



Centre Mondial d'Excellence des Destinations  
World Centre of Excellence for Destinations  
Centro Mundial de Excelencia de Destinos

PRESS RELEASE  
FOR IMMEDIATE RELEASE

## **A WORLDWIDE FIRST** **SIGNING OF AN IMPORTANT AGREEMENT BETWEEN** **THE WORLD CENTRE OF EXCELLENCE FOR DESTINATIONS (CED) AND MEXICO CITY**

**MONTRÉAL, APRIL 15, 2008** – The World Centre of Excellence for Destinations (CED) announced today the signing of an important agreement with Mexico City with the goal of implementing, as early as this June, its new System for Measuring Excellence in Destinations (SMED) in this internationally renowned city.

The announcement was made during the 33rd edition of the *Tianguis Turistico*, Latin America's largest trade show for tourism and travel, which is currently underway until April 16. This agreement was officially confirmed today by Mexico City's Tourism Secretary, Mr. Alejandro Rojas Díaz-Durán, and the President of the CED, Mr. André Vallerand.

The agreement aims to establish a tourism profile of Mexico's capital and assist it in measuring international competition as well as facilitate the attainment of its objectives in sustainable development. The System for Measuring Excellence in Destinations (SMED) also aims to improve the quality of the experience offered to tourists and to strengthen the geographical character of a city as a tourist destination (environment, culture, aesthetics, heritage, well-being of the residents, etc.) while strategically identifying major issues facing tourist destinations around the world.

"Mexico City is the first major city to recognize the value of a measurement system like the one developed by the CED," said Mr. André Vallerand, President of the CED and guest speaker during the *Tianguis Turistico*.

Other countries have expressed their interest in the SMED and new agreements will be announced shortly. "The fact that such agreements are being made one year earlier than forecast in the CED's business plan is excellent news. This confirms the importance of the existence of the CED in serving international destinations," added Mr. Vallerand.

With its headquarters located in Montréal, the CED began operations in February 2007. The CED has signed partnership agreements with Canada Economic Development for the Quebec regions, the *Ministère du Tourisme du Québec* and the *Ministère des Affaires Municipales et des Régions du Québec*, and among its objectives is the export of Canadian and Québec expertise in tourism destinations to international markets.

### **About the CED**

The CED is a non-profit organization dedicated to the research and creation of tools to support the development of sustainable tourism for destinations around the world. In performing its mission, the CED executes and further develops the tasks of the Destinations Council and other departments of the World Tourism Organization (UNWTO). It does so by adding value and expertise to the policies and innovative practices concerning tourist destination management. The UNWTO is a specialized agency of the United Nations with 153 member states and some 300 associate members from the tourism industry.

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