

DESTINATIONS INTERNATIONAL

DMAP

DESTINATION MARKETING
ACCREDITATION PROGRAM

Readiness Checklist for Prospective Accreditation Applicants

The Destination Marketing Accreditation Program (DMAP) Board has developed this checklist to help prospective applicants in assessing their ability to meet DMAP accreditation requirements before submitting their application for review.

Applicants who can confidently answer "yes" to each of the following statements are likely prepared to submit their accreditation application. However, those who answer "no" to any statement should carefully evaluate their ability to comply with these requirements before proceeding with the application process.

Additionally, applicants are encouraged to conduct a thorough review of all current standards, including the DMAP Domains, Standards, and Essential Elements, prior to making a final decision about proceeding with the accreditation process.

Note: Throughout this document, the term "destination organization" is used, which refers to organizations that may also be known as convention and visitor bureaus (CVBs) or tourism bureaus or boards.

Eligibility

- The destination organization is a legal organization or part of a legal organization
- Destination marketing is the primary function of the destination organization
- The destination organization has two or more years of destination marketing experience
- The destination organization is the official highest governing entity authorized to provide destination marketing services for the jurisdiction(s) served
- The destination organization leadership has read and abides by the DMAP Organizational Code of Ethics

Governance and Finance

- The destination organization has a functioning governing body and a chief executive officer
- The destination organization has articles of incorporation, bylaws and operating policies
- The destination organization has a strategic plan with a vision and mission statement
- The destination organization has conflict of interest policies and conducts a formal orientation program for new board members
- The destination organization has written policies for the control of its financial operations
- A formal audit is conducted at least every two years
- The destination organization maintains insurance coverage to cover potential estimated liabilities
- The destination organization has appropriate avenues to report and document the misuse of funds

Human Resources and Technology

- Periodic performance appraisals are conducted for all regular staff
- The destination organization maintains a current Human Resources (Personnel) Manual that complies with all government labor and employment laws for the jurisdiction served
- The destination organization maintains job descriptions for all paid or volunteer positions; a formal orientation is conducted for all new employees
- The destination organization has appropriate avenues for employees to report and document prohibited activities and has a policy that prohibits retaliation against any employee
- Destination organization software capabilities include a data management system
- The destination organization has e-mail and internet usage policy(ies)
- The destination organization follows an information technology/network security policy(ies)
- Periodic data backups are conducted and data is stored externally

Marketing

- The destination organization maintains a comprehensive website
- The destination organization maintains a marketing plan
- The destination organization generates reports on advertising and/or internet activity utilizing *DI Performance Reporting Marketing definitions

Individual and Group Visitor Services

Note: The group standards only apply if these services are provided by the destination organization

- Trained staff are available to meet the needs of both (individual and group) markets
- The destination organization offers meetings and convention services for planners and provides a menu of services for the group market

Sales and Communications

- The destination organization has a comprehensive sales plan and has one or more dedicated sales position(s)
- The destination organization complies with all applicable DI Performance reporting definitions for convention sales and travel trade.
- The destination organization facilitates pre- and post-sale convention services, maintains a lead distribution and referral system
- The destination organization maintains a media/press kit and a crisis communications plan
- The destination organization has a media protocol
- The destination organization complies with all applicable *DI Performance Reporting Public Relations definitions

Membership

Note: These standards only apply if the DESTINATION ORGANIZATION has membership categories

- The destination organization has membership policies and published guidelines for each category
- The destination organization maintains a calendar of membership events
- The destination organization complies with all applicable *DI Performance Reporting Membership definitions

Management and Facilities

- The destination organization has a clear management structure showing lines of reporting responsibility
- The destination organization demonstrates commitment to a process of continuous improvement
- The destination organization has a business continuity/emergency operations plan

Destination Development and Research/Market Intelligence

- The destination organization participates in periodic destination development assessment for infrastructure needs
- The destination organization demonstrates a need for ongoing product enhancement for the destination
- The destination organization demonstrates a commitment to research and conducts research in visitor and inquiry tracking

Stakeholder Relationships

- The destination organization demonstrates stakeholder relationships with key community entities
- The destination organization demonstrates evidence of active involvement that advances the profession

Complete compliance with the Readiness Checklist does not ensure DMAP accreditation. The Readiness Checklist emphasizes key issues for accreditation; it does not include all standards. Accreditation is only granted after an applicant's completed application and supporting materials have been reviewed and it is determined by the DMAP Board, that the destination organization is in compliance with all mandatory requirements.

*See Standard CVB Performance Reporting, A Handbook for CVBs.

Accreditation Costs – Five Year Period

Initial Application Fee

A one-time fee to begin the accreditation process:

- **Members:** \$2,500
- **Non-Members:** \$3,750

Annual Maintenance Fee

Billed each spring (in the same invoice as membership dues for members):

- **Members:** \$750
- **Non-Members:** \$1,150

All accredited destination organizations are required to apply for re-accreditation every five years in order to maintain their accredited status.

**It should be noted that these fees do not include the costs that any individual destination organization might incur in modifying its services or programs to comply with accreditation requirements.*

For detailed information on the DMAP program, visit www.destinationsinternational.org/dmap. If you have questions or need additional information, please email dmap@destinationsinternational.org.