 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.

Destinations International is the official association for destination organizations, convention and visitors' bureaus (CVBs) and tourism boards across the globe. By achieving DMAP accreditation, the DCVB has demonstrated that it has developed strategies for the direction of the destination and the policies and procedures to safeguard the use of public dollars.

"We are pleased to have Beth and the DuPage CVB join our distinguished group of professionals," said Don Welsh, President and CEO of Destinations International. "I was fortunate to work with Beth and her team during my five years as CEO of Choose Chicago and I know first-hand, what a visionary and stellar proponent she is for the DuPage tourism industry. This distinction is well-deserved as it defines the quality and performance standards for destination organizations. I am thrilled to have the DuPage CVB join 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 DuPage CVB joins the ranks of over 200 destination organizations who have obtained DMAP recognition, and is among nine accredited destination organizations in Illinois.

"The DuPage CVB continues to develop new initiatives that are critical to the growth and prosperity of DuPage's visitor industry," said Marchetti. "Through the impact of travel, the DCVB helps strengthen the County by creating economic, cultural and personal opportunities for its nearly one million residents and hundreds of businesses. Our efforts are focused on doing more. What we do is tied closely to economic development, and what we do at any given point and time is purely for the future of DuPage County."

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*The DuPage CVB was among 15 destination organizations to receive the DMAP certification. Abilene Convention and Visitors Bureau; Aspen Chamber Resort Association; Boulder Convention and Visitors Bureau; Chester County Conference and Visitors Bureau; Cincinnati USA Convention and Visitors Bureau; Destination El Paso; DuPage Convention and Visitors Bureau; Discover Flagstaff; Gaston County Travel and Tourism (Go Gaston); Tourism Whistler; Visit Casper; Visit South Bend Mishawaka; Visit Tampa Bay; Visit Tuolumne County; Waterloo Regional Tourism Marketing Corporation.*

**ABOUT THE DUPAGE CONVENTION & VISITORS BUREAU**

The DuPage Convention & Visitors Bureau (DCVB) is the official destination marketing organization for DuPage County, Illinois' second largest County comprised of 38 communities. The DCVB works in partnership with community business and civic leaders to maximize travel and tourism opportunities which ultimately contribute to the economic vitality of the County and its residents. For more information, visit [www.discoverdupage.com](http://www.discoverdupage.com).