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**FOR IMMEDIATE RELEASE**

## **Visit Beloit Receives DMAP Designation from Destinations International**

BALTIMORE – Visit Beloit was awarded with the Destination Marketing Accreditation Program (DMAP) seal by Destinations International in recognition of the organization's commitment to industry excellence and meeting the industry standard for performance and accountability of destination organizations around the world at the association's annual convention held in Baltimore, MD.

"We are pleased to have Visit Beloit join our distinguished group of professionals," said Don Welsh, President and CEO of Destinations International. "The industry distinction defines quality and performance standards for destination organizations, and I look forward to welcoming them to the DMAP community."

"By achieving DMAP accreditation, Visit Beloit has demonstrated that they have developed strategies for the direction of their destination and the policies and procedures to safeguard the use of public dollars," said Maura Allen Gast, FCDME, executive director at Visit Irving.

The accreditation program requires a destination organization to successfully comply with a multitude of mandatory and voluntary standards that span a variety of performance areas to gain this momentous achievement. The standards cover nearly all aspects related to the management and marketing of destination organizations including governance, finance, human resources, sales, communications, destination development and research. Visit Beloit joins the ranks of more than 200 destination organizations who have obtained DMAP recognition.

"It is a priority of our organization to demonstrate to our stakeholders, residents, and municipal partners that we are not only delivering upon the best practices of our industry, but we are proven leaders in building a stronger destination through the visitor economy," stated Celestino Ruffini, CEO at Visit Beloit. "This organizational accreditation provides a comprehensive foundation for us to build on and ensures that we are prepared for the continued growth of the tourism industry in Beloit and Rock County."

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Visit Beloit is Greater Beloit's tourism champion using their expertise to generate positive economic impact and to create a vibrant community for residents and visitors. For more information, visit [www.visitbeloit.com](http://www.visitbeloit.com).

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).