



CONTACT:

April Locke, MCCVB

(831) 657-6400

Media@SeeMonterey.com

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MCCVB BRINGS ON TOP PUBLIC RELATIONS PROFESSIONAL

Experience at Hershey Entertainment, Gaylord and Marriott Elevates In-House Capabilities

MONTEREY, Calif., June 27, 2019 – The Monterey County Convention and Visitors Bureau (MCCVB) announced the hiring of Rachel Dinbokowitz as its new Public Relations Manager effective immediately. With more than 11 years’ experience working with brands such as AC Hotels by Marriott and Gaylord Hotels, Dinbokowitz will spearhead the MCCVB communications program with a focus on strategic integration of PR content development and distribution. Her resort hotel experience will be of particular value for the destination.

“Monterey County encompasses such a diverse collection of lodging partners – from luxury resort properties to quaint inns,” said Tammy Blount-Canavan, President and CEO of MCCVB. “Rachel’s capabilities in using experiential excitement to drive room nights for all our properties is a major part of our plan for continued managed tourism growth.”

A member of the Public Relations Society of America (PRSA) Travel and Tourism chapter and the prestigious Society of American Travel Writers (SATW), Dinbokowitz is committed to the travel and hospitality industry and has dedicated her career to sharing unique stories about destinations. “This position represents the intersection of my professional experience and motivation,” she explained. “Monterey County is one-of-a-kind in so many ways – offering a breadth of unique experiences – and I look forward to showcasing its stories in engaging detail.”

Public Relations is a cornerstone to MCCVB’s content marketing program, and this position, along with the rest of the highly talented Marketing Communications team, will make Monterey County even more attractive to high-value visitors from across the globe. “We work in an incredibly competitive industry even with the unparalleled natural beauty of Monterey County,” said Rob O’Keefe, Chief Marketing Officer for MCCVB, adding “It has never been more critical to shape our story in compelling ways. Rachel’s experience brings an added dimension to our team of storytellers.”

Graduating from Susquehanna University in Selinsgrove, Pa. with a degree in public relations, Dinbokowitz began her career at Hershey Entertainment & Resorts in Hershey, Pa. Dinbokowitz most recently was the PR Manager for two Marriott International brands including Gaylord National Resort and Convention Center and AC Hotel National Harbor in National Harbor, Md. During her time at Gaylord National Resort, she secured the most press coverage in the history of the resort for its award-winning attraction *ICE!* and other holiday offerings.

One of the most exciting aspects of the new position for Dinbokowitz is MCCVB's *Sustainable Moments* initiative. The focus of *Sustainable Moments* is balancing tourism growth with the need to sustain the natural beauty of Monterey County and the quality of life for its residents. It is a welcome challenge for Dinbokowitz, "I'm excited to tell the world about the majesty, wonder and allure of Monterey County, but also the importance of travelers to respect our destination."

For more information on MCCVB's public relations programs and to access their media kit, visit <https://www.seemonterey.com/media>. Media inquiries can be directed to Media@SeeMonterey.com or 831-657-6434.

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.

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