

Upper Midwest Convention & Visitors Bureaus

9.19.18



Destinations International:

Together with our members and partners, Destinations International represents a powerful forward-thinking, collaborative association; exchanging bold ideas, connecting innovative people, and elevating tourism to its highest potential.

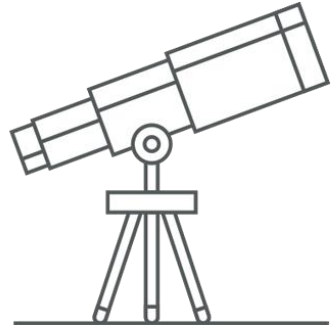


Destinations International Foundation:

The Destinations International Foundation is a nonprofit organization dedicated to empowering destination marketers globally by providing education, research, advocacy and leadership development.

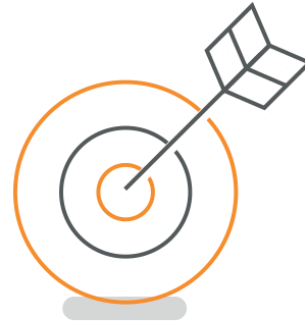


Vision, Mission and Value Proposition



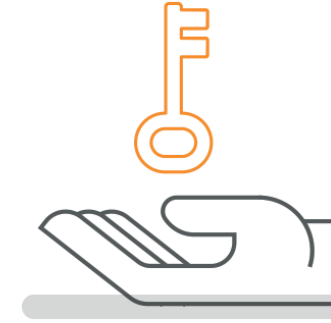
VISION

Our members are essential to the success of destinations worldwide.



MISSION

We empower our members so that their destinations excel.



VALUE PROPOSITION

We inform, connect, inspire and educate our members to drive destination economic impact, job creation, community sustainability and quality of life through travel.

Destinations International Four Pillars



Community

Destinations International is a hub connecting associations and industries to create trusted partnerships invaluable to our members.

Advocacy

Destinations International is the collective voice of destination organizations empowering destinations on issues big and small.

Research

Destinations International is obsessed with what's next for destination management through forward-focused research and relevant data.

Education

Destinations International is the definitive resource for professional development and destination management.



DMAP Mission: To enhance the industry through standards of performance excellence and reinforce the role of the accredited destination organization as an integral and trusted community leader.



DMAP Vision: Accredited destination organizations are committed to continual improvement towards excellence.

DMAP Board



Chair: David Holder, JLL

Vice Chair: Maura Gast, Irving CVB, TX

Immediate Past Chair: Virginia Haley, Visit Sarasota

Tamia Armenta, Visit Albuquerque

Cody Chomiak, Tourism Winnipeg

John Cychol, Ft. Worth CVB

Meredith DaSilva, VISIT FLORIDA

Karen Fisher, Visit Pittsburgh

Mary Hammond, Paducah CVB

Misty Johantgen, Experience Kissimmee

Dennis Johnson, Visit Oklahoma City

Marcus Margenum, Atlanta CVB

Nancy McGehee, Virginia Tech

Julie Saupe, Visit Anchorage

Jose Sotolongo, Miami CVB



The burning question?

Should you complete the Destination Marketing Accreditation Program (DMAP) through Destinations International?

DMAP is living proof that your organization complies with the highest and best standards of destination marketing and management.



“We initially undertook the program to get a better understanding of where we stood as an organization as to best practices. Since that time we (and through subsequent renewals of the process) we have been able to fine tune our operations as a result of DMAP suggestions.

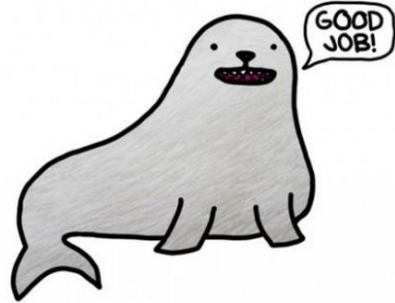
We are now confident that we are working as a “high standards” player in the industry and share it every month by proudly placing our DMAP accreditation logo on our Board of Directors packet front page.”

Bill Malone, *President & CEO*
Park City Chamber/Convention & Visitors Bureau

Benefits of Accreditation



SEAL OF APPROVAL



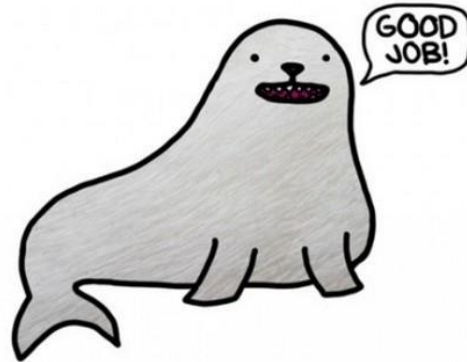
- *Exemplary Citations*
- *Opportunities for Improvement*

“One of the best parts of the accreditation process was getting feedback on standards where the bureau could improve as well as those areas where we were exemplary, defined as a model bureau worthy of imitation.”

Benefits of Accreditation



SEAL OF APPROVAL



- Credibility
- Recognition
- Self-Improvement

“Even if nobody knew we were an accredited bureau, the standards that we meet through the accreditation process are relevant...we are a more professional, effective, and efficient business.”



What is the Destination Marketing Accreditation Program (good for)?



Absolutely Everything!

DMAP is an elite group of just over 200 destination marketing organizations having met the rigorous standards of industry accreditation.

To become accredited, they successfully completed a comprehensive application process, requiring them to provide evidence of compliance with mandatory industry standards for policies, procedures and practices.



Absolutely Everything!

DMAP is an independent global accreditation body and a leader in defining quality and performance issues in destination marketing.

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.



Policies & Procedures

The most successful DMOs use the accreditation process for their entire team and board to review and update their policies

The most successful DMOs use the accreditation process for their entire team and board to review and update their procedures



Housekeeping Items

- Application Dates: moved program to an 'always on' due date.
- Time to set aside to complete a successful application: 4-6 months from start to finish. Review time 1-2 months.
- Selecting a facilitator / CEO level of involvement.

DMAP Task Force



DMAP Board wants destination organizations to successfully complete their application.

DMAP Task Force has been formed, comprised of past Board members and destinations that have completed outstanding accreditation applications.

They can serve as mentors for a destination that may not be sure about starting the process or struggling with their application.

First steps to achievement



Have you registered?

- [Learning Builder URL or short URL](#)

Are you eligible?

- 5 questions to confirm eligibility (part of your registration)

Are you ready?

- 25 item ready checklist you and your staff can review to see what you already have and what might be needed

New Accreditation Standards



- DMAP Board reviews accreditation standards, renewal standards and policies and procedures on a rotating basis every three years.
- New accreditation standards are rolling out October 1, 2018.
- Created an opportunity for “Aspirational Standards” and if a destination can achieve at least 10 of these, they can be accredited with distinction.

So easy



Does your organization have articles of incorporation?

Does your organization have an organizational chart showing clear lines of reporting responsibility?

The DMO maintains a dedicated research line item in its annual budget?

It's so easy



The DMO has developed a strategic plan (in the last three years) and has your governing body approved that plan?
How does that strategic plan tie to your budget?

The DMO maintains job descriptions for all paid positions?

The DMO has a privacy policy covering personal information gathered from consumers?

It's so so easy



Does the destination have a policy when working with meeting planners that allows the leads to be distributed based on the parameters requested by the meeting planner and not a blanket lead?

Do you have a crisis communication plan?

Do you have terms and conditions for membership/partnership and dues with specific categories?



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Thank you!