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## VISIT VACAVILLE RECEIVES DMAP DESIGNATION AT DESTINATION INTERNATIONAL'S ANNUAL CONVENTION

Vacaville, CA, July 23, 2017– Destinations International announced that 22 destination marketing organizations received a Destination Marketing Accreditation Program (DMAP) seal in recognition of their destination organization's commitment to industry excellence and meeting the industry standard for performance and accountability of destination marketing organizations around the world.

*"Although the DMAP accreditation was a very intensive process, we are now able to demonstrate Visit Vacaville's commitment to the highest performance standards," said Visit Vacaville CEO Melyssa Laughlin.*

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.

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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. If you would like more information about this topic, please contact Melyssa Laughlin at 707-450-0500 or by email at [melyssa@visitvacaville.com](mailto:melyssa@visitvacaville.com).