



Applicant Guide

Since its inception in 2007, DMAP has set the gold standard for professional excellence in the destination marketing and management industry. It is the only accreditation program of its kind that provides independent, third-party verification of a destination organization's commitment to industry best practices, ethical governance, and community stewardship.

The program is an important tool to help demonstrate to funders, community leaders, and other stakeholders that a destination organization meets the highest standard of professionalism and effectiveness by having met established quality standards across core operational areas such as governance, stakeholder and community engagement, industry engagement, operations, board management and technology.

[This guide will walk you through the DMAP application process.](#)

Table of Contents

3	Thinking about Becoming DMAP Accredited?
3	Eligibility
4	The Standards
4	Are You Ready to Apply for DMAP?
5	Meet the DMAP Portal
5	Create an Account in the Portal
5	Submit Intent to Apply
6	Begin the Accreditation Application
8	Complete the Introduction
10	Complete the Accreditation Application
13	Application Review Process
16	Accreditation with Distinction
16	Accreditation Maintenance
17	Reaccreditation
18	FAQs

Thinking about Becoming DMAP Accredited?

We know that sometimes it's not up to you to decide if your DMO is able to participate in the accreditation process. Aside from financial considerations, juggling application prep with the rest of your work can seem challenging, especially if you're on a lean team. That said, making time for organizational growth and recognition can allow you to better support your organization's mission and stakeholders.

Download and Customize this Sample Support Letter for Your DMO Leadership

[Accreditation Program Buy-In & Commitment Letter](#)

Eligibility

To be eligible for DMAP accreditation, an organization must meet the following criteria:

- **Legal Entity:** The destination organization or Convention & Visitors Bureau (CVB) must be a recognized legal entity.
- **Primary Function:** Destination marketing and management must be the organization's core focus.
- **Experience:** The organization must have at least two years of expertise in destination marketing and management.
- **Official Authority:** It must serve as the official governing body authorized to provide destination marketing and management services for its jurisdiction.
- **Commitment to Standards:** The organization must agree to uphold the [DMAP Code of Ethics](#).

Note: The term "DMO" (Destination Marketing Organizations) is used throughout this document; it should be noted that DMAP is geared to organizations that also call themselves convention and visitor bureaus (CVBs) or tourism boards.

The Standards

In 2025, subject matter experts revised the existing DMAP standards to align with current industry trends and priorities, as well as core concepts supporting community shared value, social inclusion, and welcoming environment strategies.

Each standard requires submitting documents and other evidence of compliance. The current 95 standards fall under 15 topic categories. Standards related to sales and group services, visitor services, and membership are optional *only* if your organization does not perform these functions. All other standards are mandatory.

There are also 20 optional Aspirational Standards. The applicant does not need to meet these standards to become accredited but must meet at least 10 of the 20 standards to earn Accreditation with Distinction.

[**Learn All About the Standards & How to Submit Thorough Documentation**](#)

Are You Ready to Apply for DMAP?

Applicants are encouraged to conduct a thorough review of all current DMAP standards prior to making a final decision about proceeding with the accreditation process.

The DMAP Board and staff have developed a checklist to help prospective applicants assess their eligibility to meet DMAP accreditation requirements.

[**Readiness and Preparation Checklist**](#)

Potential applicants should be able to provide positive (yes) responses regarding compliance with each of the standards listed in the checklist. If you cannot respond positively to one or more standards, you should carefully consider developing ways to comply with those statements *before* you apply for accreditation.

Also use this new Readiness and Preparation Checklist to gather and prepare all the documentation you will need for a smooth and successful application process.

Meet the DMAP Portal

The DMAP application is entirely online and housed in our portal, the Learning Builder platform. Bookmark the portal: <https://di.learningbuilder.com/>

Create an Account in the Portal

Go to the [portal](#) and click on the orange button, **Register as a New Organization**.

Only one contact can have a login for the DMAP Platform. This contact is also known as the primary contact. At least one colleague can be designated as alternate contact. All contacts will receive notifications from the DMAP portal.

1. Register for an account
2. Click on **Begin DMAP Application**
3. Click on either of the **Intent to Apply** buttons

Submit Intent to Apply – you will be asked the following questions:

DBA*: *(A DBA ("doing business as") is an official, registered "alias" or trade name for a business that differs from its legal, personal, or corporate name. It is not a separate legal entity but allows owners to operate under a specific brand, open bank accounts, and market products professionally.)*

- Contact Name
- Contact Title
- Destinations International Member: Yes No
- Annual Operating Budget (USD):

\$0 - \$500K | \$500K - \$1M | \$1M - \$2M | \$2M - \$3M | \$3M - \$5M | \$5M - \$15M | \$15M+

- **DMO Type:**
 - Chamber of Commerce
 - For-Profit Corporation
 - Government Entity
 - Independent Not-for-Profit
 - Special Legal Authority
 - Other [*another box opens for a brief explanation – use letters only but no punctuation marks such as semicolons or dashes*]

- - Employees - Full Time
 - Employees - Part Time
 - Is your DMO a legal organization or part of a legal organization? Yes No
 - Is destination marketing the primary function of your DMO? Yes No
 - Has your organization been officially designated as the official DMO by the highest government authority for the jurisdiction served? Yes No
 - Does your DMO have two or more years of destination marketing experience? Yes No
 - Specify the total number of years of destination marketing experience for your DMO. Yes No
 - Is your DMO the highest governing entity authorized to provide destination marketing services for your jurisdiction/area served? Yes No
4. The DMAP Admin will review your Intent to Apply form and either approve it or contact you with questions.
 5. You will receive an email when your Intent to Apply has been approved.

Begin the Accreditation Application

1. Log into the portal. Click on **My Application** (top left).
Click on the **Open** button next to the Accreditation Application.

My Applications

In Progress Applications

▼	Destination Marketing Accreditation Application (2025 Standards)	👤 Awaiting Payment	Open
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2. Click on **Record Payment** button if you wish to pay with credit card. If you need to pay with check or ACH, email dmap@destinationsinternational.org to request an invoice. Once DI's Finance Dept. has received your payment, DMAP staff will update your account and let you know you are able to proceed with the application.

3. Pay the Accreditation Application Fee with Credit Card

Destination Marketing Accreditation Application (2025 Standards): Pay Fees X

Please make your payment before proceeding.

Accreditation Payment*:	Accreditation Fee	\$ 2,500.00
	Total Due:	\$ 2,500.00

Pay Fees

Cancel

If you need a receipt, check the Communications tab of your account for an email.



Note: the application fee is dependent on whether you are a DI Member or not. Save big by [becoming a member](#).

	Member Fees	Non-Member Fees <i>Learn about DI membership</i>	Late Fees
Accreditation Application	\$2,500	\$3,750	
Annual Progress Report (4x)	\$750	\$1,150	\$250
Reaccreditation Application	\$1,500	\$2,750	\$250

A DMO has one year from date of payment to submit the accreditation application.

Submit your application by March 31 to be considered for recognition at DI's Annual Convention ceremony. Timely submission does not guarantee that your application will be completed in time for the upcoming ceremony, in which case recognition will happen at the following year's Annual Convention.

- Click on **Identifying Executive** button. The DMO Chief Executive's contact information is required to proceed with the DMAP application. When you click the **Send to Executive** button, your executive will receive an email that will require the following:

- Acknowledgment of the DMO's intent to apply for and/or maintain DMAP Accreditation
- Agreement to adhere to the DMAP Code of Ethics

Add your chief executive's name and email. Click on **Send to Executive**. Ask your executive to respond to the email they will receive shortly. Afterwards, the application will be unlocked.

Complete the Introduction

DO NOT UPLOAD FILES in the Introduction sections. The four standard sections below are optional ONLY if your organization does not perform these functions.

Note: Membership means dues are paid.

Click on **Document Standard** for each of the four sections.

Introduction

DO NOT UPLOAD FILES HERE. The four standards below are optional if your organization does not perform these functions. Please answer "Yes" or "No" on each before continuing.

Task		
Required 10 Marketing	Document Standard	...
Required 12 Sales and Group Services	Document Standard	...
Required 13 Visitor Services	Document Standard	...
Required 14 Membership	Document Standard	...

Sales and Group Services: Document Standard: Standard Information

Please include supporting documentation in the upload fields, and include a page number corresponding to each upload. All submissions should be on **official organization letterhead**.

Standard Information

Submission

Standard:
12 Sales and Group Services

Guidelines:
You must submit to allow the standards to appear. If you answer no to this question, section 12.0 will be hidden from your application as it does not apply.

Does your organization meet this requirement?:

Select Answer

Previous

Next

Finish Later

Cancel

Submit

You must answer Yes or No and click **Submit** to determine if these standards appear on your application. If you answer no to the question, the section will be hidden from your application as it does not apply to your operations. You have the option to say Yes to the section but say No to one or more standards within that section.

These questions will be in *Awaiting Staff Review* mode afterwards. If you need to change your answer, click on the ... on the right of the section, then click **Edit**.

Required	12 Sales and Group Services	Yes	...
Required			Overview Edit

TIP: To edit or update your contact information, click on **My Account** in top right. Then click on **Account Details**. From this Account bar, you can also review emails sent to you through the portal, access the document library, and change your password.

DESTINATIONS
INTERNATIONAL

Welcome Sheppard Test Account!
My Account
Logout
?

My Application

Sheppard Test Account: Account Details

Account Details

Applications

Communications

Library

Change Password

9

07-2026

Complete the Accreditation Application

You will see headings for all 16 standard sections. Click on one topic to open it.

The screenshot displays the accreditation application interface. At the top, there is a list of three standard sections:

- 1.0 Governance (Completed 0, Standards 14)
- 2.0 Stakeholder and Local Community Engagement (Completed 0, Standards 4)
- 3.0 Destination Organization Industry Engagement (Completed 0, Standards 2)

Below this list, the '1.0 Governance' section is expanded, showing a table with columns for 'Standard', 'Answer', and 'Assessment'. The table contains one row for '1.01 The destination organization or its parent organization has articles of incorporation (or similar legal documentation) filed with or provided by its governing jurisdiction.' The 'Standard' column is highlighted in blue and contains the text 'Required'. The 'Assessment' column contains an orange button labeled 'Document Standard' and a blue ellipsis icon.

The application process requires the organization to submit documentary evidence of compliance with each mandatory standard. All materials remain confidential.

For example, Standard 1.01 states, “The destination organization or its parent organization has articles of incorporation (or similar legal documentation) filed with or provided by its governing jurisdiction.” To meet this standard, the DMO must upload a copy of articles of incorporation.

7. Click on the **Document Standard** button.

There are two tabs:

- Standard Information tab – about the standard
 - Refer to [Learn All About the Standards & How to Submit Thorough Documentation](#) - including specifically what is needed to show compliance, including required information and optional evidence to strengthen your submission
- Submission tab – where you upload your evidence of compliance

Standard Information tab: Read the standard and answer Yes or No

Please include supporting documentation in the upload fields, and include a page number corresponding to each upload. All submissions should be on **official organization letterhead**.

Standard Information	Standard:	1.5 The destination organization shall follow an approved board/governance policy.
Submission >	Guidelines:	The organization should maintain a current written document specifying all policies and procedures related to board/governance responsibilities. Examples of such to include: Conflict of Interest, Attendance Policy, Code of Ethics, Records Retention Policy, etc.
	Required Elements to meet standard:	Provide copy of approved governance policies.
	Does your organization meet this requirement?:	Select Answer ▼

Submission tab:

Standard Information >	Upload 1:	Choose from library or Upload Valid file formats: DOC,DOCX,PDF,XLS,CSV,PNG,JPG,XLSX
Submission	Page Number 1:	
	Upload 2:	Choose from library or Upload Valid file formats: DOC,DOCX,PDF,XLS,CSV,PNG,JPG,XLSX
	Page Number 2:	
	Upload 3:	Choose from library or Upload Valid file formats: DOC,DOCX,PDF,XLS,CSV,PNG,JPG,XLSX
	Page Number 3:	
	Web Page Link:	
	Further Explanation:	

< Previous

Next >

Finish Later

Cancel

Submit

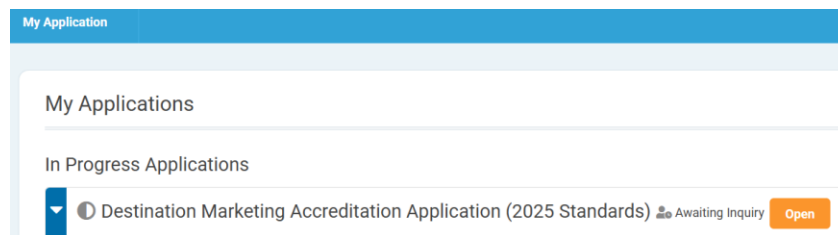
- Upload supporting documentation and note a relevant page number corresponding to each upload. If the full document is required, please enter the text "full document" in the Page Number field.
- You may upload up to three documents, a link, and a brief explanation (lengthy explanations belong on letterhead and should be submitted as an upload).
- Valid file formats: DOC, DOCX, PDF, XLS, CSV, PNG, JPG, XLSX
- **All submissions should be on official organization letterhead when possible.**
- You may *Choose from Library* if you already have a document uploaded which you'd like to re-use as supporting evidence.
- Click **Finish Later** or **Submit** for each standard when you are ready. That standard will now be in *Awaiting Staff Review mode*, and you will be unable to edit until the Admin unlocks it.
- Reminder: The standards related to the following topics are optional ONLY if your organization does not perform these functions. If you chose Yes to the section in the Introduction step, but choose No to one or more standards within that section, you will need to submit a statement on letterhead explaining why you don't perform a function and/or your plans to do so in the future.
 - Marketing
 - Sales and Group Services
 - Visitor Services
 - Membership (Dues-Paying)

8. When you are done responding to all mandatory standards, click the **Submit Application** button.

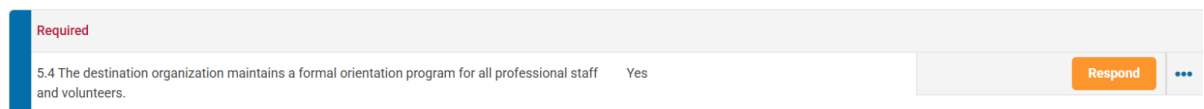
Application Review Process

The review process will likely take 45-60 days to establish whether each response is compliant or non-compliant with the accreditation standard.

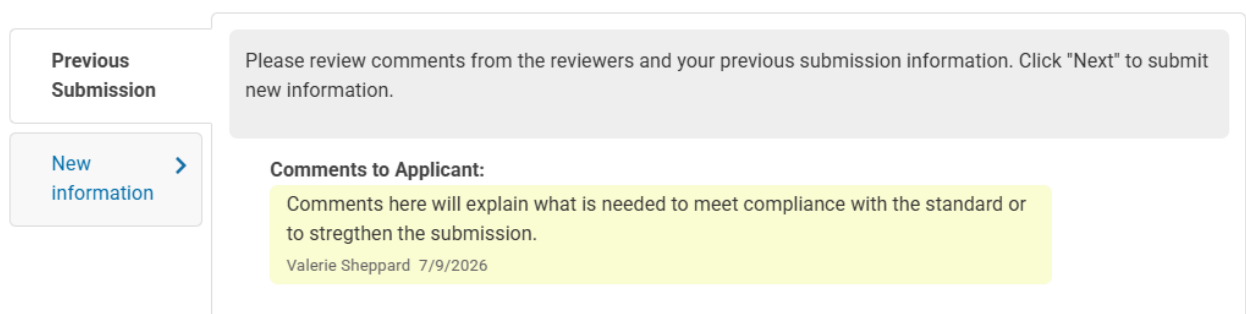
1. Once your application is submitted, a DI staff member reviews it. If there are questions or gaps, the Admin will move some standards to the *Inquiry mode*. You will receive an automated email listing the standards which need more information with a due date. You may have more time, but your application's review time may be extended as a result.
2. When you return to the portal, click **Applications**, then **Open** the current application. The application is in *Awaiting Inquiry* mode.



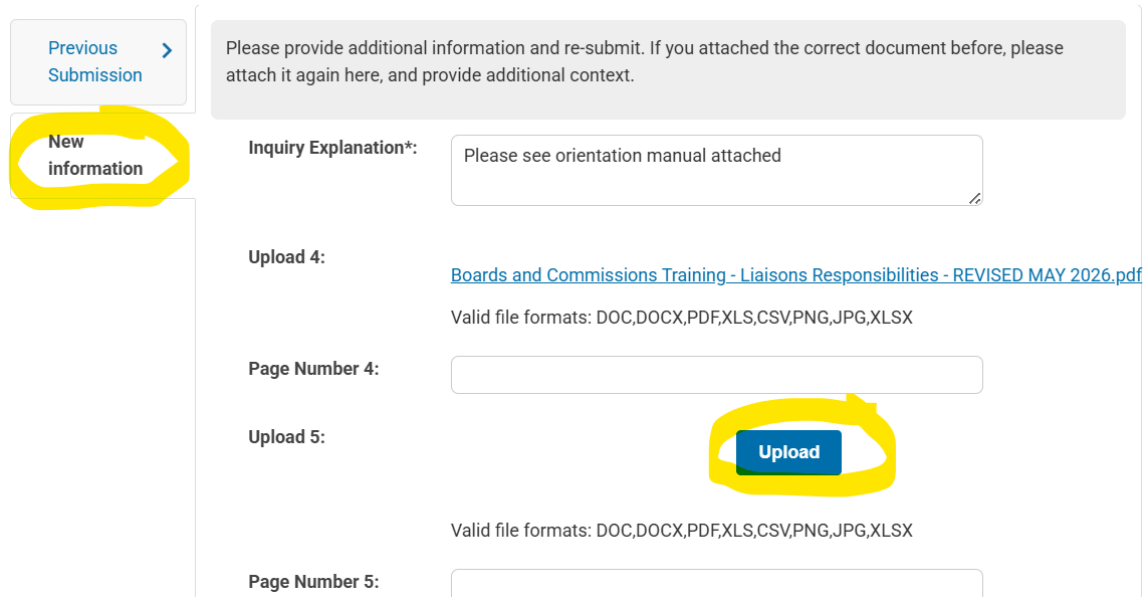
3. Standards which were deemed ready for Board review are labelled *In Review or In Consensus Review*. Standards in inquiry mode will have an orange **Respond** button.



4. Click on **Respond** and review the staff reviewer's notes in the New Information tab - they are in yellow.



5. Upload more documents to meet or exceed compliance. Put a very brief statement in the Inquiry Explanation field. Click the **Re-Submit** button.



Previous Submission >

New information

Please provide additional information and re-submit. If you attached the correct document before, please attach it again here, and provide additional context.

Inquiry Explanation*: Please see orientation manual attached

Upload 4: [Boards and Commissions Training - Liaisons Responsibilities - REVISED MAY 2026.pdf](#)
Valid file formats: DOC,DOCX,PDF,XLS,CSV,PNG,JPG,XLSX

Page Number 4:

Upload 5: **Upload**
Valid file formats: DOC,DOCX,PDF,XLS,CSV,PNG,JPG,XLSX

Page Number 5:

6. Once the staff review is complete, the application will be assigned to reviewers from the DMAP Board of Directors or our pool of DMAP Ambassadors. These reviewers will remain anonymous to you throughout the process.

Every standard within the application is reviewed. Each evaluation comes with one of these assessments:

- **Need Additional Information**
 - If your application is returned for additional information, this does not mean denial. It simply means one or both of your reviewers are requesting more information on one or more standards.
 - Your application can be returned and resubmitted as many times as needed.
- **Compliant**
 - Your reviewers deem the organization compliant with a particular standard.
- **Compliant Exemplary**
 - Your reviewers believe your organization has gone above and beyond to meet the criteria of this standard.
- **Compliant with Opportunities for Improvement (OFI)**
 - Your reviewers believe your organization has met the criteria of this standard; however, there are opportunities for improvement.
- **Non-Compliant**

- o Your reviewers believe your organization has not fully met the criteria, either due to missing documentation, insufficient evidence, or failure to adhere to accreditation criteria.
- o If non-compliant standards are identified, the applicant will be allowed to address them.

If your reviewers find one or more standard incomplete or non-compliant, the application will be returned to you in *Inquiry* mode with detailed comments, and you will have the opportunity to revise and resubmit the application, as you may have done during the staff review.

This process may repeat as many times as necessary. Applicants are not penalized for revising and re-submitting their applications. However, the review timeline for your application may be extended.

Once all reviewers are satisfied that all standards are compliant, your application will be referred to the full DMAP Board for consensus approval via a quarterly vote. After the vote, you will receive an email from the Admin with the Board's assessment.

Accreditation with Distinction

Accreditation with Distinction is designed to honor outstanding destination organizations that exemplify excellence in our industry. To achieve this prestigious recognition, an organization must meet three specific criteria:

- Meet all mandatory accreditation standards (and optional standards where appropriate) with no standards assessed as “Compliant with Opportunity for Improvement.”
- Have at least one standard assessed as “Compliant Exemplary,” meaning the documentation submitted is truly outstanding and could be used to set the bar for the industry at large.
- Meet at least 10 of the 20 optional Aspirational Standards.

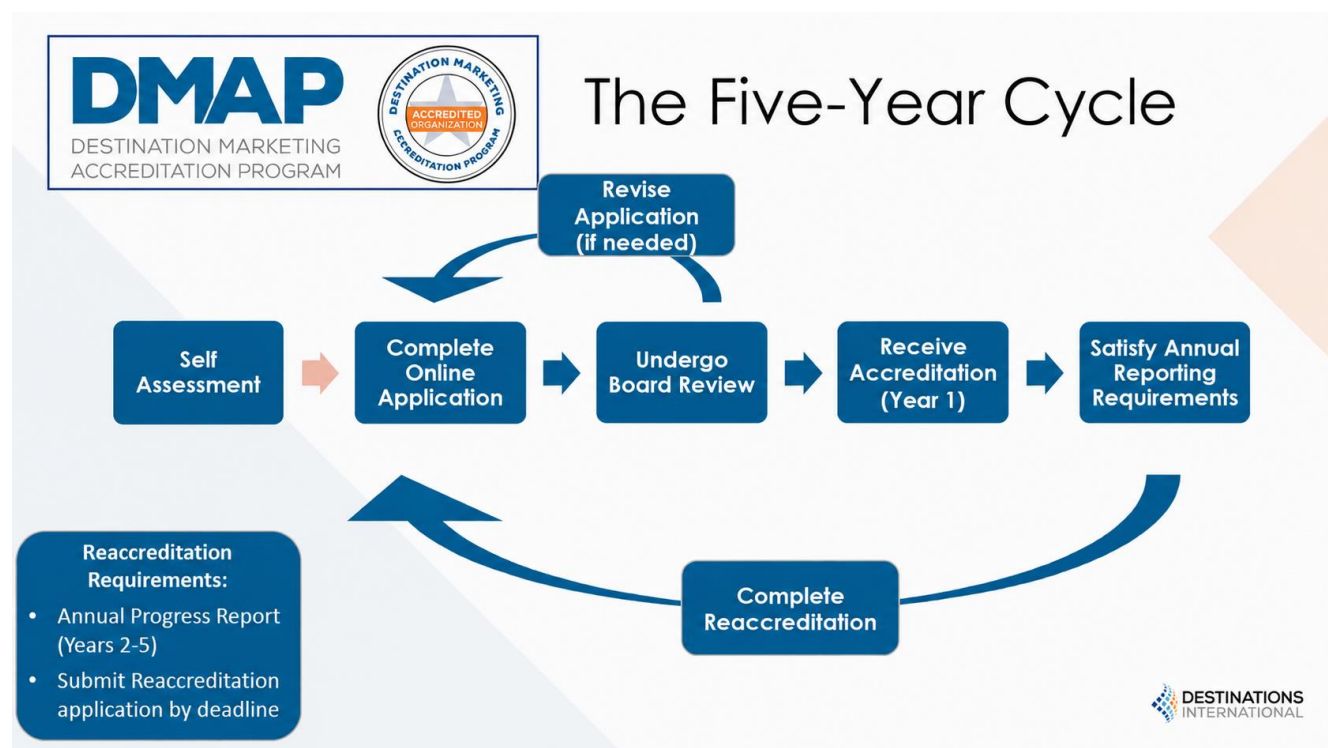
Accreditation Maintenance

- Within our 5-year cycle, accreditation happens in Year One.
- In Years Two – Five, you will complete an Annual Progress Report; in or after the fifth year of the cycle, you will submit a reaccreditation application.
- Your Annual Progress Report will be open every year from August 1 – December 31.
 - You can pay through the portal via credit card OR [request an invoice](#).
 - If you don't complete the report by December 31, your accreditation status will lapse, and you will be given a 30-day extension with a \$250 late reinstatement fee.
 - If you do not pay and submit the report by January 31, your accreditation status will expire.

- [Review the 5 annual progress report Yes/No questions.](#)
- Here is an [overview of the Annual Report process](#).

Reaccreditation

- After the final annual progress report has been submitted and approved, the next reaccreditation application may be started. Reaccreditation applications are due by July 31 the year after the end of your five-year accreditation cycle.
- We offer a 30-day grace period with a \$250 late fee, so you may submit the reaccreditation application by August 31 to maintain accreditation.
- Submit your application by March 31 to be considered for recognition at DI's Annual Convention ceremony. Timely submission does not guarantee that your application will be completed in time for the upcoming ceremony, in which case recognition will happen at the following year's [DI Annual Convention](#).
- Your accreditation will expire if you have not submitted it before September 1.
 - If you would like to become accredited again, you must begin the accreditation application process over again.

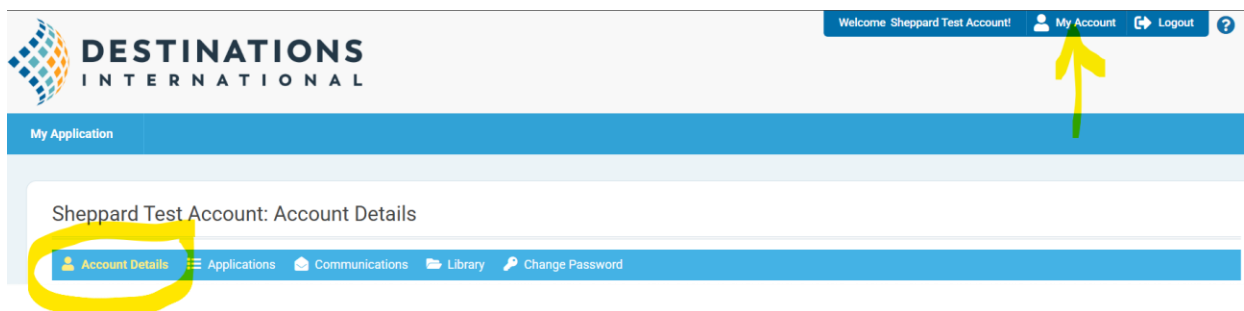


FAQs

How do I update my account or password? How do I access credit card receipts?

Remember that only the primary contact in your account has a login which may need to be shared with other staff. If your account information needs to be updated and your login changed, click on **My Account**, then **Account Details**, then **Edit Profile** or click **Change Password**.

You may also review emails sent to you through the portal including receipts of credit card transactions (under Communications), access the document library (under Library), and change your password.



What if I have login troubles?

If you have trouble logging in and you are the Primary Contact, contact dmap@destinationsinternational.org. If you are not the Primary contact, ask that person for their login.

How much time do I have to submit the application?

You have one year from the date of payment to submit your accreditation application.

What is the Introduction part of the application?

This is where you identify if your DMO provides marketing, sales and group services, visitor services, or membership with dues. If you select No for a section, its standards will not be visible on your application. You may select Yes to a section but No to individual standards within it.

What is the Identify Executive step?

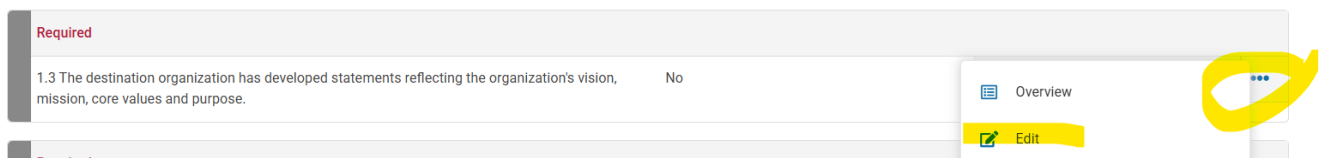
Your DMO's chief executive must acknowledge the DMO's intent to apply for DMAP Accreditation and agree to adhere to the DMAP Code of Ethics.

How many uploads do I get with each standard?

Initially, you get three uploads. If you need to add more information, you can delete old uploads and have six uploads in total.

Can I edit my previous response to a standard before submitting my app?

Sometimes, depending on which stage the application is in. Check the ... on the right of a standard to see if you can edit it.



What are the aspirational standards?

These 20 optional standards are not necessarily established as best practices in the industry but are quickly becoming the norm. The applicant does not need to meet these standards to become accredited but must meet at least 10 of the 20 standards to earn Accreditation with Distinction.

Can I access my uploads?

Yes, you can access your uploaded files. Go to My Account found on the top of the screen when you log in. Click on **Library**.



How do I know when I am up for reaccreditation?

You will receive regular email reminders from the DMAP portal with updates.

How do I respond to Standard 5.3 / Social Impact Assessment Tool?

Standard 5.3 asks you to provide documentation that the destination organization has participated in Destinations International's *Social Impact Assessment Tool* or a similar assessment protocol.

This DI tool is not currently accessible, so you should submit your hiring process guidelines and your DEI policy or value statement; optionally, submit examples of job postings with inclusive/EEO language, or board minutes referencing workforce diversity strategies. If you do not have access to your files on the Social Impact Assessment platform or need assistance with login, please contact impact@destinationsinternational.org.

Can you release details about a DMO's accreditation history?

Due to the confidentiality and privacy policies governing the DMAP accreditation program, we are not permitted to release detailed information regarding any organization's accreditation history or application. That information may only be shared with the designated representatives from the organization who are authorized to request it, given the sensitive nature of the documentation and assessments involved. If you have the designated representative email us confirmation that someone should be added to your system account as having access, we can assist.

For assistance or more information

Please visit destinationsinternational.org/dmap

Or contact dmap@destinationsinternational.org