

Lisa DeLeon first earned her Destination Management Certified Professional (DMCP) designation in February 2008 and will be undergoing the recertification process in 2013. Lisa is the only DMCP in Northern Nevada.

To earn the DMCP designation, an individual must have years of experience in the field, active involvement in continuing education programs and have passed an exam that covers the body of knowledge of all aspects of destination management. This certification is good for five years; recertification requires continuing demonstration of active involvement in the destination management community and continuing education in all aspects of destination management.

The purpose of the DMCP program is to increase the professionalism within the destination management industry by establishing a level of knowledge and performance; identifying the body of knowledge required; stimulating the art and science of destination management; increasing the value of practitioners to their employers; recognizing and raising industry standards and practices, and thereby ethics; and maximizing the value of the products and services that certified destination management professionals can provide.

