



Experience Olympia & Beyond Names Annette Pitts as CEO

Thurston County, Wash, May 17, 2021 —Experience Olympia & Beyond's Board of Directors is pleased to announce they have selected Annette Pitts as the organization's next Chief Executive Officer beginning June 7, 2021.

"Annette is bringing the energy, skills, and experience to kickstart our hospitality sector, and she will help Experience Olympia & Beyond continue to grow and thrive. She will be a tremendous asset to our region," said Kelly Green, Executive Community Relations Officer at South Puget Sound Community College and EOB board member.

As CEO, Pitts will strengthen our local community via tourism and economic development working side by side with community leaders throughout Thurston County to inspire, inform, and influence travelers to visit the remarkable region we call home.

Pitts has extensive tourism experience and most recently served as Executive Director of the Cascade Loop Association for 10 years. Along with managing the execution of the Association's destination development plan and overseeing a comprehensive rebrand, she also spearheaded successful effort to earn the Cascade Loops federal designation as a National Scenic Byway. She also worked with organizational stakeholders, economic development organizations, and community leaders from throughout the state to promote domestic and international independent and group travel to the region.

"Annette has a clear vision of how she can help the hospitality and tourism industry respond to the COVID crisis and bounce forward and promote Thurston County as the unique destination we know it is," said Mike Reid, Economic Development Director, City of Olympia.

MEDIA CONTACT:

Please direct all media inquiries to

Kelly Green, Executive Community Relations Officer, South Puget Sound Community College, (360) 338-8020.

EXPERIENCEOLYMPIA.COM

T (360) 704-7544

PO Box 1394, Olympia, WA 98507

The Olympia-Lacey-Tumwater Visitor & Convention Bureau is the official destination marketing organization for Thurston County.



About Experience Olympia & Beyond

Experience Olympia & Beyond is the official destination marketing organization of Thurston County and Thurston County's Sports Commission. A naturally-inspired, approachable destination situated at the foot of Puget Sound one hour south of Seattle and two hours north of Portland by car, Washington's capital community inspires handcrafted getaways. The region is perfect for hosting sports events, meetings, weddings and events. With more than 2,700 hotel rooms throughout Thurston County there are several options ranging from unique bed and breakfasts to traveler-friendly rooms. For more information visit experienceolympia.com or connect on Facebook, Twitter (@Experience_Oly) and Instagram (@ExperienceOly).

EXPERIENCEOLYMPIA.COM

T (360) 704-7544

PO Box 1394, Olympia, WA 98507

The Olympia-Lacey-Tumwater Visitor & Convention Bureau is the official destination marketing organization for Thurston County.