
FOR IMMEDIATE RELEASE

Date: July 26, 2019
Contact: Nanci Liles – 325-676-2556

Abilene Convention and Visitors Bureau has been awarded accreditation from the Destination Marketing Accreditation Program (DMAP).

ABILENE, TX –The Abilene Convention and Visitors Bureau (ACVB) was awarded 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. The Abilene CVB was one of 15 CVB's to receive the accreditation at the annual conference in St. Louis.

DMAP is an international accreditation program developed by Washington, D.C.-based Destinations International, with accreditation standards covering a wide variety of topics including governance, finance, management, human resources, technology, visitor services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships.



Kelly Thompson, Brian London (DMAP), Nanci Liles and Tiffany Nichols receiving DMAP accreditation at Destination International annual conference.

“Achieving accreditation was an intensive, yet productive process. We examined everything we do as an organization. Our entire staff played a role in the process of gathering information and assessing our compliance with the program’s rigorous industry standards,” said Nanci Liles, ACVB Executive Director.

Having earned the DMAP accreditation, the Abilene CVB can confidently communicate to its stakeholders, the community and potential visitors a commitment to best practices and quality programs and services across 16 domains, including those above. Meeting planners working with an accredited DMO know they can expect consistent products and services.

The destination organization is accredited through 2023 by the DMAP of Destinations International.

###

Located in the T & P Depot landmark downtown, the Abilene Convention & Visitors Bureau leverages local hotel tax into economic development. The ACVB’s tourism professionals harness the latest travel trends, research and strategies to bring group and leisure visitors to Abilene. Travelers to the Abilene MSA spent \$455 million last fiscal year, bringing happy people to stay in local hotels, shop, dine, and enjoy sports, arts and attractions. Established as an affiliate of the Abilene Chamber of Commerce in 1970, the bureau has improved the quality of life and enhanced the Abilene visitor experience for nearly 50 years.