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Western Association of Convention & Visitors Bureaus Becomes Destination Marketing Association of the West

WACVB becomes DMA West

(FOLSOM, CALIFORNIA, June 18, 2015) – After more than 30 years of doing business as the Western Association of Convention & Visitors Bureaus, the industry trade association serving destination marketing organizations (DMOs) in the western U.S. and western Canada, is now operating as "Destination Marketing Association of the West."

The name change was announced today by DMA West Board President Wes Rhea, CDME, CTA. Rhea is CEO of Visit Stockton (Calif.). In a companion move, a new name was also announced for the foundation. DMA West Education & Research Foundation Board of Trustees President Sara Toliver announced the name change for the foundation. Toliver is president & CEO of Visit Ogden (Utah). The new names are two of the outcomes from a Joint Boards Retreat in early 2015.

The new name for the association serves to encompass DMA West members, whether a member-organization is a convention and visitors bureau, tourism authority, visitors council, division of local government or chamber/resort association in the West.

A new website and redesigned publications/collateral produced by the organization will carry the DMA West name. Enhancements to education programs and new services from the association and foundation are also part of the new format. The association is also introducing new names for two of its major education programs.

The association's primary mission is the welfare of the destination marketing organization as it is focused within the local community. Today, with a membership of more than 145 DMOs, DMA West provides its members with relevant educational programs, valuable industry research and useful member services.

Destination Marketing Association of the West (DMA West) is a regional professional association serving more than 145 destination marketing organizations in the western United States and the western provinces of Canada. For more information about DMA West and the DMA West Education & Research Foundation, visit www.dmawest.org.

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