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April 2, 2009
For immediate release

Vancouver, Coast & Mountains Achieves Destination Marketing Accreditation

VANCOUVER, British Columbia - April 1, 2009 - Vancouver, Coast & Mountains announced today that it has been 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.

“Vancouver, Coast & Mountains is honored to receive the Destination Marketing Accreditation from DMAP,” said Kevan Ridgway, President and CEO of Vancouver, Coast & Mountains. “We are very pleased to be recognized in the destination marketing community for providing outstanding services in accordance with international standards and benchmarks in this field.”

“By applying for and receiving DMAP accreditation, VCM has demonstrated a commitment to quality programs and services, said Christine Shimasaki, CDME, DMAP Board Chair. “We are proud to recognize these organizations for their achievement. These DMOs’ operations and business practices have conformed to 16 domains ranging from governance to sales to innovation. Their accreditation underscores their dedication to providing exceptional leadership and commitment to the professionalism of DMOs across the globe.”

Vancouver, Coast and Mountains, a non-profit society, is governed by a private sector board of directors who represent business and community tourism interests from throughout the region. The region includes four areas: Metro Vancouver, Sea to Sky Country (including Whistler Blackcomb Resort), Mighty Fraser Country (including the Fraser Canyon) and the Sunshine Coast.

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 defining quality and performance issues in destination marketing. 85 DMOs are now accredited. For additional information on DMAP visit www.destinationmarketing.org.

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