



For Immediate Release

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Dublin CVB Achieves International Accreditation

Distinction emphasizes DCVB's significant measure of excellence among CVBs worldwide

DUBLIN, OHIO – The Dublin Convention & Visitors Bureau announced today that it has been accredited by the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by the Destination Marketing Association International (DMAI). In earning the DMAP accreditation, convention and visitors bureaus communicate to their community, buyers and potential visitors that their CVB has attained a significant measure of excellence.

According to DMAI, only 205 convention and visitors bureaus worldwide have received the Destination Marketing Accreditation. Organizations are required to successfully complete a rigorous application process, requiring evidence of compliance with 93 standards, which cover a broad range of topics including governance, finance, technology, brand management, destination development, innovation, research/market intelligence and more. Experience Columbus, Positively Cleveland, Warren County and Butler County are the only other Ohio CVBs to receive the distinction.

“By applying for and receiving DMAP accreditation, the Dublin Convention & Visitors Bureau has demonstrated a commitment to quality programs and services,” said Jack Wert, CDME, DMAP Board Chair. “Earning DMAP accreditation tells the Dublin community and potential visitors that your DMO has attained a measure of excellence assuring that their trust is well placed and their business in good hands.”

“The Dublin Convention & Visitors Bureau is honored to receive the Destination Marketing Accreditation,” said Sondra Kowaluk, Board President for the Dublin Convention & Visitors Bureau. “We are very pleased to be recognized in the destination marketing community for providing outstanding services in accordance with international standards and benchmarks in this field.”

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The Dublin Convention & Visitors Bureau is a private, non-profit organization with the mission of identifying and pursuing opportunities to attract, service, and retain overnight visitors to the City of Dublin.