



Syracuse Convention & Visitors Bureau  
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FOR IMMEDIATE RELEASE

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## **Syracuse Convention & Visitors Bureau Achieves Destination Marketing Accreditation**

*Bureau is one of three areas in NYS and one of only 101 in the world holding this distinction*

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**Syracuse, NY (January 14, 2010)** – The Syracuse Convention & Visitors Bureau (SCVB) announced today that it has been awarded accreditation from the Destination Marketing Accreditation Program (DMAP) for 2009-2013. The SCVB is one of only three marketing organizations (DMOs) in New York State and one of only 101 DMO's in the world to be accredited.

DMAP is an international accreditation program developed by the Washington, DC based Destination Marketing Association International (DMAI). In earning the DMAP accreditation, DMOs communicate to their community, buyers and potential visitors that their DMO has attained a significant measure of excellence.

"The *Syracuse CVB* is honored to receive the Destination Marketing Accreditation from DMAP," said David Holder, president of the Syracuse Convention & Visitors Bureau. "We know that the seal of accreditation is a brand that our customers and future customers are seeking and we are very pleased to be recognized in the destination marketing community for providing outstanding services in accordance with international standards and benchmarks in this field."

"By applying for and receiving DMAP accreditation, the Syracuse Convention & Visitors Bureau has demonstrated a commitment to quality programs and services, said Diana Lawson, FCDME, DMAP Board Chair. "We are proud to recognize these organizations for their achievement. These DMOs' operations and business practices have conformed to 16 domains ranging from governance to sales to innovation. Their accreditation underscores their dedication to providing exceptional leadership and commitment to the professionalism of DMOs across the globe."

The SCVB is Onondaga County's official marketing organization for tourism related economic development leading the production of over \$776 million in direct visitor spending annually.

DMAP accreditation standards 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.

DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing. DMAP has accredited DMOs throughout the United States (35 states, the District of Columbia and Puerto Rico), Canada, and Europe. For additional information on DMAP visit [www.destinationmarketing.org](http://www.destinationmarketing.org).

For more information, contact Communications Manager Danica Bryant at (315) 470-1903.

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### **About the Syracuse Convention & Visitors Bureau**

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