



Group Leisure Sales Manager

work in a dynamic, fun, and fast-paced environment selling Fairfax County as a destination

Visit Fairfax is the official destination marketing organization for Fairfax County, Virginia. Our mission is to market, sell, and promote Fairfax County as a preferred destination for visitors through exciting products, programs and activities that distinguish Fairfax County and contribute to the economic and social growth for our citizens and communities.

Visit Fairfax is seeking a sales manager to assist our team with business development in the domestic and international group leisure markets. The primary role of the Group Leisure Sales Manager is to attract new incremental group tours for our hotels, restaurants, and attractions as well as to represent our destination at domestic and international tradeshow and sales missions.

What will you do?

- Learn everything that makes Fairfax County a great destination for both groups and individual travelers through the organization's marketing and sales efforts.
- Develop new group travel business in both domestic and international markets through sales calls, trade shows, marketplaces, and industry networking opportunities.
- Work with tour operators, tour wholesalers, receptive tour agencies and group travel planners, as well as local, regional, and state travel professionals to develop suggested itineraries and tour packages that market Fairfax County's attractions, dining venues, and special events.
- Coordinate and implement events, site inspections and familiarization tours for domestic and international market segments.
- Develop cooperative sales and marketing opportunities with other destination marketing organizations in the region and the state.
- Generate leads for new business opportunities for tourism partners including hotels, attractions, and restaurants.

Are you the right fit?

- Do you love to travel both domestically and abroad?
- Do you have experience selling in the hospitality and tourism industry?
- Are you proactive, energetic, and organized?
- Do you have strong interpersonal skills to forge strong client relationships?
- Are you a team player?

Ready for the best career ever?

Submit your resume to Jackie Franchi, Vice President Marketing & Sales: jfranchi@fxva.com.