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What is a Destination Marketing Organization (DMO)?

Any organization that represents a specific area, state, region, county, city or town that manages tourism is referred to as a Destination Marketing Organization or DMO. They are typically not for profit. Can be a Government or a Association of businesses.

Chambers of Commerce in some towns are the DMO

<https://adventurebucketlist.com/blog/What-is-a-Destination-Marketing-Organization>

Can be a stand alone Government, an Association of businesses ( like a chamber) or a contracted government vendor. \* contracted vendors must align and comply with restrictive memberships if public funding is in place.

<https://destinationcolorado.com/blog/the-differences-between-a-cvb-dmo-and-dmc/>

**The internal structure, funding, policies, alignment with state laws determines whether they qualify as a Government model. Tax returns reflect this and Membership qualifications that align with public policy and funding.**

Target Area

**Funded driven - Unbiased recommendations driven by funding. Public funding tiers take first position with exclusivity. Local, city, county and state laws enforce tiers and qualifications if public money is involved.**

What classifies the three types of Destination Marketing Organizations (DMO)?

Government  
DMO

*Government-DMO s are governments inhouse DMO. State, City, or Towns, Arizona has many. The City of Flagstaff and the City of Prescott are Government-DMO. The Arizona Office of Tourism is a expert Government-DMO, strong policy and framework.*

Government  
CVB-DMO

*Government CVB-DMO are goverments using a Convention Visitor Bureau, targeting a Government's Destination. Government-model-DMO operate a CVB DMO as "places to stay" and tourism related businesses. Qualified Business may pay to play as members.*

Community  
DMO

*Are not aligned or restricted by any regulations or laws as a government format. The Sedona Chamber of Commerce and trade name Sedona Chamber of Commerce and Tourism Bureau is an example of a Community-DMO. Community -DMO are regional, can be in all industries, have tiered membership dues, free and paying dues members.*

## Scottsdale Convention & Tourism Bureau defines Destination Management Companies (DMCs)

**Scottsdale Convention & Tourism Bureau** is a government CVB, DBA Experience Scottsdale refers Destination Management Companies (DMCs) as providing quality destination management services offering professional event and group-travel related services for Scottsdale. DMC are paying members, for profit are listed in the Experience Scottsdale guide.

**Destination Management Companies** <https://www.experiencescottsdale.com/search/?q=Destination%20Management%20Companies>

## What is a Destination Management Company (DMC)?

In the World of Destination Marketing, a Destination Management Company (DMC) is an organization that offers professional event and group-travel related services only in destinations where they are located.

What are DMC services by DMC ? <https://www.dudmc.com/about-du-and-dmcs/what-is-a-dmc-destination-management-company/>

"A DMC (Destination Management Company) offer the following logistic services in their destination; Meet and Greet, Transfers / Transportation, Hotel Accommodation, Restaurants, Activities, Excursions, Conference Venues, Themed Events and Gala Dinners. Naturally, DMCs assist with overcoming any language barriers."

## Destination Marketing Association International (DMAI)

Membership organization

**Destination Marketing Association International ( DMAI )**

is a non-governmental organization, business association *NTEE Code Mutual/Membership Benefit Organizations.*



**Destination International Association** <https://destinationsinternational.org/> Membership Tourism industry

Destinations International strives to make our members and their destinations successful.

**MEMBERSHIP DRIVEN** <https://destinationsinternational.org/become-member>

Destinations International is about serving destination marketing professionals first and

**Destination Marketing Accreditation Program (DMAP)** <https://destinationsinternational.org/destination->

To become accredited, a **destination organization** must demonstrate compliance with more than 100 performance standards. Accreditation standards are set by an independent panel of industry veterans

**Standards:** **DMAP 4-Year Renewal Standards**  
<https://destinationsinternational.org/dmap-> <https://destinationsinternational.o>

Accredited isn't an Expert, Educational, or Best in Industry test or learning process but a