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FOR IMMEDIATE RELEASE

Rock Hill/York County Convention & Visitors Bureau receives DMAP Designation at Destinations International's Annual Convention

ROCK HILL, SC (September 19, 2017) – The [Rock Hill/York County Convention & Visitors Bureau](#) (CVB) 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.

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. The Rock Hill/York County CVB joins the ranks of over 200 destination organizations who have obtained DMAP recognition.

“By achieving DMAP accreditation, these destination organizations have demonstrated that they have developed strategies for their marketing and sales in addition to the policies and procedures to safeguard the use of public dollars,” said Virginia J. Haley, CDME, DMAP Chair and President, Visit Sarasota County.

“Being the first Destination Marketing Organization in the state of South Carolina to receive its accreditation, we are really proud to continue with our position as a globally accredited CVB and valued and respected organization in our community,” says Avis Cole, Interim Executive Director for the Rock Hill/York County CVB. “All credit goes to the staff who continues to do great things to promote York County.”

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Destinations International

Destinations International (formerly Destination Marketing Association International) is the world's largest resource for official destination organizations, 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.

Rock Hill/York County Convention & Visitors Bureau

The Rock Hill/York County Convention & Visitors Bureau (CVB) is the destination marketing organization (DMO) responsible for developing an authentic, unified identity for York County, SC. As a DMO, the CVB's goals are to promote the long-term development and marketing of the destination, focusing on convention, sports and leisure sales, tourism marketing, relocation and services. The organization works in collaboration with the CVB Board as well as the York County Council and appropriate funding sources. In 2008, the Rock Hill/York County CVB became the first accredited destination marketing organization in South Carolina. For more information, visit www.visitryorkcounty.com.