

FIRST EUROPEAN DESTINATION OBTAIN DMAI ACCREDITATION

Brussels, 14 November 2008 – Destination Marketing Association International (DMAI) is proud to announce the first European Destination Marketing Organisation (DMO), Lille Convention Bureau, to receive the prestigious seal of Destination Marketing Accreditation Programme (DMAP).

Developed by DMAI, the industry-wide accreditation programme is designed to recognise organisations that meet or exceed industry standards. DMAP distinguishes official destination marketing organisations committed to industry excellence.



Charles-Eric Vilain XIII,
Managing Director of the Lille
Convention Bureau
Member of DMAI and Vice-
Chair of DMAI European
Advisory Council

"Being the first accredited European DMO is extremely rewarding for the whole city of Lille, as well as our whole team, as they worked very hard for this," says Charles-Eric Vilain XIII, Managing Director of the Lille Convention Bureau. "The entire process was extremely interesting and useful. We discovered many industry resources, such as DMAI's various measurement tools. The process also solidified the need to be exceptionally professional in our approach toward our clients, as well as toward our stakeholders and partners."

Lille Convention Bureau, along with 12 other DMOs, attained the accreditation status for 2008-2012, some of which were renewed accreditations. Today there are 68 accredited worldwide.

"This application cycle marks an important milestone for the programme," remarks Michael D. Gehrisch, president and CEO of DMAI. "With the accreditation of the Lille Convention Bureau, DMAP accredited DMOs can now be found throughout North America, Canada, and Europe."

"It is a great honour to recognise these organisations for their achievement," remarks Barry Biggar, CDME, the board chair of DMAP and president and CEO of the Visit Fairfax. "These DMOs have demonstrated exceptional leadership in destination marketing. Their accreditation underscores their dedication and commitment to providing outstanding destination marketing services in accordance with international standards and benchmarks in this field."

To become accredited a DMO must successfully complete a rigorous application process, requiring evidence of compliance with 54 mandatory standards and 33 voluntary standards. The standards set by DMAP 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. There are three application cycles per year; each review cycle is limited to 25 applications. The next application deadlines are 31 December 2008, 31 March 2009, and 31 August 2009. For information on DMAP, including a complete list of accredited DMOs, visit www.destinationmarketing.org (keyword: DMAP).

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Destination Marketing Association International (DMAI) is the world's largest and most reliable resource for official destination marketing organisations (DMOs). The organisation is dedicated to improving the effectiveness of over 1,400 professionals from 650 destination marketing organisations in more than 35 countries. DMAI provides members with cutting-edge educational resources, networking opportunities and marketing benefits. With 80 members in Europe, and an expanded operational team, DMAI in Europe is providing increased services to the DMOs community throughout the region. www.destinationmarketing.org