

March 18, 2024

Kara Franker  
Chief Executive Officer  
Visit Estes Park

Dear Kara:

On behalf of Destinations International and the Destination Marketing Accreditation Program (DMAP) Board of Directors, it is an honor to inform you that Visit Estes Park has met the rigorous standards for DMAP reaccreditation with distinction.

The Destination Marketing Accreditation Program (DMAP) is an independent global accreditation body and a leader in defining quality and performance issues in destination management. Reaccreditation standards cover a wide variety of competencies including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research and market intelligence, innovation, stakeholder relationships and advocacy.

Achieving DMAP reaccreditation with distinction reaffirms your organization as a valued and respected leader in your community and increases your credibility among stakeholders. It also communicates to the travel and tourism community that your organization has attained a significant measure of excellence. Your commitment to renewing your DMAP accreditation is a testament to the professionalism and effectiveness of your organization.

Congratulations to you and your entire team on this accomplishment.

Sincerely,



Don Welsh  
President & CEO  
Destinations International