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Edited by Paul Ferguson, President

## **Travel Services Inc. Earns Charter ADMC Designation – The Only ADMC in Puerto Rico**

The Association of Destination Management Executives (ADME) just announced that Travel Services, Inc., a leading Destination Management Company in Puerto Rico since 1955, will be in the Charter class of Destination Management Companies receiving their Accredited Destination Management Company (ADMC) accreditation.

Travel Services is one of 24 destination management companies (DMC) representing 32 office locations who met the ADMC Program standards and completed successfully a very stringent review of their application by the ADMC commission. The company is the only firm on the island with this accreditation; and its senior management includes Joanne Ferguson, the only Destination Management Certified Professional on the island. Joanne is also a Certified Meeting Planner (CMP).

Barbara Dunn, Esq. Attorney and Partner with Howe & Hutton, Ltd., and member of the ADMC Commission, stated, *“I underestimated the scope of the ADMC application process and was impressed as to how thorough and comprehensive the submission process is.”*

Program standards include requirements that measure the longevity and stability of the company, its commitment to the DMC industry and its service levels to clients.

*“I congratulate those companies who have achieved the Charter designation and applaud them for taking this important step for our industry,”* says ADME’s President Ilene Reinhart, DMCP, CMP. *“The program is designed to set the standards and industry best practices for Destination Management Companies and will enable clients to identify professional DMCs when they are searching for an industry partner.”*

Destination management companies are a key element in helping a destination develop appeal for the very upscale incentive travel award group market and this market is key to the economic viability of the major resorts on the island today.