



## **Columbus Convention & Visitors Bureau**

**Contact: Peter Bowden**

Columbus Convention & Visitors Bureau

Phone 706.322.1613

Fax 706.322.0701

900 Front Avenue

<http://www.visitcolumbusga.com>

e-mail: [ccvb@columbusga.org](mailto:ccvb@columbusga.org)

# News Release

## Columbus CVB Renews Destination Marketing Accreditation

**Columbus, GA (January 22, 2014)** The Columbus Convention & Visitors Bureau announced today that it has received its reaccreditation by the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by the Washington, DC based Destination Marketing Association International (DMAI). In maintaining the DMAP accreditation, destination marketing organizations (DMOs) communicate to their community, buyers, and potential visitors that their DMO has continued to demonstrate a significant measure of excellence in destination management and marketing.

"The Columbus CVB is honored to receive the Destination Marketing Accreditation Renewal from DMAP," said Peter Bowden, President-CEO, of the Columbus CVB. "We are very pleased to continue to be recognized as providing outstanding services in accordance with international standards and benchmarks set by the destination marketing community."

"By successfully renewing their DMAP accreditation, the Columbus CVB has demonstrated a commitment to quality programs and services. DMAP accreditation communicates to Columbus community stakeholders and potential visitors that the Columbus, GA CVB has attained a measure of excellence assuring that their trust is well placed and their business is in good hands." said Jack Wert, DMAP Board Chair.

The CVB is responsible for marketing the assets of Columbus as a destination of choice to increase the benefits of tourism for the community -- through trade shows, conventions, and leisure travel. In other words, as the official destination marketing organization for Columbus, the Bureau is responsible for "economic development through tourism."

DMAP accreditation standards cover a wide 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 additional information on DMAP visit [www.destinationmarketing.org](http://www.destinationmarketing.org)

Columbus is one of four Georgia CVBs or DMOs that have received DMAP accreditation and now ranks among the seventy DMOs in the U.S. to have been accredited.

Tourism remains the second largest industry in Georgia generating over \$51.2 billion. Conventions and tourism brought an economic impact of \$318 million to Columbus along with 1.7 million visitors, and employing some 4,200 people according to economic studies provided by Columbus State University's Abbott-Turner College of Business.

For more information, contact the Columbus CVB at (706) 322.1613.

###