



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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# **The Beaches of Fort Myers & Sanibel receives DMAP designation for excellence**

*Reaccreditation recognizes commitment to performance*

**LEE COUNTY, FLORIDA** – Destinations International recently reaccredited The Beaches of Fort Myers & Sanibel for its commitment to industry excellence.

The Beaches of Fort Myers & Sanibel received its Destination Marketing Accreditation (DMAP) rating at the Destinations International 2017 Annual Convention in Montreal, Canada, July 11-14. The eight-year reaccreditation signifies a process that involved providing information in 95 different categories – allowing the DMAP board to evaluate the operations of the Lee County Visitor & Convention Bureau (Lee VCB).

“Having this accreditation is a distinction that indicates we perform our duties with great quality, utilizing the latest performance standards in destination marketing and management,” said Tamara Pigott, executive director of the Lee VCB. “We are being held to the highest possible standard. This benefits residents, guests and the tourism industry of Lee County.”

The Destination Marketing Accreditation Program (DMAP) requires a destination organization to comply with mandatory and voluntary standards to gain this momentous achievement. The standards cover nearly all aspects related to the management and marketing of destinations, including governance, finance, human resources, sales, communications, development and research.

Destinations International (formerly Destination Marketing Association International) is the world’s largest resource for official destination organizations, convention and visitor bureaus and tourism boards. It has more than 4,700 members and partners from nearly 600 destinations in approximately 15 countries, working to elevate tourism to its highest potential. For more information, visit [www.destinationsinternational.org](http://www.destinationsinternational.org).

[The Beaches of Fort Myers and Sanibel](#) is represented by the [Lee County Visitor & Convention Bureau](#). It serves the broader interests of the Lee County economy by acting as an industry leader to market the entire area globally, and preserve the area’s unique attributes for the continual benefit of its residents and the travel and tourism industry.

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Sanibel & Captiva Islands Fort Myers Beach Fort Myers Bonita Springs Estero Cape Coral Pine Island Boca Grande & Outer Islands North Fort Myers Lehigh Acres

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