



The globally recognized Destination Marketing Accreditation Program (DMAP) serves as a visible industry distinction that defines quality and performance standards in destination marketing and management.



Each DMAP accredited bureau is required to provide evidence of compliance with more than 90 mandatory and 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.

Below is a list of the standards the Fayetteville Area Convention & Visitor Bureau met to become reaccredited in 2016:

GOVERNANCE

- The DMO or its parent organization has articles of incorporation approved with its government jurisdiction.
- The DMO or its parent organization has bylaws.
- The DMO publishes a vision and mission statement.
- The DMO's governing body shall approve a budget on an annual basis.
- The DMO's governing body shall conduct and annual evaluation of the Chief Executive or Executive Director of the DMO.
- The DMO shall follow the recommended DMAP organization Code of Ethics.
- The DMO shall develop and follow conflict-of-interest policy(ies) in governance and administration.
- The DMO shall develop and maintain a current strategic plan.
- The DMO's governing body receives and reviews periodic financial reports including income and expense statements and a balance sheet.
- The DMO employs or contracts with a Chief Executive or Executive Director with management experience/credentials and/or a background in destination marketing/management.
- The DMO shall utilize a formal (documented) process for the orientation of new governing body members.

FINANCE

- The DMO has established and follows practices and procedures for the control of the financial operation of the organization.
- A formal annual audit is conducted by an independent auditor. (A CPA or a review of financial documents by a CPA may also qualify.)
- The DMO maintains insurance coverage to cover the potential estimated liabilities of its operations and services.
- The DMO's annual budget is linked to the goals of the strategic plan as approved by the DMO's governing body.
- The DMO has appropriate avenues to report and document the misuses of funds to the proper level of management, volunteer leadership or outside sources.
- The DMO adopts and utilizes the DMAI Uniform System of Accounting and Uniform System of Charts.
- The DMO maintains a reserve/contingency fund.
- The DMO develops and follows a capital equipment replacement policy.

HUMAN RESOURCES

- The DMO complies with international/national and state/provincial and local/municipal government labor and employment laws.
- The DMO conducts periodic formal performance reviews of all regular staff.
- The DMO offers a specified program of benefits for employees and these benefits are reviewed by management on a periodic basis.
- The DMO maintains a human resources (personnel) manual.
- The DMO maintains current job descriptions for all paid positions.
- The DMO conducts an orientation program for all new employees.
- The DMO has:
 - a. appropriate avenues for employees to report and document prohibited activities
 - b. a policy that prohibits retaliation against any employee who files a complaint of such or participates in any investigation.
- One or more of the management staff has active (current) credentials in DMO management, association management, closely related disciplines and/or their particular profession.
- The DMO provides formal training and professional development for their regular staff.
- The DMO conducts or participates in periodic compensation studies to determine the competitiveness of salaries.
- The DMO maintains employee relations and communications through regular department/staff meetings, employee recognition and activities.

TECHNOLOGY

- The DMO follows an information technology/network security policy.
- The DMO has a technology plan.
- The DMO is developing an integrated database system.

MARKETING

- The DMO has a comprehensive marketing plan that is consistent with its current budget cycle. The marketing plan includes strategies and goals for key market segments and is updated on a regular basis.
- The DMO maintains a comprehensive website with content aligned with identified requirements of key market segments and a statement demonstrating the alignment of the content.
- The DMO provides printed or digitally updated collateral materials to meet the needs of visitors and/or meeting professional/travel trade.
- The DMO complies with all applicable DMAI Performance Reporting Marketing definitions.
- The DMO has a policy which offers its customers (e.g. convention, planners, travel/tour trade) the option to opt out of communication (e.g. newsletters, news blasts) from the DMO.
- The DMO provides destination information formatted for a mobile platform.

VISITOR SERVICES

- The DMO has procedures to respond to visitor inquiries in a timely manner.
- The DMO provides trained staff with destination and customer service expertise to meet the needs of the leisure market.
- The DMO offers visitor reservations services.
- The DMO offers access to staff and/or resources with multiple language speaking capabilities.
- The DMO has an official Visitor Information Center(s), or mobile Visitor Information Vehicles, Kiosk or Ambassadors.
- The DMO provides training for volunteers.

GROUP SERVICES

- The DMO offers meetings and/or convention services for meeting planners.
- The DMO provides trained staff with destination and customer service expertise to meet the needs of the group market.
- The DMO offers access to staff and/or resources with multiple language speaking capabilities.

SALES

- The DMO has a comprehensive sales plan with specific goals and strategies that is updated every two (2) years and is consistent with the budget cycle.
- The DMO has one (1) or more dedicated sales position(s).
- The DMO complies with applicable DMA performance reporting definitions for convention sales and travel trade.
- The DMO has policy(ies) for and facilitates site/fam inspections, sales (pre-sale) and convention services (post-sale).
- The DMO conducts and/or facilitates a proposal/bid fulfillment process at no charge to the client.
- The DMO maintains a qualified lead distribution and referral system and policy based on customer needs.
- The DMO provides its sales staff continual destination product training opportunities.
- The DMO must have a policy or procedure that offers any convention/event/travel/tour planners the choice to receive or not receive communication from the recipient of DMO leads.
- The DMO solicits continual group/event planner feedback on its sales process.

COMMUNICATIONS

- The DMO maintains an updated crisis communication plan.
- The DMO maintains an updated media/press kit.
- The DMO complies with applicable DMAI Performance Reporting Public Relations definitions.
- The DMO has a written communications strategy.
- The DMO has a written media protocol.

MANAGEMENT AND FACILITIES

- The DMO has a management structure that shows clear lines of reporting responsibility.
- The DMO demonstrates commitment to a process of continuous improvement in the management of the organization.
- The DMO maintains a Business Continuity/Emergency Operations Plan specifying how the organization will respond to emergency situations.
- The DMO has a privacy policy covering personal information gathered from consumers.

BRAND MANAGEMENT

- The DMO demonstrates development of a brand strategy and a brand promise.
- The DMO conducts a periodic brand assessment process.

DESTINATION DEVELOPMENT

- The DMO is actively engaged in leading and participating in the process to improve the destination through product development.

RESEARCH/MARKETING INTELLIGENCE

- The DMO demonstrates a commitment to customer research.
- The DMO maintains a dedicated research line item in its annual budget.
- The DMO uses standard business return on investment (ROI) approaches or DMAI's ROI form to quantify the financial impact on its local community for convention/group and/or leisure travel.

INNOVATION

- The DMO demonstrates recent evidence of innovate practice(s) that improves the operation and/or performance of the organization.

STAKEHOLDER RELATIONSHIPS

- The DMO demonstrates evidence of stakeholder relationships with critical community entities.
- The DMO demonstrates evidence of active involvement that advances the profession.

DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing. For additional information on DMAP visit www.DestinationsInternational.org.