



Visit Estes Park  
The Destination  
Marketing Organization  
[VisitEstesPark.com](http://VisitEstesPark.com)

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## VISIT ESTES PARK HIRES PERMANENT PRESIDENT & CEO

**ESTES PARK, Colo. (December 2018)** – The Board of Directors of Visit Estes Park has hired Eric J. Lund to be the permanent President & CEO of Visit Estes Park (VEP).

Lund, who starts with the organization on January 15, 2019, comes to Estes Park from San Diego, where he has been a leader in the tourism industry for the past 36 years. Most recently Lund held the President & CEO position at the San Diego East County Chamber of Commerce. Prior to this position he held a senior leadership role at the San Diego Tourism Authority and was the President & CEO of the East San Diego County Visitors Bureau. Additionally, his breadth of experience includes running his own full service travel agency and a marketing agency specializing in tourism. For the last 17 years Lund has held an adjunct faculty position teaching tourism and marketing courses at San Diego colleges.

Lund is very excited to lend his expertise in marketing and leadership to the organization. “I look forward to learning more about the local community and working with the strong team in place to produce great results,” said Lund.

As President & CEO of VEP, Lund will be responsible for leading the organization toward its mission to attract guests to the district through effective and efficient marketing and management in order to drive year-round economic growth by directing the implementation of all marketing and operational functions within the organization. Additionally, Lund will develop the organization’s five-year strategic plan, annual marketing and operating plan and direct the preparation of the annual budget, as well as create financial and annual audit reports for the Board.

VEP staff is thrilled with the new addition and looks forward to getting to know and work with Lund. Shannon Davis, Interim CEO and Marketing Director is “excited to learn from his experience” and to work with him to create “a stable and energetic VEP moving forward.” Kevin Benes, VEP’s Finance Officer, echoed that sentiment, adding “Eric’s decades of tourism industry experience will be invaluable.”

When asked why he chose Visit Estes Park for his next career he replied, “My wife and I have always loved the mountains, we have a home in the White Mountains of Arizona at 8,400 feet where the elk walk through our yard every day. We are excited to be coming to Estes Park because It is a wonderful opportunity to be able to work in a beautiful mountain community in Colorado and enjoy the wonderful mountain town lifestyle that my wife and I prefer.” He went on to say, “My wife and I are empty nesters with three rescue dogs, so this is a perfect time in our life to embark on this new adventure, and it is my sincere hope that we will become a welcome and positive addition to the team at Visit Estes Park and a positive part of the fabric of the local community.”

*Visit Estes Park's mission is to drive tourism and year-round economic growth through effective and efficient destination marketing. For more details about VEP go to [VisitEstesPark.com](http://VisitEstesPark.com).*

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