



GACVB DESTINATION MARKETING ORGANIZATION

Certification



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Sandy Springs Hospitality & Tourism Convention and Visitors Bureau achieves Benchmark of Excellence GACVB Certification

Savannah, GA – The Georgia Association of Convention and Visitors Bureaus (GACVB) is pleased to announce that the Sandy Springs Hospitality & Tourism Convention and Visitors Bureau has earned the status of Gold Level Benchmark of Excellence GACVB Certification. Sandy Springs is the fourth convention and visitors bureau in the state to attain this designation.

The Benchmark of Excellence Certification (BEC) program presents the opportunity for destination marketing organizations in the state of Georgia to measure their practices and achievements against a defined set of competencies which serve to increase the overall professionalism and effectiveness of the organization. A CVB who decides to seek the Benchmark of Excellence Certification is enhancing their organizations leadership development, providing a direction for professional development plans, both for the organization and individuals within the organization, and recognizing their CVB/DMO exhibits industry best practices.

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Working with a state-wide Review Board comprised of industry professionals, the Cunningham Center for Leadership Development (CCLD), based at Columbus State University, serves as the certifying agency. Meeting the required standards earns the bureau/DMO the title of “Certification” or “Certified.”

The certification process is offered exclusively to GACVB members. Certification is valid for a term of three years, terminating on the anniversary of the most recent certification.

For more information about the GACVB Benchmark of Excellence Certification program, contact the GACVB at certification@gacvb.com.

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