



**FOR IMMEDIATE RELEASE**  
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## **TOURISM WINNIPEG RECEIVES PRESTIGIOUS DESTINATION MARKETING ACCREDITATION**

**Winnipeg, MB** – Tourism Winnipeg announced today that it has been awarded accreditation from the Destination Marketing Accreditation Program (DMAP) for 2011-2015. DMAP is an international accreditation program developed by the Washington, DC based Destination Marketing Association International (DMAI).

The only comprehensive industry-wide accreditation program of its kind, DMAP is designed to recognize destination marketing organizations that meet or exceed industry standards. In earning the DMAP accreditation, Tourism Winnipeg is communicating to stakeholders, clients, visitors and the community as a whole that a significant measure of excellence has been attained.

“Applying for the DMAP accreditation was an ambitious undertaking that challenged us to closely examine and advance Tourism Winnipeg’s value as a destination marketing organization,” said Marina R. James, President and CEO of Economic Development Winnipeg Inc. “We are committed to the highest tourism standards, and are very pleased to be recognized in the destination marketing community for providing outstanding services in accordance with international benchmarks in the tourism industry.”

The official DMAP accreditation certificate was presented to Tourism Winnipeg by Winnipeg Mayor Sam Katz this morning at Economic Development Winnipeg’s Annual General Meeting.

“Congratulations to Tourism Winnipeg for achieving this prestigious accreditation as it represents a tremendous accomplishment,” said Winnipeg Mayor Sam Katz. “This designation is not only a testament to the hard work and dedication of the Tourism Winnipeg team, but also to the organization’s commitment to actively promoting our industrious city with the utmost professionalism and providing exceptional leadership.”

The DMAP accreditation program includes 58 mandatory and 30 voluntary standards that must be met with written evidence of compliance by the applicant. The organization's application is then reviewed by DMAP's board of 11 industry experts from around the world. Standards cover a wide variety of topics including governance, finance, technology, sales, communications, brand management, destination development, research/market intelligence, innovation and stakeholder relationships.

"By applying for and receiving DMAP accreditation, Tourism Winnipeg has shown their dedication to continually providing customers with superior service in accordance with international standards and benchmarks," said James T. Wood, DMAP Chair. "Their commitment to accreditation clearly demonstrates the type of leadership they possess in their community and for their stakeholders."

Currently, 125 destination marketing organizations have attained accreditation through this program. Tourism Winnipeg is the seventh Canadian organization to receive accreditation, joining the ranks of Tourism Montreal, Tourism Richmond, Tourism Saskatoon, Tourism Surrey, Tourism Victoria and Vancouver Coast & Mountain Tourism Region.

"We are pleased to join the other destination marketing organizations worldwide that hold this esteemed accreditation," said Chantal Sturk-Nadeau, Senior Vice President of Tourism Winnipeg. "DMAP is the gold standard by which destination marketing organizations are now measured and we know that this seal of accreditation is a brand that our customers and visitors are seeking."

For an electronic copy of the 2010 Economic Development Winnipeg Annual Report visit: [www.economicdevelopmentwinnipeg.com/uploads/document\\_file/2010\\_annual\\_report.pdf](http://www.economicdevelopmentwinnipeg.com/uploads/document_file/2010_annual_report.pdf)

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#### **About Tourism Winnipeg**

Tourism Winnipeg, a division of Economic Development Winnipeg Inc., is the city of Winnipeg's destination marketing organization responsible for increasing overnight visitation to the city through a variety of tourism-related sales and marketing initiatives and investment. For additional information on Tourism Winnipeg visit [www.tourismwinnipeg.com](http://www.tourismwinnipeg.com).

#### **About Destination Marketing Association Program (DMAP)**

DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing. For additional information on DMAP visit [www.destinationmarketing.org](http://www.destinationmarketing.org).

#### **For more information, please contact:**

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