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MONTEREY COUNTY CONVENTION AND VISITORS BUREAU'S NANI ALMANZA NAMED ONE OF 30 FUTURE LEADERS OF DESTINATION MARKETING

MONTEREY, Calif., July 18, 2019 – Monterey County Convention and Visitors Bureau (MCCVB) is thrilled to announce that visitor services manager, Nani Almanza, has been named one of Destinations International's 30 Under 30 recipients.

The 30 individuals, all 30 years of age and younger, will have the opportunity to engage in valuable professional development opportunities throughout 2019 and beyond. The honorees originate from a variety of countries and destination organizations of all sizes.

"The 30 Under 30 program remains critical to our organization's vision and mission," said Don Welsh, president and CEO of Destinations International. "The future of the travel and tourism industry remains dependent on today's young professionals and the foundation continually invests in the leaders of tomorrow through professional development and mentorship opportunities. We look forward to connecting with the 30 future leaders at this year's annual convention, throughout 2019 and their careers."

Almanza joined MCCVB as strategic client services specialist in August 2017, but has been involved in the Monterey County hospitality community since 2013. She was recently promoted to visitor services manager in July. With a passion for sustainable tourism, Almanza will help lead the charge to find balance between the desires and interests of travelers and quality of life for residents in her new role.

Almanza looks forward to progressing in the tourism industry in Monterey County, and expanding her knowledge of the destination as it evolves to remain a valuable industry resource. Her long-term goal is to become an industry leader or CEO of a destination marketing organization.

"Each year, our convention attendees are inspired by the astute, creative minds in the 30 Under 30 program," said Tammy Blount-Canavan, CEO of the MCCVB and past chair of Destinations International. "The program provides the best and the brightest with additional insights, opportunities and tools for success in destination marketing and management. These young leaders give us a glimpse into a very bright future for our industry. Knowing there were nearly 100 applicants from all over the world, we are pleased and proud that Nani was selected to join this elite group."

Program benefits include a scholarship to Destinations International's 2019 Annual Convention in St. Louis, professional development and the opportunity to apply to attend the Association of Australian Convention Bureaus's Annual Conference.

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“The Destinations International Foundation is proud to support the 30 Under 30 Program,” said Jason Fulvi, board chair of the Destinations International Foundation and president and CEO of Visit KC. “This program helps further develop our industry’s leaders of tomorrow. We look forward to having them join us at the Annual Convention and continuing to grow throughout the year.”

Now in its ninth year, the 30 Under 30 program is supported by founding program partner SearchWide Global and sponsored by IMEX Group, MMGY Global and Northstar Meetings Group.

“Not only does the program bring incredible value to our industry, but it brings unlimited opportunity to the recipients,” said Mike Gamble, president and CEO of SearchWide Global. “By shaping future industry leaders, we can build an even better future for destination marketing.”

For more information about the 30 Under 30 program or Destinations International, visit www.destinationsinternational.org.

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ABOUT MONTEREY COUNTY CONVENTION & VISITORS BUREAU

The Monterey County Convention & Visitors Bureau (MCCVB) is a 501c6 organization that drives tourism for Monterey County. Tourism is the largest industry on the Monterey Peninsula and the second largest in the County. The MCCVB is a partnership of the hospitality community and local governments that aims to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and the community. Travel spending in Monterey County was \$2.98 billion in 2018, representing a 5.8 percent increase from 2017. This \$2.98 billion in visitor spending supported 25,190 jobs, contributed \$271 million in total taxes and generated \$135 million local tax dollars that directly benefited the community.