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**PUERTO RICO CONVENTION BUREAU RECOGNIZED FOR DMO EXCELLENCE**

*-Renewal Emphasizes Bureau’s Commitment to Meeting Planners, Members and Community –*

**SAN JUAN, December 21, 2011** – The Puerto Rico Convention Bureau (PRCB) announced today that the organization has been renewed and recognized by the Destination Marketing Association International (DMAI) as part of an elite group of destination marketing organizations (DMOs) having met a set of rigorous quality and service standards. The program, known as the Destination Marketing Accreditation Program (DMAP), is an international accreditation initiative developed by DMAI, the world’s largest and most reliable resource for official DMOs.

The Bureau is one of approximately 130 DMO organizations which have achieved the standards set forth by the DMAP program, and the only organization which has received this recognition in the Caribbean. The Puerto Rico Convention Bureau was one of the first Bureaus to receive the accreditation in 2007.

“Earning the DMAP accreditation provides Puerto Rico and the Bureau team with an important ‘seal of approval’ assuring meeting planners of a positive and productive experience in planning and hosting meetings in Puerto Rico,” stated Neil J. Mullanaphy, CHME, senior vice president of sales, Puerto Rico Convention Bureau. “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.”

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Bureau Earns DMAP Accreditation.../2

DMOs are required to renew accreditation every four years by completing a rigorous application process. As part of the renewal process, the PRCB was required to provide evidence of compliance with 58 mandatory standards and 30 voluntary standards. The standards cover a wide range 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.

“The Puerto Rico Convention Bureau is honored to once again receive Destination Marketing Accreditation from DMAP. This is a testament to the level and quality of services provided by the Bureau to the meetings industry and underscores our commitment to the members and community we serve,” stated Raúl Bustamante, chairman, Board of Directors, Puerto Rico Convention Bureau. “The accreditation tells the Puerto Rico community, our members and potential visitors that we offer a high measure of excellence, and assures our supporters that their trust is well placed and their business in good hands.”

DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing. DMAP is part of DMAI, the world’s largest association of convention and visitor bureaus with more than 3,300 members from 600 destination management organizations in more than 20 countries. DMAI is dedicated to enhancing the professionalism, effectiveness and image of destination marketing organizations worldwide.

For additional information visit [www.destinationmarketing.org](http://www.destinationmarketing.org).

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**Editor's Note:**

The **Puerto Rico Convention Bureau (PRCB)** is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico's competitive position in the Americas and abroad by increasing awareness of the Island's outstanding meeting facilities and services, and produces approximately \$122 million to the local economy. The Bureau can be reached electronically through the Internet at [info@meetpuertorico.com](mailto:info@meetpuertorico.com) or at its website [www.meetpuertorico.com](http://www.meetpuertorico.com). The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) opened November 2005. For more information on the new Convention Center visit [www.prconvention.com](http://www.prconvention.com). The Puerto Rico Convention Bureau is the **only** Bureau to have certification by both Lloyds Registered Quality Assurance through the BestCities Global Alliance and accreditation by the Destination Marketing Association International (DMAI) as an elite destination marketing organization. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest standards of service in the meetings and convention industry. For more information, visit [www.bestcities.net](http://www.bestcities.net). DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries.



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