

FOR IMMEDIATE RELEASE

**Explore Butte County Earns DMAP Status at Destinations International 2025**  
*Globally recognized program defines quality and performance standards in destination marketing and management*

**BUTTE COUNTY, CA (July 29, 2025)** - [Explore Butte County](#) (EBC) was one (1) of nine (9) destination organizations that received [Destination Marketing Accreditation Program](#) (DMAP) accreditation from [Destinations International](#), the world's leading trade association for destination organizations. The announcement was made at Destinations International's 2025 Annual Convention in Chicago, Illinois earlier this month.

The DMAP accreditation program requires a destination organization to successfully comply with a multitude of mandatory and voluntary standards that span a variety of performance areas related to the management of a destination organization, including governance, finance, human resources, sales, communications, destination development and research.

The accreditation recognizes EBC's commitment to industry excellence and meeting the industry standard for performance and accountability of destination marketing organizations around the world. Tourism in Butte County continues to perform strongly, with EBC leading efforts to position the region as a dynamic travel destination. In May 2025, new data from the [2024 Economic Impact Report](#) released by Visit California revealed that **total visitor spending** in Butte County reached **\$378.7 million**, marking a **2.3% increase** and reinforcing the value of strategic tourism investments

"Our vision extends beyond attracting visitors; we're building a destination where people want to visit, live, work, and invest," said Nichole Farley, executive director of Explore Butte County. "Earning DMAP accreditation reinforces our commitment to that long-term vision. Through strategic marketing, local partnerships, and smart destination development, we're not only driving tourism growth but contributing to a thriving regional economy and a more vibrant quality of life for all who call Butte County home."

**Initiatives for 2025**

EBC's comprehensive strategy involves strategies to grow visitation, increase overnight stays and enrich the visitor experience. Key initiatives in the pipeline include:

- **Expanded Destination Marketing:** EBC is tapping into key markets in Sacramento, San Francisco, and Los Angeles through digital advertising, influencer partnerships and earned media efforts to showcase the unique experiences and attractions Butte County offers.
- **Local Event Sponsorships:** EBC will invest approximately \$50,000 in supporting local events in 2025, helping attract visitors while uplifting community assets and businesses.

- **Destination Development:** In May 2025, EBC launched a Sports Tourism Infrastructure Master Plan feasibility study to assess venues and facilities capable of drawing youth and amateur sports tournaments, which are high-value opportunities for overnight engagement and economic benefit.
- **Strategic Growth:** Visitor spending bolsters public revenues used for essential services, demonstrating the ripple effect of travel throughout the community and underscoring the importance of expanding the Butte County Tourism Business Improvement District to include short-term vacation rentals (STVRs). Ensuring all lodging types contribute to destination marketing and development will strengthen key strategies and visitor services that underpin Butte County's growing tourism economy.

"Earning DMAP accreditation is not just a milestone for Explore Butte County, it's a reflection of how far our region has come in positioning itself as a competitive, high-performing destination," said Tamba Sellu, Board President of Explore Butte County and Area Director of Sales for Marriott in Chico. "As a hotelier, I've seen firsthand how strategic tourism investment translates into stronger visitation, fuller rooms, and a more resilient local economy. This recognition affirms the professionalism and impact of our destination marketing efforts, and the continued opportunity to build a brighter future for Butte County through tourism."

With \$378.7 million in visitor spending last year, Butte County's tourism economy powers jobs, generates public revenue, and supports local livelihoods. The initiatives for 2025, led by EBC, will fuel continued growth and keep the county competitive amidst evolving traveler trends.

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