**FOR IMMEDIATE RELEASE**

**Media Contact:** [Name and Contact Information]

**[Insert Name] Receives Destination Management Executive Designation**

**[Location] [(Date)] –** [Full Name, Title] of [Organization Name] has earned the Certified Destination Management Executive (CDME) designation, the only certification program specifically designed for the destination management industry. The focus of the program is on vision, leadership, productivity and the implementation of business strategies. This year’s CDME class was recognized during Destinations International’s Annual Convention which was held as a hybrid event in Baltimore Maryland on July 13-15, 2021.

The CDME designation is the tourism industry’s highest individual educational achievement. The program is designed to prepare destination organization professionals to become more effective organizational and community leaders and to identify and respond to the constant change and increasing competition in the industry.

“Congratulations to those who have earned their CDME credential, the tourism industry's highest individual achievement." said Don Welsh, president and CEO of Destinations International. “These leaders are now equipped with the knowledge needed to adapt to and manage the increasing change and competition facing our industry.”

“As the industry’s highest professional achievement, the Certified Destination Management Executive (CDME) program pushes destination leaders to think differently in this constantly changing environment,” said Craig Davis, CDME, president and CEO of VisitDallas and chair of the CDME Board of Directors. “It is more important than ever for senior executives to ensure they have the knowledge and skills to serve their communities in the greatest capacity.”

[Quote from destination organization leadership and information about destination.]

For more information about CDME or Destinations International, visit [www.destinationsinternational.org](http://www.destinationsinternational.org).

**About Destinations International**

Destinations 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. For more information, visit [www.destinationsinternational.org](http://www.destinationsinternational.org).

**[About CVB Here]**

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