



**FOR IMMEDIATE RELEASE**

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### **Visit Elizabeth City Receives DMAP Designation from Destinations International**

Elizabeth City, NC (May 26, 2021) – Visit Elizabeth City 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.

"We are pleased to have Visit Elizabeth City join our distinguished group of professionals," said Don Welsh, President and CEO of Destinations International. "This 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 Elizabeth City 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 Elizabeth City joins the ranks of over 200 destination organizations who have obtained DMAP recognition.

"Visit Elizabeth City has come such a long way in recent years as a DMO and earning DMAP recognition is truly a testament to not only the potential of the DMO, but Elizabeth City as a whole," said Executive Director Corrina Ruffieux. "We're excited to join the ranks of destination organizations before us and continue to put in the work and dedication it takes to be an accredited organization."

**About Visit Elizabeth City:**

The Elizabeth City-Pasquotank County Tourism Development Authority, DBA Visit Elizabeth City, is a North Carolina Public Authority under the Local Government Budget and Fiscal Control Act. The mission and vision of Visit Elizabeth city focus on promoting Elizabeth City as a model historic riverfront community and promoting overnight visitation to drive economic impact to the community. Not only does Visit Elizabeth City promote existing tourism-related businesses and attractions, but also strategically markets, supports, and enhances new tourism-related product development. For more information, visit [VisitElizabethCity.com](http://VisitElizabethCity.com)

**About Destinations International:**

Destinations International is the world’s largest resource for official destination organizations (DMOs), 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).

