

Destination Marketing Accreditation Program



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Overview

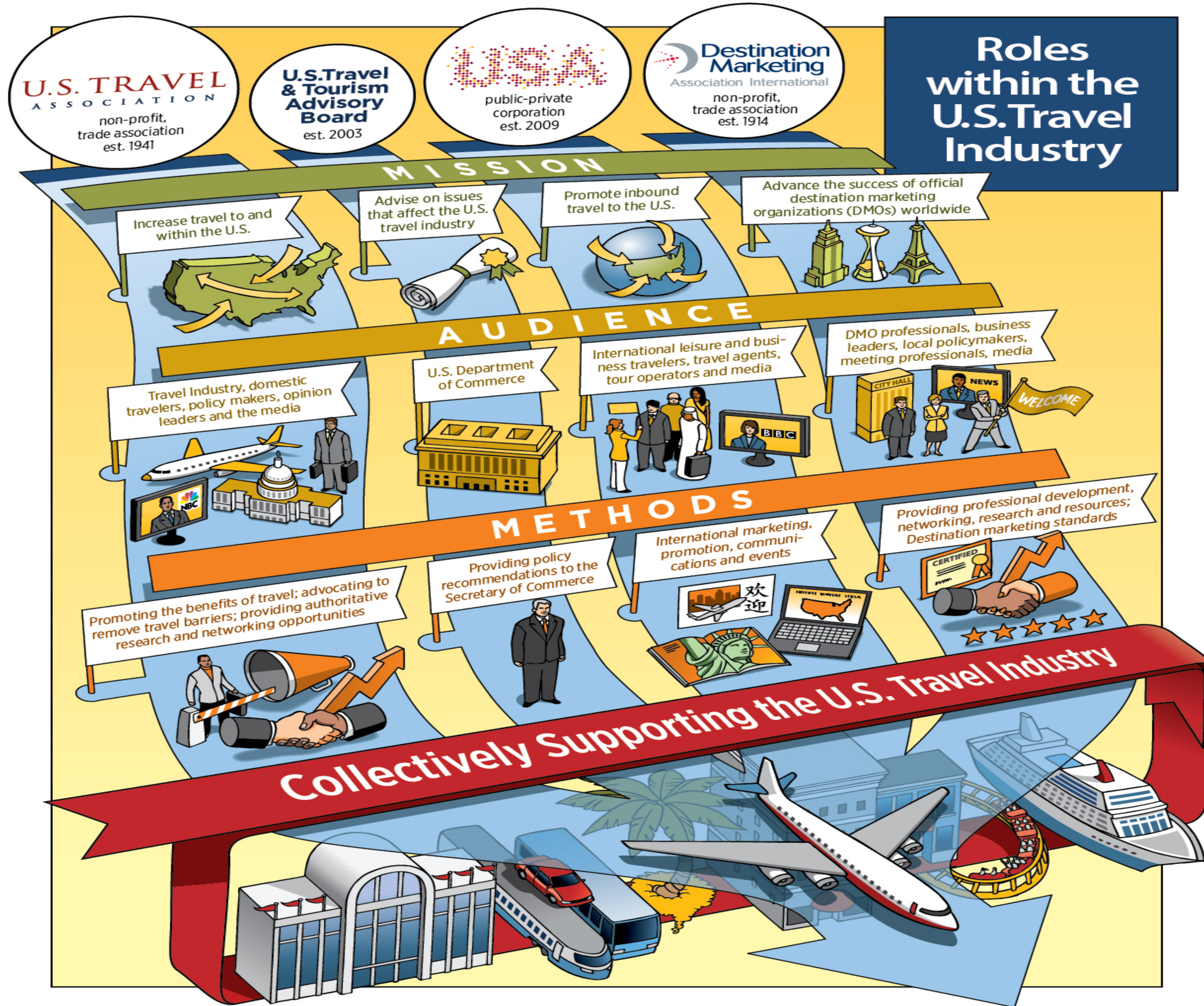
- US Travel Industry Overview
- Destination Marketing Association International
- Destination Marketing Organizations
- Destination Marketing Accreditation Program (DMAP)
- Questions

A Mature Industry with a

Years of accomplishments



US Travel Industry Organizations



Destination Marketing Association International

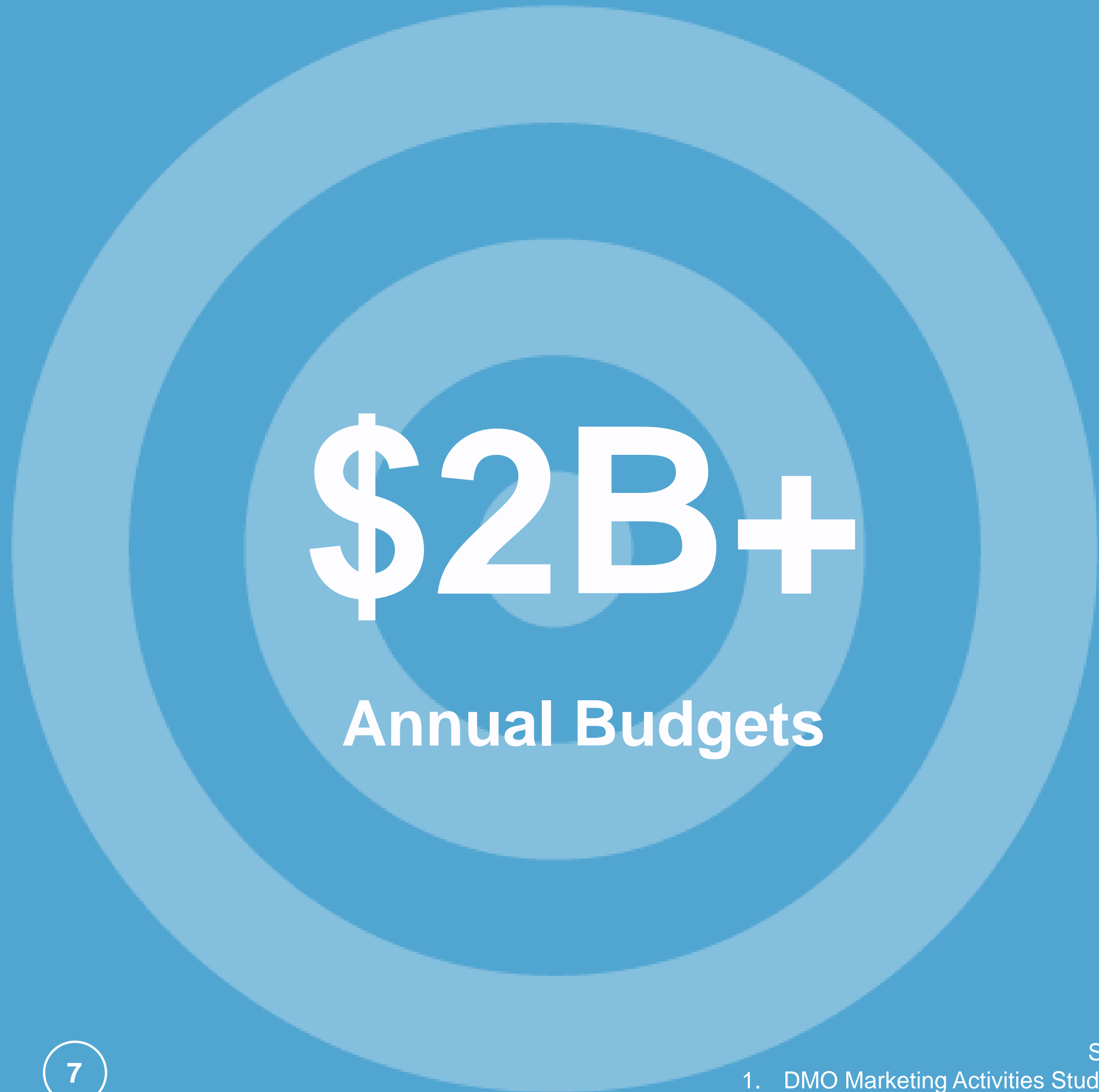
DMAI

**Protect and advance the success of
destination marketing worldwide**

700

**Destination
Marketing
Member
Organizations**

Within 16 Countries



\$2B+

Annual Budgets

DMOs by Other Names

Convention & Visitors Bureau

Department of Tourism

Ministry of Tourism

National Tourism Organizations

National Tourist Board

Office of Travel and Tourism

Regional Tourism Commission

DMOs at a Glance

MARKET & SELL
TO VISITORS

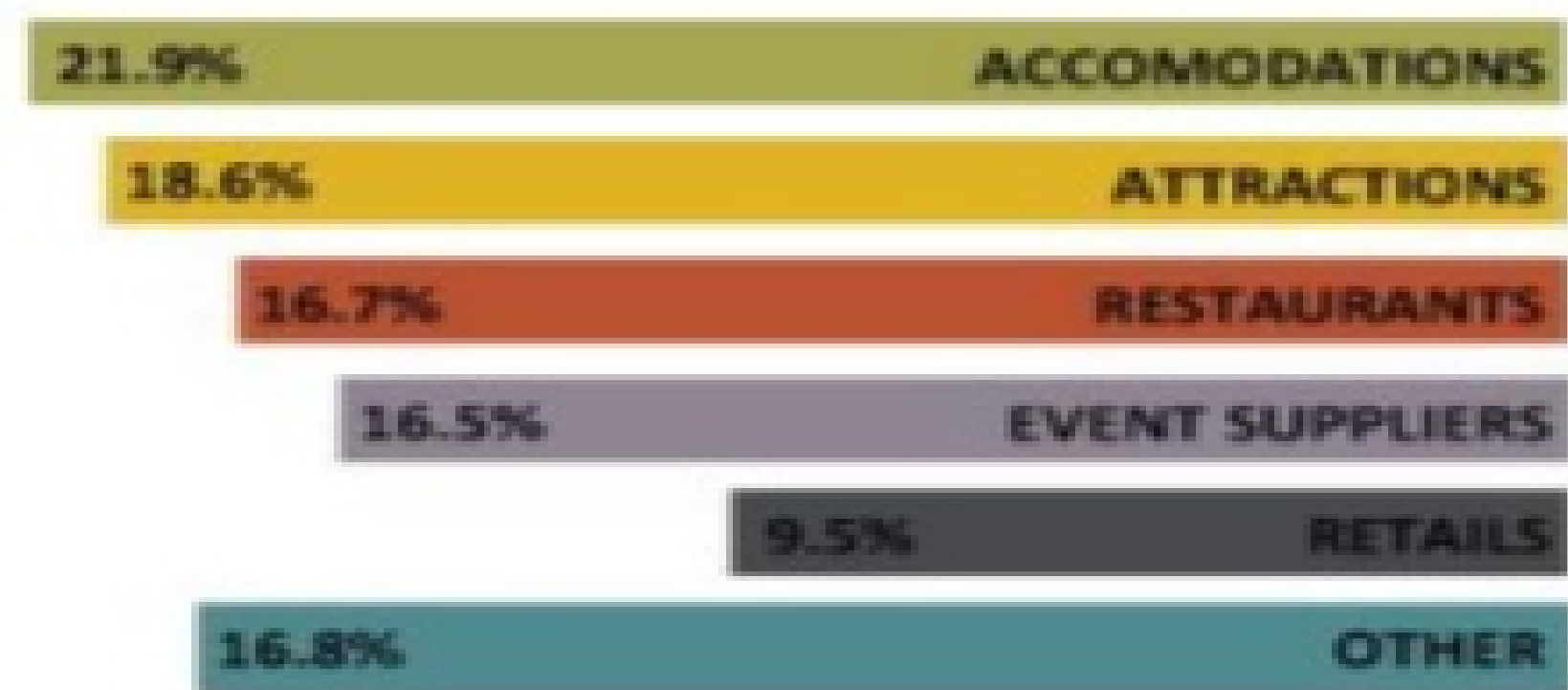
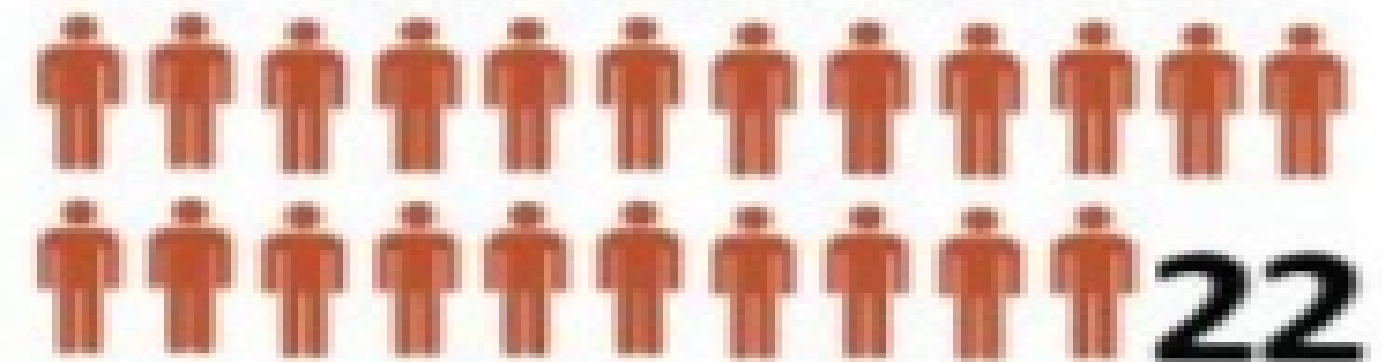
INFORM &
ADVISE VISITORS

DEVELOP
DESTINATION

DELIVER SERVICES
TO VISITORS



AVERAGE STAFF



DMAI Industry Resources



Destination Marketing Accreditation Program



What is **DMAP**?

- Independent international accreditation program
- Establish industry accreditation standards
- Evaluate compliance with the standards
- Recognize programs which demonstrate compliance



Vision & Mission

DMAP Vision...

To be recognized as the best destination marketing accreditation program in the world through a framework of best practices that effectively serve its professionalism, industry, customers, destinations, and society.

DMAP Mission...

To offer an international standard of excellence and consistency of performance for all DMO's and to enhance the professionalism of DMO's and their staff in order to become the most valued and respected organizations in their destinations.

DMAP Eligibility Requirements

- A legal DMO organization or an entity of;
- An entity created primarily to market a destination;
- Two or more years of experience marketing a destination;
- Official highest governing entity authorized to provide destination marketing for the jurisdiction;
- Willing to abide by the DMAP Organizational Code of Ethics.

Why **D**MOs Get Accredited?

- Defines quality and performance standards in destination marketing
- Enhances the professionalism of DMO staff
- Positions the DMO as a valued and respected organization in their communities
- Network of Accredited DMOs



16 Domains Covered

Governance

Finance

Human Resources

Technology

Marketing

Visitor Services

Group Services

Sales

Communications

Membership

Management & Facilities

Brand Management

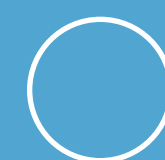
Destination Development

Research/

Market Intelligence

Innovation

Stakeholder Relationships



Governance

This domains relates the following:

- Entity Structure
- Governing Authority
- Leadership
- Purpose and Scope
- Planning and Development
- Strategic Objectives

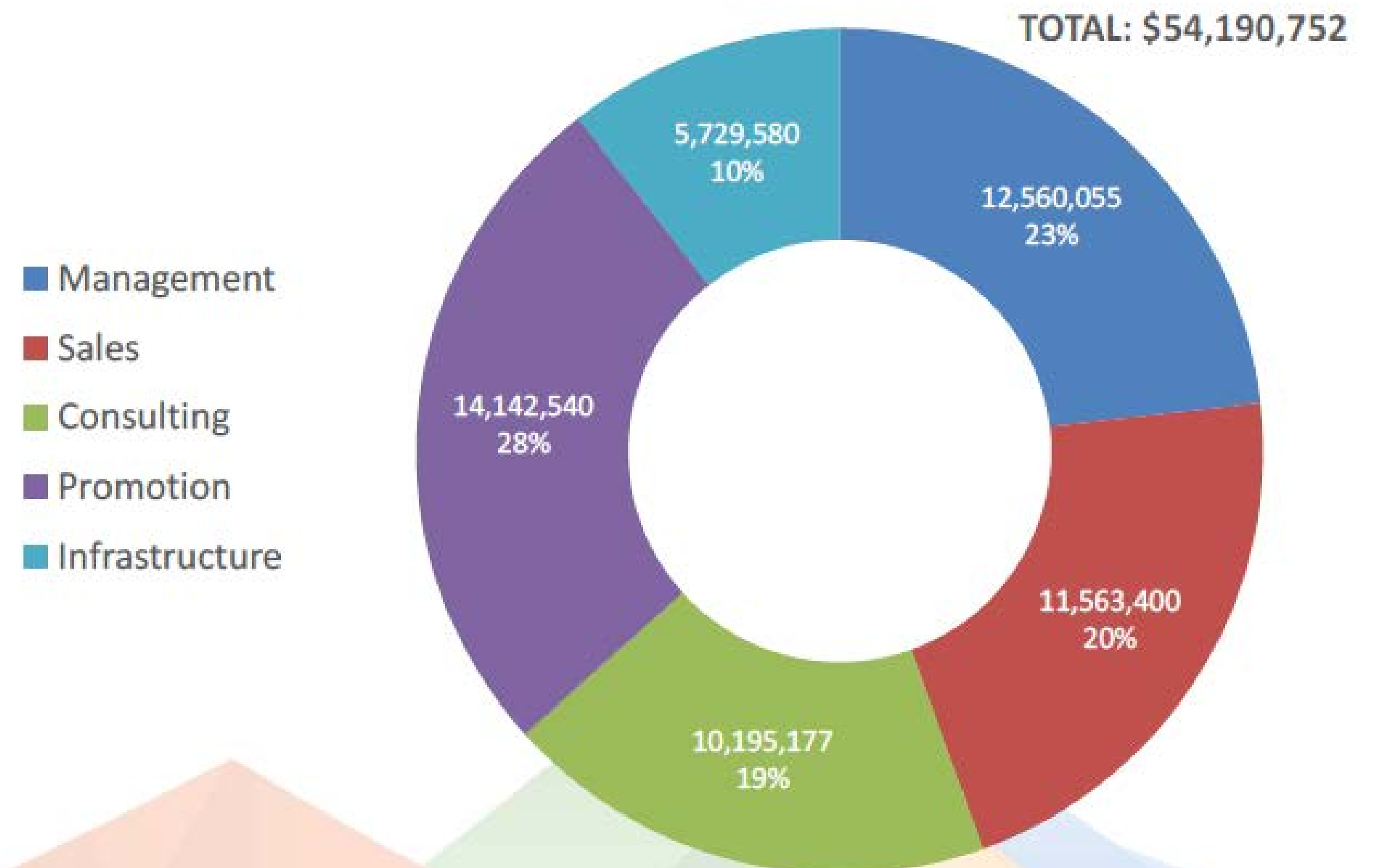


Finance

This domains relates the following:

- Financial Management
- Policies and Procedures
- Budget Allocation
- Fiscal Responsibility/Oversight

BUDGET 2013



Marketing

This domains relates the following:

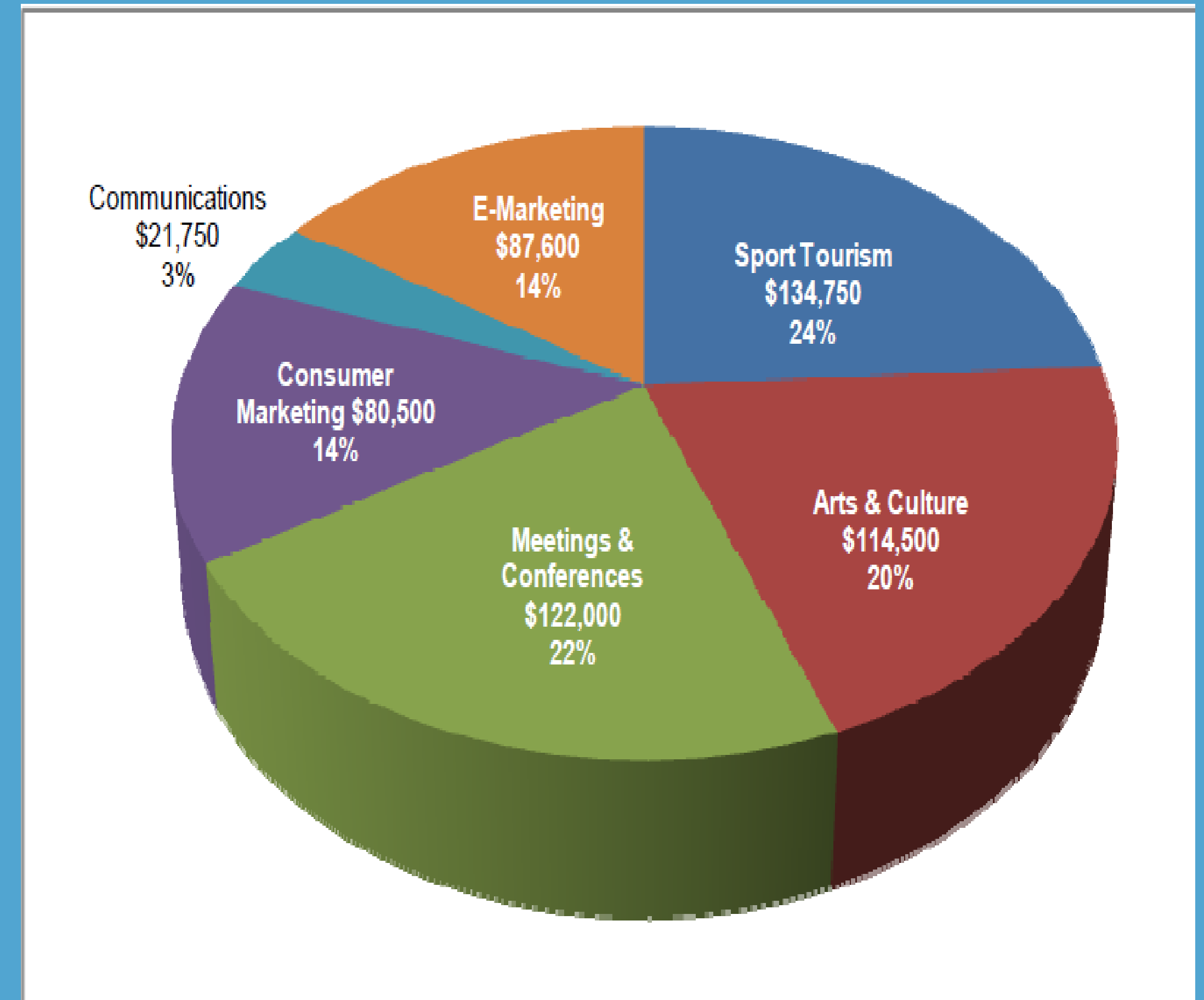
- Key Market Segments
- Destination Promotions
- Communication Strategies
- Performance Measurements/Tracking
- Budget Allocation



Communications

This domains relates the following:

- Public Relations
- Crisis Planning
- Media Protocols
- Local Stakeholders



Brand Management

This domains relates the following:

- Brand Positioning
- Brand Promise/Statement
- Market Alignment



DMAP Application Process

1. Review Readiness Checklist
2. Complete Intent to Apply Form
3. Receive Log-In to Access Application
4. Submit Application Fee
5. Complete Application

Application Fee: \$2,500 USD

\$1,500 DMAI Members Price*



DMAP Application Cycle

March 1st thru April 30th

Applications must be completed and submitted by April 30th

Newly accredited DMO's are announced in July

August 1st thru September 30th

Applicant applications must be completed and submitted by September 30th

Newly accredited DMO's are announced in December



Thank you



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