



## FOR IMMEDIATE RELEASE

### Paducah Convention & Visitors Bureau Celebrates Destination Professionals Day

**Paducah, KY, February 18, 2025** – The Paducah Convention & Visitors Bureau, the organization dedicated to promoting Paducah as a visitor destination, is proud to celebrate February 19, 2025, as **Destination Professionals Day** to honor the people and organizations that drive tourism, economic growth, and community vitality worldwide.

“Since 1896, destination professionals have been shaping communities, welcoming visitors, and driving economic impact in ways big and small,” said Alyssa Phares, Executive Director of the Paducah Convention & Visitors Bureau. “We connect people to places, tell the stories that make destinations special, and create experiences that leave a lasting mark. Today, we celebrate the passion, creativity, and dedication that make this work so meaningful. Happy Destination Professionals Day to my entire team at the Paducah Convention and Visitors Bureau!”

The date holds special significance: on February 19, 1896, members of the Detroit Chamber of Commerce and the Detroit Manufacturers Club came together at the Cadillac Hotel in Detroit, Michigan, to form the world’s first destination organization, the Detroit Convention and Businessman’s League. With a mission of “hustling for conventions,” this group laid the foundation for an industry that has since grown into a global driver of economic and social progress.

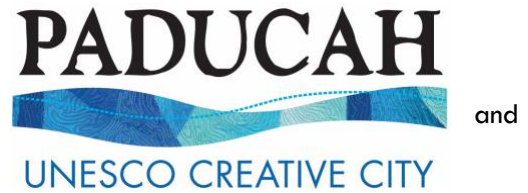
Today, there are more than 10,000 destination organizations around the world representing a broad spectrum of entities, including destination marketing organizations (DMOs), convention and visitors bureaus (CVBs), tourism boards, sports commissions, and film offices. These organizations are a cornerstone of the travel and tourism industry, which employs almost 348 million people and was expected to contribute about 10% of global GDP – more than \$11 trillion – to the global economy in 2024, according to the World Travel & Tourism Council.

The Paducah CVB’s efforts in marketing Paducah as a destination to visitors, groups, and meeting planners ensures that the tourism economy in Paducah continues to thrive. In McCracken County, the economic impact of tourism includes over \$319 million in visitor spending, which supports over 2,400 jobs here at home.

“As an entrepreneur in Historic Downtown Paducah since 2003, I’ve found the Paducah CVB to be an invaluable partner and resource,” says Susan Edwards, owner of Wildhair Studios’ Rock

Shop. “Their dedication to promoting tourism, supporting local businesses, and enriching our community is truly remarkable. The Paducah.travel website has been a game-changer for my business—I’ve had tremendous success listing my events there, and many customers have discovered them through the site’s calendar and blog. Paducah’s downtown is a vibrant, eclectic gem, and the CVB’s efforts help both visitors and locals experience all it has to offer.”

Recognizing February 19 as Destination Professionals Day aims to raise awareness by highlighting the vital contributions of destination professionals in enriching community life and driving economic development; celebrate the achievements and recognize the hard work and dedication of destination professionals



organizations; and inspire future destination leaders by showcasing the diverse and rewarding career opportunities available in the sector to attract the next generation of professionals.

The selection of February 19 as Destination Professionals Day pays homage to the founding of the first destination organization 129 years ago that sparked a global movement that continues to transform destinations like Paducah into ideal places to visit, live, work, play, and invest.

#### **About the Paducah Convention & Visitors Bureau**

The Paducah CVB is a non-profit organization dedicated to promoting Paducah as a world-class destination. We work with a variety of stakeholders to develop and implement marketing programs that attract visitors, generate economic benefits, and enhance the quality of life for residents.

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