

# SARASOTA

— AND HER ISLANDS —

CONVENTION & VISITORS BUREAU

FOR IMMEDIATE RELEASE

June 25, 2010

Contact: Erin Duggan

E-mail: [eduggan@sarasotafl.org](mailto:eduggan@sarasotafl.org)

## SCVB Earns Accreditation

The *Sarasota Convention & Visitors Bureau (SCVB)* has been awarded accreditation from the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by the Washington, DC based Destination Marketing Association International (DMAI). In earning the DMAP accreditation, destination marketing organizations (DMOs) communicate to their community, buyers and potential visitors that their DMO has attained a significant measure of excellence.

"The *SCVB* is honored to receive the Destination Marketing Accreditation from DMAP: said , *Virginia Haley, President* of the *SCVB*. "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."

"By applying for and receiving DMAP accreditation, the *SCVB* has demonstrated a commitment to quality programs and services, said Diana Lawson, FCDME, DMAP Board Chair. "We are proud to recognize these organizations for their achievement. These DMOs' operations and business practices have conformed to 16 domains ranging from governance to sales to innovation. Their accreditation underscores their dedication to providing exceptional leadership and commitment to the professionalism of DMOs across the globe."

DMAP accreditation standards cover a wide variety of topics including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships.

DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing. 115 DMOs are now accredited. For additional information on DMAP visit [www.destinationmarketing.org](http://www.destinationmarketing.org).

The Sarasota Convention & Visitors Bureau leads and supports the tourism industry in Sarasota County by providing the highest quality, and most innovative, marketing programs and promotions to ensure the continued growth of tourism and travel from visitors around the world. It is the mission of the *SCVB* to make Sarasota County a must see destination on the west coast of Florida.

###