

## **Benefits of the Quality Assured seal for Destination Management Companies**

Quality Assured certification helps Destination Management Companies (DMCs) to increase their visibility in the marketplace as well as their credibility in the eyes of potential customers. Furthermore, the reason to select a Quality Assured DMC is more pronounced when the criteria covered by the scheme are aimed at protecting the client and guaranteeing customer satisfaction, such as general liability insurance or acting on customer feedback.

Quality Assured DMCs also benefit from support and assistance provided by the Malta Tourism Authority (MTA) on aspects related to quality improvement as well as marketing support.

### **Quality Improvement**

The criteria of the scheme have been developed following extensive research into other quality management systems, client feedback and scheme testing. The criteria have been designed in such a way that when a DMC complies with all the criteria, the company will be improving the way it operates and therefore improving its product offer to the end client. This will lead to an improved business model.

DMCs also benefit from regular training opportunities provided by the MTA. Any training needs suggested by participating DMCs are tackled during industry seminars organised by the MTA.

### **Marketing Support**

DMCs obtaining the prestigious Quality Assured seal will be entitled to several marketing benefits, including:

#### **Marketing Support**

- The Quality Assured seal features regularly in articles / editorials which the MTA coordinates with various leading MICE publications overseas
- Certified DMCs are promoted by the MTA's overseas network and included in MTA's PR initiatives
- The MTA limits its use of DMC services to Quality Assured DMCs with regards to MICE events which it organises or coordinates, particularly because the MTA is keen to ensure a high standard of service when bringing overseas clients and decision-makers to our Islands. This also includes MTA Fam Trips and MTA Press Trips from the respective Geographic markets which would have been registered by each QA DMC
- Quality Assured DMCs are given the right of first refusal over other DMCs for participation in joint MTA-trade marketing initiatives including fairs, workshops and networking events organised by the MTA or in which the MTA is participating

- Those QA DMCs that opt to participate in joint advertising initiatives will be identified and given special recognition as the Quality Assured seal, or mention of, will be included in the respective entries in the publication. This procedure is extended to all advertising/marketing initiatives which the MTA has editorial control over throughout the year. This proves to be a very strong recommendation on the part of the MTA, for clients to opt for DMCs which have been quality-assured.
- MICE Enquiries: For each enquiry received from a client or potential client, by MICE HO or overseas office, the client is sent a column from the respective geographic roster which includes registrations from the individual QA DMC. The QA DMCs are highlighted in red and information regarding the QA Seal for DMCs is also provided to the client.
- The DMC listing on the business travel pages of [visitmalta.com](http://visitmalta.com) lists the certified DMCs first (with the Quality Assured logo near each entry) followed by all other licensed DMCs. The same will be done for the dedicated MICE micro site [www.meet-malta.com](http://www.meet-malta.com)
- The DMC will also benefit from financial support which is provided on a yearly basis for marketing initiatives undertaken overseas. Details of such support are communicated to the respective QA DMCs in the beginning of the year (January) as registration for interest for such support is required beforehand.