

## NEWS RELEASE

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### **Augusta CVB Names Bennish Brown as New President and CEO**

*Augusta, GA* – The Augusta Convention and Visitors Bureau (ACVB) has named Bennish Brown as their new President and Chief Executive Officer.

“We’re excited to welcome Bennish to Augusta,” said ACVB board chair Phil Wahl. “After a nationwide search, his proven track record in recruiting visitors for both convention and leisure travel to stimulate economic impact through visitor spending was unmatched. We’re confident that Bennish will pursue and achieve the vision and objectives of the organization while continuing to cultivate the growth and innovation we’re already seeing throughout Augusta’s River Region.”

Brown has spent 18 years as a tourism professional, serving 12 years as the Executive Director of the Rock Hill/York County Convention and Visitors Bureau in Rock Hill, South Carolina, before relocating to Tacoma, Washington where he has served as President and CEO of Travel Tacoma + Pierce County since 2012.

After six years in Tacoma, Brown says he is honored to be selected for this position and is eager to begin his cross-country trek back to the Southeast.

“It brings me back to a part of the country where I’ve spent most of my life,” said Brown, a South Carolina native. “I’m excited to be part of leadership efforts to help grow Augusta’s economy through effective tourism sales and marketing efforts. Along with promoting Augusta’s unique assets, I hope to continue to foster partnerships with community stakeholders, including the city, chamber of commerce, and economic development authority, as well as hoteliers, attractions, restaurants, and cultural organizations, to not only develop Augusta as a world-class destination, but champion an improved quality of life for its residents.”

He was recently elected to the Board of Directors of Destinations International, which is the world’s largest resource for official destination organizations, convention and visitor bureaus and tourism boards. He is also a member of the Board of Directors for the Washington Tourism Alliance and is immediate Past Chair of the Washington State Destination Marketing

Organizations Association.

Prior to tourism, Brown spent nearly two decades in the communications arena, working in radio, newspaper, and public relations. He holds a bachelor's degree in broadcasting and a master's degree in public relations, both from the University of South Carolina.

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