



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

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FOR IMMEDIATE RELEASE

## **Visit Estes Park Receives Destination Marketing Accreditation Program (DMAP) Reaccreditation at Destination International's Annual Convention**

**Estes Park, Colorado (July 28, 2017) – Visit Estes Park (VEP)** has announced that at this year's Destination International's Annual Conference in Montreal, Canada earlier this month, they received the Destination Marketing Accreditation Program's (DMAP) Reaccreditation. After program compliance and the submission of a multitude of documents, VEP was reaccredited in recognition of the destination organization's commitment to industry excellence and meeting the industry standard for performance and accountability of a destination marketing organization.

The globally recognized DMAP serves as a visible industry distinction that defines quality and performance standards in destination marketing and management. The accreditation program requires a destination organization to successfully comply with mandatory and voluntary standards that span a variety of performance areas to gain this momentous achievement. The standards cover nearly all aspects related to an organizations management and marketing of a destination including governance, finance, human resources, sales, communications, destination development and research. There are currently 200 DMAP accredited destination marketing organizations worldwide, which is just 4.3% of the Destinations International membership. This indicates just how tremendous this achievement is.

About 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. 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](http://www.destinationsinternational.org).

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