



Discover Puerto Rico Receives DMAP Designation at Destinations International's Annual Convention

TAMPA, Florida, July 18, 2024 — Discover Puerto Rico was awarded the Destination Marketing Accreditation Program (DMAP) designation by Destinations International in recognition of its commitment to industry excellence and meeting the industry standard for performance and accountability of destination organizations around the world.

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.

Additionally, **Discover Puerto Rico** achieved accreditation with distinction, an honor reserved for destination organizations that go beyond meeting the required accreditation standards to truly showcase the breadth of their operation and their commitment to advancing the destination they serve.

"We are delighted to welcome Discover Puerto Rico to our esteemed DMAP community again," stated Don Welsh, President and CEO of Destinations International. "The relevance of destination organizations has never been more vital to the economic vitality of the places Destinations International members serve, and this industry accreditation is a benchmark for quality and performance. My gratitude extends to the DMAP Board of Directors for their dedication to our industry and their stewardship of this crucial program."

This is the second time Discover Puerto Rico has received the highest distinction during the Destinations International accreditation process, which is required by the law that created the Island's destination marketing organization (DMO).

"We are proud of our reaccreditation with distinctions. It reassures us that we hold ourselves to the highest industry standards as a destination marketing organization. Discover Puerto Rico's reaccreditation is one of the big milestones in our organization. Still, more importantly, it's also a process that allows us to reflect on our evolution and future," said Brad Dean, Discover Puerto Rico's CEO.

"Accreditation through DMAP underscores the critical role that destination organizations play in their communities," stated Tania Armenta, President & CEO of Visit Albuquerque and chair of the DMAP Board of Directors. "As custodians of their destinations' brands, participation in DMAP underscores a destination organization's adherence to rigorous standards. This commitment is a clear signal to stakeholders that the organization managing the destination brand possesses the



necessary infrastructure and expertise to beneficially influence the visitor economy for both tourists and local residents."

For more information about DMAP, visit www.destinationsinternational.org.

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About Destinations International:

Destinations International is the world's largest and most reliable resource for destination organizations, convention and visitors bureaus (CVBs) and tourism boards. With more than 8,000 members and partners from over 750 destinations, the association represents a powerful forward-thinking and collaborative community around the world. For more information, visit www.destinationsinternational.org.