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FOR IMMEDIATE RELEASE

**COBB COUNTY CONVENTION & VISITORS BUREAU ACHIEVES
DESTINATION MARKETING ACCREDITATION**

Cobb County, GA – The Cobb County Convention and Visitors Bureau (CCCVB) announced today that it has been the second CVB in the state of Georgia to be awarded accreditation from the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by the Washington, DC based Destination Marketing Association International (DMAI). In earning the DMAP accreditation, destination marketing organizations (DMOs) communicate to their community, buyers and potential visitors that their DMO has attained a significant measure of excellence.

“The Cobb County Convention & Visitors Bureau is honored to receive the Destination Marketing Accreditation from DMAP,” said Joyce Calandra, CEO of the Bureau. “We are very pleased to be recognized in the destination marketing community for providing outstanding services in accordance with international standards and benchmarks in the field.”

“By applying for and receiving DMAP accreditation, the Cobb County Convention & Visitors Bureau has demonstrated a commitment to quality programs and services,” said Barry Bigger, CDME, DMAP Board Chair.

“Earning DMAP accreditation tells the Cobb County community and potential visitors that your DMO has attained a measure of excellence assuring that their trust is well placed and their business in good hands.”

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The mission of the Cobb County Convention & Visitors Bureau shall be to increase visitation to and awareness of Cobb County thereby enhancing economic impact. The Cobb County Convention and Visitors Bureau proudly promotes the excellent facilities, accessibility and great products that Cobb County has to offer to both the convention/meeting market and the tourist, free of charge.

The Cobb CVB distributes the following publications: Visitors Guide, Sports Guide, Dining Guide and Visitor Map. The Cobb CVB develops and maintains a web site for everyone seeking to learn more about Cobb County from visitors, meeting planners, groups, CVB members and the local community. For more information about the Cobb CVB, visit www.cobbcvb.com.

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 a defining quality and performance issue in destination marketing. For additional information on DMAP visit www.destinationmarketing.org.

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