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FOR IMMEDIATE RELEASE

**MCCVB PRESIDENT AND CEO TAMMY BLOUNT MAKES HISTORY AS
THE FIFTH WOMAN CHAIR OF DESTINATIONS INTERNATIONAL**

MONTEREY, Calif., July 13, 2017 – The Monterey County Convention and Visitors Bureau (MCCVB) is proud to announce that President and CEO Tammy Blount has assumed the role of Chair of Destinations International for 2017 – 2018. Blount is the fifth woman to hold this leadership position in the organization’s 103-year history. Over the years, she has used the experience, research and knowledge gained from her involvement with Destinations International to create a dynamic team and has helped grow tourism exponentially in Monterey County. In 2016, travel spending from overnight visitors in Monterey County was more than \$2.8 billion, a 3.6 percent increase from 2015. The announcement of Blount’s appointment as the new chair comes as Destinations International hosts its 2017 Annual Convention this week in Montreal, Canada.

“It is a great honor to serve as chair of Destinations International. Our trade organization is needed by our industry now more than ever, and the opportunities to learn from the expertise and experience of our global members is key as the travel industry faces so many significant challenges in today’s world,” said Blount. “The education, tools, programs and networking offered by Destinations International are critical to the evolution of our industry, and therefore, to the growth of travel worldwide bringing economic, social, cultural and educational benefit to the communities we serve.”

Destinations International, formerly Destination Marketing Association International (DMAI), is the largest and most reliable resource serving destination marketing professionals and organizations first and foremost of more than 4,700 professionals from nearly 600 destinations in 15 countries.

Blount is a tourism professional with a career path that spans 30 years beginning with her start in the hotel industry in her home city of Vancouver, British Columbia, to her current position as the President and CEO of the MCCVB. Blount’s involvement with Destinations International began when the organization was called International Association of Convention and Visitor Bureaus in the mid-90’s, and she earned her Certified Destination Management Executive certificate as one of the program’s first graduates. Her commitment to the association includes serving on dozens of committees as well as on the Board for six years and the Executive Committee for three years.

“Destinations International is privileged to have Tammy serve as our new Association Board Chair,” said Don Welsh, President and CEO of Destinations International. “She has been a dedicated volunteer and advocate for the tourism industry for nearly 30 years, most recently as the Chair of Destinations International’s Bylaws and Governance Task Force and Audit Committee. With her proven leadership, I

am confident she will continue to lead our Association in our mission of empowering our members so their destinations excel.”

Blount’s background includes the executive leadership position as CEO of the Tacoma Regional Convention and Visitors Bureau, architect and inaugural Chair of the Washington Tourism Alliance and on the leadership team of Tourism Vancouver. In 2012, she began her position in Monterey where she has worked to establish a sound business plan and elevate standards that have united a diverse community. Blount also serves on Visit California’s CEO Destinations Council, Marketing Committee and International Committee.

In the past few years, Blount has been recognized by her community and industry in several ways including Community Unity Champion; Regional Champion, one of the 25 Most Influential People in the Meetings Industry, one of the Top 25 Most Influential Women and as 2015 CEO of the Year.

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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 and in recent years has led the destination to record levels of growth. 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 sales initiatives that maximize the benefits of tourism to our guests, members and the community. Travel spending in Monterey County was more than \$2.8 billion in 2016, representing a 3.6 percent increase from 2015. Visitors also generated \$115 million in local tax receipts, a 5.8 percent increase and supported more than 25,000 jobs.