



Destination Pro

Destination Pro, joint initiative between DMAI and European Cities Marketing (ECM), is a professional development program for entry- to senior-level destination sales/marketing professionals. Sponsored by IMEX, the goal of Destination Pro is to create a higher level of professionalism and productivity in all areas of destination business tourism sales and marketing by providing both informational education (understanding of the operations, organization, and activities of DMOs) and hands-on training in specific destination sales techniques and skills. To receive the Destination Pro diploma, an individual must be employed by an official DMO (convention bureau or tourism board), and successfully:

- Complete the ECM Summer School
- Complete DMAI's Destination Sales Training I course
- Complete DMAI's Destination Sales Training II course

A certificate will be awarded at the end of each of the 3 courses for successful completion. All education must be completed within a 2 year time frame.

At the end of each calendar year, new individuals who have earned the Destination Pro diploma will be eligible for a scholarship to attend the next IMEX show.

The first opportunity to begin earning the Destination Pro diploma is this year's [ECM Summer School](#) which takes place 29 August – 2 September in Bolzano, Italy.

DMAI's [Destination Sales Training I and II](#) will follow in Belgrade, Serbia on 22-25 September, and also in Dubai, UAE, 5-8 October.