

FOR IMMEDIATE RELEASE  
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**Media Contact: Renée Newman**  
**269.488.9000**  
**RNewman@DiscoverKalamazoo.com**

**Discover Kalamazoo Receives DMAP Designation at Destinations International's  
Annual Convention**

**Kalamazoo, MI** – Discover Kalamazoo 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. Discover Kalamazoo 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.

“Discover Kalamazoo is honored to receive its reaccreditation through the Destination Marketing Accreditation Program,” said Greg Ayers, President & CEO of Discover Kalamazoo. “This distinction validates the outstanding work of our professional team and support of our

volunteer leadership and industry partners. We are very pleased to be recognized in the destination marketing community for our strategic initiatives, policies and procedures in accordance with international standards in the travel and tourism industry

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### **Discover Kalamazoo**

Discover Kalamazoo markets and sells the destination as a distinctive visitor experience to positively impact the county's economy.

### **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](http://www.destinationsinternational.org).