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**Visit Columbus (Columbus Lowndes Convention and Visitors Bureau)
Receives DMAP Designation at Destinations International's Annual
Convention**

Columbus, MS October 16, 2017 – Visit Columbus (Columbus Lowndes Convention and Visitors Bureau) was awarded with the Destination Marketing Accreditation Program (DMAP) seal by Destinations International in recognition of the organization's commitment to industry excellence and meeting the industry standard for performance and accountability of destination organizations around the world.

The accreditation program requires a destination organization to successfully comply with a multitude of mandatory and voluntary standards that span a variety of performance areas to gain this momentous achievement. The standards cover nearly all aspects related to the management and marketing of destination organizations including governance, finance, human resources, sales, communications, destination development and research. Visit Columbus joins the ranks of over 200 destination organizations who have obtained DMAP recognition.

“By achieving DMAP accreditation, these destination organizations have demonstrated that they have developed strategies for their marketing and sales in addition to the policies and procedures to safeguard the use of public dollars,” said Virginia J. Haley, CDME, DMAP Chair and President, Visit Sarasota County.

“We are incredibly proud of receiving this accreditation. This award definitely positions ‘Visit Columbus’ to compete at the highest levels,” added Nancy Carpenter, CDME and CEO of Visit Columbus.

Destinations International

Destinations International (formerly Destination Marketing Association International) is the world’s largest resource for official destination organizations, convention and visitors bureaus (CVBs) and tourism boards. Destinations International is about serving destination marketing professionals first and foremost. Together with more than 4,700 members and partners from nearly 600 destinations in approximately 15 countries, Destinations International represents a powerful forward-thinking, collaborative association; exchanging bold ideas, connecting innovative people and elevating tourism to its highest potential. For more information, visit www.destinationsinternational.org.