



**FOR IMMEDIATE RELEASE**

**AUGUST 22, 2019**

**Visit Oakland Receives DMAP Designation at Destinations International's Annual Convention**

**OAKLAND (AUG. 22, 2019) – Visit Oakland** 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.

"Destination accreditation provides a visible differentiator for these special organizations as an independent review board assessed their specific operations, leadership and policies to determine that they meet or exceed the standards of the industry," said David Holder, Vice President – Tourism of JLL - Hospitality and Tourism Group.

"We are pleased to have Visit Oakland 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. Visit Oakland joins the ranks of over 200 destination organizations who have obtained DMAP recognition.

"We are honored to be recognized with the Destination Marketing Accreditation Program (DMAP) designation," says Mark Everton, CEO of Visit Oakland. "With this accreditation, Visit Oakland will continue its commitment to industry excellence, and making a positive economic impact for the Oakland community."

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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](http://www.destinationsinternational.org).

**ABOUT VISIT OAKLAND**

Visit Oakland is a non-profit organization marketing Oakland, California as a travel destination. Visit Oakland offers a wide variety of complimentary services and materials for travelers interested in visiting Oakland. For more information, check out [www.visitoakland.com](http://www.visitoakland.com). Want to share the Oakland love with the world? Follow @visitoakland on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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