



Destination Management Company Accreditation Program

ADMEI's Destination Management Company Accreditation program is designed to elevate professional standards and designate firms that demonstrate advanced knowledge and experience essential to the practice of destination management. The Accredited Destination Management Company (ADMC) designation assists the meeting planning community by identifying and qualifying standards and criteria that are indicative of the highest quality destination management service providers. This program recognizes DMCs that meet and adhere to these standards.

The program:

- Identifies the practices that are indicative of quality DMC services;
- Assesses the procedures and practices of individual DMCs;
- Formally recognizes those DMCs that meet the requirements set forth by the ADCMC Commission;
- Improves the quality and effectiveness of services provided to the meeting planning community; and
- Encourages quality service to clients by DMCs.

Application tips:

The ADCMC Commission recommends that you please pay careful attention to documenting the following:

- Number of copies requested and format in which to provide;
- All insurance coverage required; and
- Corporate status and current authority to do business.

Accredited Destination Management Company is a registered program of the Association of Destination Management Executives International



Accredited Destination Management Company® (ADMC) Standards

1. ADMCs are registered businesses, maintain a proper business license(s) and remain in good standing within the state(s) and or province(s) they operate in.
2. ADMCs have been a registered business for a minimum of five (5) years.
3. ADMCs directly provide four (4) of the (5) core DMC services; special events, staffing, tours, transportation coordination and program logistics.
4. 80% of ADMCs annual revenue is from destination management services.
5. ADMCs maintain a physical office and have standard Monday through Friday office hours.
6. ADMCs maintain a functional web site and operating e-mail account(s) with a private domain.
7. ADMCs maintain a minimum of three (3) full-time employees to cover the areas of sales, operations and administration effectively.
8. ADMCs must have a minimum of one (1) Destination Management Certified Professional (DMCP) on staff.
9. ADMCs maintain comprehensive insurance, sufficient to protect clients, including a minimum of \$2 million General Liability.
10. ADMCs are members of their local Convention and Visitor's Bureau (CVB), Tourist Bureau and/or local Chamber of Commerce.
11. ADMCs operate ethically and in compliance with all applicable laws and regulations.
12. ADMCs accurately represent the expertise, experience, credentials, and services of their companies and their employees to the public.
13. ADMCs recognize the unique goals, objectives and needs of their clients and use their best efforts to meet those needs.
14. ADMCs enter into written contracts with each client stating, at a minimum, the services to be provided, fees and billing procedures, and the term and termination aspects of the contracts.
15. ADMCs communicate regularly with their clients to ensure that the DMC is providing all contracted services in an effective and efficient manner.
16. ADMCs administer written or electronic client satisfaction surveys for every program operated, for quality control.
17. ADMCs adhere to ADMEI's Principles of Conduct.

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