



**FOR IMMEDIATE RELEASE**

## **DISCOVER DUNWOODY RECEIVES DMAP DESIGNATION FROM DESTINATIONS INTERNATIONAL**



**Dunwoody, Ga. – (August 3, 2021)** – [Discover Dunwoody](#), the destination marketing organization (DMO) representing the thriving Atlanta suburb rich with unique attractions and community events, today announced it has been awarded 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 honor comes on the heels of a successful year for Dunwoody despite a pandemic, as the destination has returned to planning a variety of fun events for all ages, hosting FAM trips for meeting planners and hotel partners have started to see a gradual increase in occupancy from business travelers.

"By achieving DMAP accreditation, Discover Dunwoody has demonstrated that they have developed strategies for the direction of their destination and the policies and procedures to safeguard the use of public dollars," said Maura Allen Gast, FCDME, executive director at Visit Irving.

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. Discover Dunwoody joins the ranks of over 200 destination organizations who have obtained DMAP recognition.

“We are pleased to have Discover Dunwoody join our distinguished group of professionals,” said Don Welsh, President and CEO of Destinations International. “The industry distinction defines quality and performance standards for destination organizations, and I look forward to welcoming them to the DMAP community.”

Just 10 miles north of Atlanta, Dunwoody is a premier hub for shopping, dining and business, offering a range of options for business and leisure travelers, from outdoor activities that the whole family will love to world class meeting spaces and team-building activities. The destination features eight modern hotels offering a combined 66,000+ square feet of meeting space, with a new AC Hotel also set to open later this month. Travelers visiting the destination can also experience delicious cuisine at local restaurants, explore nature in the destination’s seven parks that are home to more than 180 acres of greenspace and experience a variety of festivals and events such as the popular Lemonade Days Festival or Butterfly Experience. With activities and attractions for everyone, Dunwoody continues to maintain a small-town feel while providing big-city amenities, making it the ideal destination for business and leisure travelers alike.

“We’re incredibly honored to receive this prestigious award and join a group of destinations who represent the highest quality and performance standards,” said Discover Dunwoody Marketing Director Kimberly Franz. “Especially after the challenges of the pandemic this past year and a half, we’re so proud of how our organization has persevered. We are looking forward to a bright future where we can continue to welcome travelers to experience all of the amazing things that our destination has to offer.”

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#### **About Dunwoody, Ga.:**

Dunwoody, Ga. is a premier hub for shopping, dining, business, and culture located just north of Atlanta. From boutique to crowd favorites, wine bars to patio dining, a fine art school to a theatre company and abundant green space to hiking trails, Dunwoody has something for everyone. With easy access to mass transit and major highways, this city offers proximity to key Georgia tourist attractions, sporting events, and festivals. A little bit metropolitan chic, a little bit small-town escape, Dunwoody is above Atlanta and beyond the expected.

#### **About Destinations International:**

Destinations 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](http://www.destinationsinternational.org).

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