

Press Release

Springfield Convention & Visitors Bureau

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Springfield, Mo., CVB Earns Accreditation

Springfield, Mo. – The Springfield Convention & Visitors Bureau has earned accreditation from the Destination Marketing Accreditation Program.

The only other destination marketing organization in Missouri that has earned accreditation is the Kansas City Convention & Visitors Association. Internationally, about 90 DMOs are accredited.

DMAP is an international accreditation program developed by Destination Marketing Association International based in Washington, D.C. In earning DMAP accreditation, destination marketing organizations communicate to their constituents and potential visitors that their organization has attained a significant measure of excellence.

“We are honored to receive DMAP accreditation and pleased to be recognized,” said CVB President Tracy Kimberlin. “We are committed to being good stewards of our funding sources and strive to serve Springfield and the surrounding area with the highest level of professionalism.”

The Convention & Visitors Bureau serves as the primary marketing organization responsible for implementing programs that increase travel and tourism in the Springfield metropolitan area. The bureau is a nonprofit organization.

“By applying for and receiving DMAP accreditation, the Springfield Convention & Visitors Bureau has demonstrated a commitment to quality programs and services,” said Christine Shimasaki, CDME, DMAP board chair. “We are proud to recognize these organizations for their achievement. These DMOs’ operations and business practices have conformed to 16 domains ranging from governance to sales to innovation. Their accreditation underscores their dedication to providing exceptional leadership and commitment to the professionalism of DMOs across the globe.”

DMAP accreditation standards cover a variety of topics, including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships. DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing.

For more information about DMAP, visit www.destinationmarketing.org.

For more information about the Springfield Convention & Visitors Bureau, call 417-881-5300 or 800-678-8767.

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