

**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 eligibility 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](#)

## 2025 DMAP STANDARDS

### 1. ORGANIZATIONAL EXCELLENCE

1 - Governance (15 standards)

2 – Stakeholder and Local Community Engagement (4 standards)

3 – Destination Organization Industry Engagement (2 standards)

### II. BUSINESS AND OPERATIONS

4 – Management and Operations (8 standards)

5 – Human Resources (13 standards)

6 – Finance and Funding (8 standards)

7 – Technology (5 standards)

8 – Research and Marketing Intelligence (2 standards)

### III. PROGRAMMING

9 – Brand Management (5 standards)

10 – Marketing (5 standards)

11 – Communications (5 standards)

12 – Sales and Services (12 standards)

13 – Visitor Services (5 standards)

14 – Membership and Partnerships (4 standards)

15 - Destination Development and Sustainability (3 standards)

**Complete compliance with the Readiness Checklist does not ensure DMAP accreditation. Accreditation is only granted after a 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 standards.**

## Accreditation Costs – Five Year Period

### Initial Application Fee

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

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

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

### Reaccreditation Fee (beginning January 1, 2026)

- **Members:** \$1,500
- **Non-Members:** \$2,750

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](http://www.destinationsinternational.org/dmap). If you have questions or need additional information, please email [dmap@destinationsinternational.org](mailto:dmap@destinationsinternational.org).