



NEWS RELEASE

June 28, 2010

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Travel Portland Achieves Destination Marketing Accreditation

Portland, Oregon - JUNE 28, 2010 - Travel Portland announced today that it has attained official recognition from the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by the Destination Marketing Association International (DMAI), based in Washington D.C.

“Travel Portland is honored to receive the Destination Marketing Accreditation from DMAP,” said Jeff Miller, president & CEO, Travel Portland. “We are committed to the highest convention and tourism standards, and we are pleased to be recognized in the destination marketing community for providing outstanding services in accordance with international benchmarks in our field.”

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.

“By applying for and receiving DMAP accreditation, Travel Portland has demonstrated a commitment to quality programs and services,” said Diana Lawson, FCDME, chair of the DMAP board. “We are proud to recognize Travel Portland for this achievement, which acknowledges that Travel Portland’s operations and business practices meet or exceed requirements in 16 domains ranging from governance to sales to innovation. This accreditation underscores the organization’s dedication to providing exceptional leadership and commitment to the professionalism of DMOs across the globe.”

Travel Portland is the official destination marketing organization for the city of Portland, Oregon. Its mission is to strengthen the local economy by marketing the Greater Portland region as a preferred destination for meetings, conventions and leisure travel. For more information on Travel Portland, visit www.travelportland.com.

DMAP is an independent international accreditation body and leader in defining quality and performance issues in destination marketing. In total, 115 DMOs are now accredited. For additional information on DMAP, visit www.destinationmarketing.org. In earning the DMAP accreditation, destination marketing organizations (DMOs) communicate to their local partners, buyers and potential visitors that their DMO has attained a significant measure of excellence.

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