DESTINATIONS INTERNATIONAL
DMAP
DESTINATION MARKETING ACCREDITATION PROGRAM

ORGANIZATIONAL CODE OF ETHICS

Destination Marketing Accreditation Program (DMAP) requires that each organization adhere to the DMAP Code of Ethics as presented by DMAP Board of Directors. All organizations undertake to:

- Provide exceptional customer service and detailed information on destination products and services.
- Treat all stakeholders, including members of Destinations International, courteously, ethically, and professionally.
- Actively encourage the integration of ethics into all aspects of management of the destination organization's activities.
- Build collaborative relationships with other destination industry professionals and others for the advancement of the profession of destination marketing.
- Handle all inquiries, requests, transactions, correspondence, and complaints promptly, courteously, and fairly.
- Provide clean and well-maintained facilities and equipment for the enjoyment of their customers (members and clients).
- Exercise truth in all promotional materials concerning facilities, services, and amenities provided and advise the public in a reasonable manner when unable to provide the level of services or facilities as advertised. Promotional material supplied by the member must be appropriate for all audiences.
- Provide customers with complete details on prices, cancellations policies, and services, and ensure customers receive fair exchange for their foreign currency where appropriate.
- Promote responsible and sustainable use of environmental resource base when providing services and products to customers.
- Abide by all applicable federal, provincial, and municipal laws.

All accredited destination organizations are required to read and abide by this code of ethics as a condition for initial and continuing accreditation.