



DESTINATION GREATER VICTORIA RECEIVES DMAP DESIGNATION AT DESTINATIONS INTERNATIONAL'S ANNUAL CONVENTION

VICTORIA, B.C. (July 18, 2024) – Destination Greater Victoria was awarded this week with the Destination Marketing Accreditation Program (DMAP) designation 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.

"We are delighted to have Destination Greater Victoria in our esteemed DMAP community," stated Don Welsh, President and CEO of Destinations International. "The relevance of destination organizations has never been more vital to the economic vitality of the places Destinations International members serve, and this industry accreditation is a benchmark for quality and performance. My gratitude extends to the DMAP Board of Directors for their dedication to our industry and their stewardship of this crucial program."

"We are incredibly proud to receive the DMAP accreditation from Destinations International," said Paul Nursey, CEO of Destination Greater Victoria. "This recognition reflects our commitment to excellence in destination management and marketing, and validates the hard work and dedication of our entire team. This accreditation further inspires us to enhance our strategies in promoting our destination, ensuring Greater Victoria remains a top choice for visitors and a source of pride for our community."

"Accreditation through DMAP underscores the critical role that destination organizations play in their communities," stated Tania Armenta, President & CEO of Visit Albuquerque and chair of the DMAP Board of Directors. "As custodians of their destinations' brands, participation in DMAP underscores a destination organization's adherence to rigorous standards. This commitment is a clear signal to stakeholders that the organization managing the destination brand possesses the necessary infrastructure and expertise to beneficially influence the visitor economy for both tourists and local residents."

For more information about DMAP, visit www.destinationsinternational.org.

About Destinations International:

Destinations International is the world's largest and most reliable resource for destination organizations, convention and visitors bureaus (CVBs) and tourism boards. With more than 8,000 members and partners from over 750 destinations, the association represents a powerful forward-thinking and

collaborative community around the world. For more information, visit www.destinationsinternational.org.

Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) has proudly served as our region's official, not-for-profit destination marketing and management organization for half a century. As we celebrate our 50th anniversary in 2024, we continue to work hand-in-hand with nearly 1,000 businesses and municipalities in Greater Victoria to promote, enhance, and manage our vibrant destination. We look forward to another 50 years of supporting the visitor economy that brings vitality to our region. For more information, visit the Destination Greater Victoria [website](#).

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